



# 2023-2024 COURSES AT MISSION SAN JOSE HIGH

## Digital Imaging (74240)

**UC "f" Credit | Ohlone College Credit**

Students use digital tools and technologies as art and design mediums to visually articulate thoughts, ideas, and experiences. Through primarily Photoshop, students will achieve a mastery of visual storytelling, advanced compositing and image editing.

## Digital Photography 1 (74200)

**UC "f" Credit | Mission College Credit or Ohlone College Credit**

The study of Digital Photography encourages conceptual and non-linear thinking. Students will learn the fundamentals of Photography, lighting, color management, Adobe lightroom, image editing as well as basic retouching and post-processing in Adobe Photoshop. With a strong emphasis on visual communication.

## Entrepreneurship (74281)

**UC "g" Credit | Mission College Credit**

Students will learn what it takes to be an entrepreneur, including how to recognize and evaluate a business opportunity. They will expand their critical thinking, problem-solving, communication, and business skills through practice. Team and individual projects incorporate accounting, finance, marketing, operations, management, and understanding legal and economic environments. Students will develop and present a comprehensive business plan, including the capital required, the return on investment desired, and the potential for profit. The curriculum is designed to help students explore entrepreneurship as a career pathway and provide them with a realistic framework for starting a new business.

## Entrepreneurial Marketing (74282)

**UC "g" Credit**

Students will understand the fundamentals of marketing and its importance to small businesses. This capstone class focuses on essential ideas including identifying markets, the 4 P's (product, price, place & promotion), ethical practices, and the development of a marketing plan. The class will include career exploration and concepts of retail sales, business presentations, business management, and political influences. Students will need to follow oral and written directions, work well in groups, and demonstrate good work habits to be successful in the course.