



P.K. Pathways: Design & Entrepreneurship “The BluePrint”





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Entrepreneurship
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Our School. Your Future.

P.K. Pathways
provide structure for
how a student spends their
elective
time in high school.



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P A T H W A Y S

BAND

Engaging students through creativity and disciplined coursework in Band

CAPSTONE

Prepping students through additional Advanced Placement coursework

COMPUTER SCIENCE WITH AI (CTE)

Preparing students for a career in Computer science and Artificial intelligence

DESIGN & ENTREPRENEURSHIP (CTE)

Certifying students for a career in Design and Entrepreneurship

ENGINEERING (CTE)

Developing students for a career in engineering

HEALTH & HUMAN PERFORMANCE

Developing students through health and human performance coursework

PERFORMING ARTS

Engaging students through creative coursework in Musical Theater or Theater



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What is Career & Technical Education (CTE)?

Career and Technical Education provides:

- Coherent and Rigorous Content
- Technical Skills
- Employability Skills
- Industry Certifications
- Opportunities for Bright Futures Gold Seal Scholarship



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Why Design & Entrepreneurship Pathway?

- Business and Design education from industry professionals through hands-on a real world experiences
- Development of soft skills such as interviewing, customer service, and on-site job conduct alongside law, finance, and design knowledge
- Opportunities for both collaborative work and independent work
- Learn high level problem solving skills
- Diverse potential career paths include UX/UI Designer, Creative Director, Graphic Designer, Marketing Specialist, Multimedia Artist, Website Designer, and many others
- Introduces students to the rewards and risks of owning or operating a business enterprise



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P.K. Pathways: Design & Entrepreneurship (CTE)



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Design & Entrepreneurship Pathway

- Strong knowledge of art and design concepts which prepare students to enter the competitive and ever-changing creative marketplace
- Work directly with clients and vendors
- Training in industry standard design skills and practices
- Foundational skills to build and operate a business of their own



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Design & Entrepreneurship Pathway

About This Pathway

- 4 Years of design-focused Entrepreneurship experience
- Student operated Print and Design Shop
- Portfolio Development

Potential Certifications (in review)

- Adobe Certified Professional: *Visual Design Using Adobe Photoshop*
- Adobe Certified Professional: *Graphic Design and Using Adobe Illustrator*
- Adobe Certified Professional: *Print Media and Publication Using Adobe InDesign*
- ESB: *Entrepreneurship and Small Business Certification*



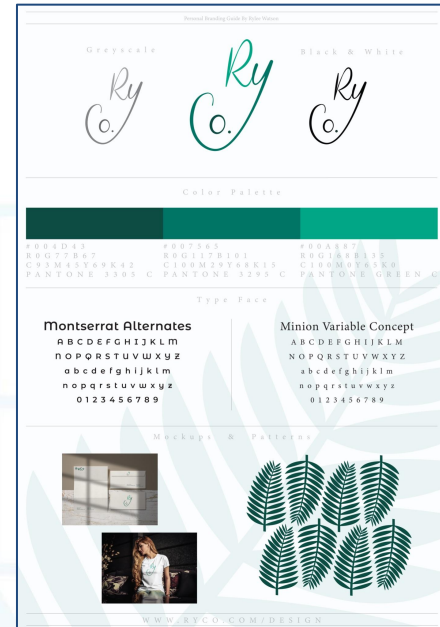
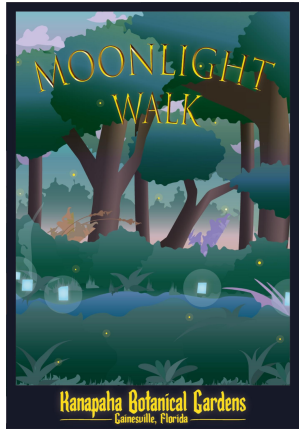
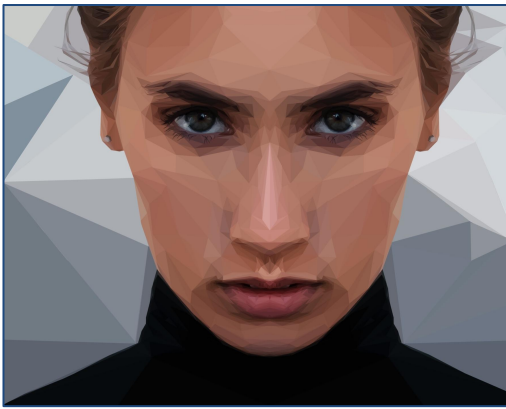
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Design & Entrepreneurship Pathway

- Digital Media/Multimedia Foundations 1
- Digital Media/Multimedia Foundations 2
- Introduction to Entrepreneurship
- Business Ownership
- Business Management and Law
- Yearbook



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Design & Entrepreneurship Pathway for 9th Graders 2023-2024

Pathway Progression: D&E	
9th	Digital Media/Multimedia Foundations 1 Digital Media/Multimedia Foundations 2
10th	“BluePrint 1” - <i>Principles of Entrepreneurship</i>
11th	“BluePrint 2” - <i>Business Ownership</i>
12th	“BluePrint 3” - <i>Business Management and Law</i>

Enter Questions in Chat or Scan



<https://forms.gle/mcskJRq82cvRsZwS7>