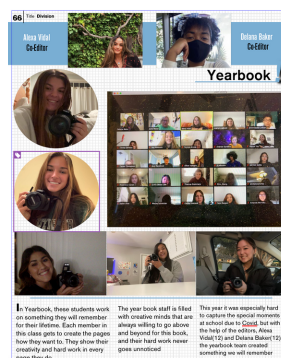# Software & Systems Development
Web & Social Media Programming & Design

Information & Communication Technologies Industry

Program Overview

The Torrance Unified School District Web & Social Media Programming & Design Pathway provides students with the academic and technical skills needed to be successful in the field of marketing & design. Students will learn industry standard Adobe programs, elements/principles of design and art, graphic design, photography, and the use of industry standard equipment.

Course Sequence

Web & Social Media Design 1	Web & Social Media Design 2	Yearbook Design & Publishing

Student Experiences

Students are involved in **real-world learning experiences** on campus and in the community.

- Marketing Strategies
- Advertisement Design & Development
- The Art of Infographics
- Website Design & Development
- Social Media Advertisement Campaigns
- Design, Develop, & Edit the School Yearbook
- Membership in **SkillsUSA** or **Future Business Leaders of America (FBLA)** with the opportunity to participate in regional, state, and national competitions.

College & Career Ready

Students develop **soft skills** in communication, critical thinking, teamwork, leadership, and work ethic.

Students can earn an **industry certification** in
- Digital Media 1A
- Digital Print Design

Students earn **UC/CSU "F" fine arts credit** and are prepared to enter a **degree program** in Web Page, Digital/Multimedia & Info Resources Design; Digital Design & Publication, and Desktop Publishing.