



Senior High School **Strengthened Program| RAM Model**

Prospectus

Academic Pathways

Those students who opted to enroll in the APC Strengthened SHS Program are required to choose one out of the six Academic Pathways during the intake procedure in Grade 11, Term 1. Each pathway aims at supporting APC's college courses and industry partnerships, thus creating a meaningful and well-defined link from senior high school to college and one's professional career.

4. Creative Industries

Pathway Description

The Creative Industries Pathway introduces students to multimedia arts by integrating artistic creativity with cutting-edge digital technology. Learners develop foundational skills in visual arts, animation, video production, digital photography, and interactive media, exploring how storytelling and technology merge to create impactful experiences.

Through hands-on, project-based learning inspired by APC's Real Projects. Real Learning. philosophy, students engage in collaboration and creative problem-solving. This approach provides early exposure to the technical and technology-enabled processes used in contemporary media production. By utilizing industry-standard tools, the pathway prepares learners for the professional demands of multimedia and design fields.

Skills Developed

- Digital media production across visual, audio, and video formats
- Animation and motion graphics development for storytelling
- Interactive media and foundational concepts in game design
- Visual storytelling and effective creative communication
- Collaboration and coordination in project-based environments
- Technical proficiency in industry-standard multimedia tools
- Critical evaluation and creative problem-solving in design

Future Higher Education Programs

- Bachelor of Multimedia Arts
- Bachelor of Communication Arts
- Bachelor of Fine Arts

Curriculum Overview

The table below outlines the curriculum structure for this pathway. Elective subjects are to be finalized; placeholder codes are provided for planning purposes.

Course Code	Course Name	Course Description
SHEFCOM SHMAKOM	Effective Communication/Mabisang Komunikasyon	This course develops bilingual communicative competence in both English and Filipino, preparing students to engage confidently across academic, professional, and real-world contexts. Grounded in the B2 level of the Common European Framework of Reference, learners build the voice, versatility, and ethical awareness of professionals ready to contribute in a multilingual and globally connected world.
SHGMATH	General Mathematics	This course builds students' mastery of core mathematical concepts — from algebra and geometry to statistics — applied through the lens of their chosen career pathway. Learners develop the quantitative reasoning and data-driven decision-making skills that form the backbone of any professional career in technology, business, engineering, or the creative industries.

SHGNSCI	General Science	This course takes a transdisciplinary approach to Physics, Chemistry, Biology, and Earth and Space Science, building the scientific literacy students need to understand real-world phenomena and drive innovation across any career pathway. Through hands-on experimentation and evidence-based problem solving, learners develop the critical and scientific thinking skills essential for a technology-driven, globally competitive world.
SHLCSKL	Life and Career Skills	This course develops the personal, social, and professional competencies students need to thrive across the workplace, community, and beyond — from self-awareness and resilience to leadership and adaptability. Treating health, wellness, and career readiness as interconnected foundations, learners build the mindset and life skills to navigate transitions confidently into higher education, employment, or entrepreneurship.
SHPKLPI	Pag-aaral ng Kasaysayan at Lipunang Pilipino	Ang kursong ito ay sumusuri sa mga isyu at usaping panlipunan at pangkasaysayan sa pamamagitan ng tematiko, multikultural, at interdisiplinaryong pananaw, na nagbibigay sa mga mag-aaral ng malalim na pag-unawa sa pagkakakilanlan at kapalaran ng bansang Pilipinas. Higit sa pagsasaulo ng mga pangyayari, nalilalang sa mga mag-aaral ang kamalayang sibiko at ang responsibilidad bilang mga propesyonal na handang mag-ambag sa napapanatiling pag-unlad ng bansa at ng daigdig.
SHETECH	Empowerment Technologies	This course builds students' digital competency through hands-on experience with productivity tools, basic programming, digital citizenship, and emerging technologies — developing the technical fluency and responsible digital habits expected of professionals across any field. Learners apply these skills purposefully across their chosen pathway, establishing a cross-cutting digital foundation that carries into every subject and, ultimately, into their careers.
SHARTS1	Arts 1 - Creative Industries Visual Art Literary Art Media Art Applied Art and Traditional Art	This course provides a comprehensive foundation in the creative industries — exploring visual, literary, media, applied, and traditional arts through diverse styles, forms, and genres with emphasis on practical application of mediums, techniques, and artistic principles. Learners examine the work of significant artists and their creative processes, building the technical craft and global aesthetic awareness essential for professional practice in the arts.
SHCRCO1	Creative Composition 1	This course empowers students to explore and express personal and social truths through diverse forms and genres of creative work — guiding them through an iterative process of inquiry, composition, and reflection to develop authentic voice, craft, and narrative technique. Learners produce original creative pieces presented across multiple platforms, honing their ability to communicate compellingly through both personal and public-facing creative nonfiction and fiction.

		For the Creative Industries Pathway: This course also introduces students to the principles of Visual Communication through the foundational elements of design — equipping learners to translate their creative voice into visually compelling outputs that meet the aesthetic and communicative standards of professional practice in the creative industries.
SHCRCO2	Creative Composition 2	This course deepens students' ability to explore and express personal and social truths through an expanded range of creative forms and genres — building on their compositional foundation through continued cycles of inquiry, creation, and critical reflection. Learners produce increasingly refined original works presented across multiple platforms, strengthening their narrative voice and craft as they grow into confident, versatile creative professionals. For the Creative Industries Pathway: This course also advances students' visual literacy through a special focus on the Principles of Visual Organization — developing their ability to structure and present creative work with the intentionality, coherence, and visual sophistication expected of professionals in design, media, and the broader creative industries.
SHIPHMA	Introduction to Philosophy of the Human Person	This course introduces students to philosophy as a disciplined way of thinking, developing their capacity for critical analysis, ethical reasoning, and reflective abstraction in understanding the human person and experience. Learners apply philosophical inquiry to interpret personal and societal realities with greater depth and awareness — building the moral clarity and intellectual rigor expected of principled professionals in any field. For the Creative Industries Pathway: This course also introduces students to Aesthetics as a branch of philosophical inquiry — exploring how beauty, artistic expression, and sensory experience are understood, evaluated, and communicated, building the philosophical grounding that informs thoughtful, intentional, and meaningful creative practice.
SHFLART	Filipino Identity Through the Arts	This course explores Philippine indigenous and traditional arts as living repositories of collective memory and human experience — examined within their historical, cultural, political, and social contexts. Learners investigate how geographic and cultural communities serve as sites of artistic production, building a deeper understanding of Filipino identity, nationalism, and the enduring value of heritage in a rapidly changing world.
SHLMART	Leadership and Management in the Arts	This course equips students with the organizational and leadership skills needed to manage and sustain creative ventures in a professional arts landscape — from project

		planning and resource acquisition to community engagement and strategic decision-making. Learners develop the administrative fluency and founder's mindset needed to transform creative vision into viable, impactful initiatives within the business realities of the global creative industries.
SHFDATA	Fundamentals of Data Analytics	This course introduces students to the full data lifecycle — from collection and processing to visualization and storytelling — building the analytical skills needed to thrive in an increasingly data-driven world. Learners develop the critical thinking and digital literacy to transform raw data into clear, compelling insights that drive evidence-based decision-making across any professional field.
SHARPPE	Arts Apprenticeship and Production: Visual, Literary, Media, Applied, and Traditional Arts	This course immerses students in the full professional experience of the creative industries — gaining hands-on artistic training across visual, applied, traditional, and multimedia arts while working alongside art organizations, production houses, and cultural groups. Learners develop technical and conceptual proficiency, project management discipline, and cultural awareness, culminating in a professional portfolio that demonstrates their artistic growth, specialization, and readiness for careers in the global creative economy.
SHPROPR	Creative Production and Presentation	This course marks the culminating term of the program — a full suspension of traditional classes in favor of an intensive, pathway-specific Mastery Bootcamp where everything learned across five terms is brought to life in a single, unified Signature Work. Students step fully into their Professional-in-Training identity as practitioners, with their capstone output assessed through a final Portfolio Rating against all nine Graduate Attributes — serving as both their term examination and their most compelling proof of readiness for higher education, employment, or entrepreneurship.

