

# Innovation Proposal: Creative Side of Business

Itineris Early College High School  
West Jordan, Utah  
Contact: Alex Moya  
Email: alex.moya@iechs.org



## Proposed Innovation

Students will learn basic creative tools to explore an innovative business opportunity, brand it, and market it. Students will use programs such as Premiere Pro video, Photoshop, and Illustrator alongside learning digital marketing concepts like search engine optimization, social media strategy, web design, and email marketing.

## Purpose and Potential

The goal of this alternative curriculum is to develop literacy and critical thinking skills in communication, visual culture, and marketing including transferable career and life skills to enter the workforce. Students will be able to identify and address customer and user needs while learning about business innovation.

### Courses Include

One fall semester course available to all students fulfilling 1 CTE Digital Media 1 credit.

### Student Outcomes

Outcomes will be measured with diagnostic, formative, and summative assessments including pre- and post-tests, teacher observations, self-reporting, and a variety of assignments.

### Funding

Grant funding will be used for equipment and tools, disposable art supplies, digital support devices, and required classroom storage.

*Under House Bill 386, Local Education Agencies can approve up to \$5,000 in grant funding for innovation programs. The innovation outlined here is one example that has been approved for implementation. Learn more at [schools.utah.gov/ulead](https://schools.utah.gov/ulead)*

