About the Academy of Multimedia

OUR MISSION

The mission of the Academy of Multimedia is to teach industry standards which will prepare our students for higher education and immediate career opportunities.

OBJECTIVES:

1. Receive professional training in film and television production, marketing and advertising, broadcast journalism, sports marketing, live broadcasting and sound production.

2. Receive industry certifications from Apple, Inc. and Adobe

3. To provide outreach and scholarship opportunities to higher education institutions

Structure:

- The Academy of Multimedia (AoM) is one of six career academies[1] in the Madison County School District. It is structed as a pocket academy[2].

  o **Germantown High School**
    - *Academy of Healthcare Excellence – established 2013 (Model Status)*

  o **Ridgeland High School**
    - *Academy of Culinary Arts – established 2015*
    - *Academy of Engineering – established 2013*

  o **Madison Central High School**
    - *Academy of Engineering – established 2013 (Model Status)*
    - *Academy of Multimedia and Communication – established 2015*

  o **Velma Jackson High School**
    - *Academy of Multimedia – established 2014*

- The AoM is a four-year program for students entering in the 9th grade and a three-year program for students entering in the 10th grade, and a two year program for students entering in the 11th grade with a multimedia internship in the final year.

- Students learn career skills in **photography, graphic design, print production, audio production, video production,** and **animation**.

- Currently, the AoM consist of one lead academy teacher and nine cohort groups[3]. (English, Oral Communications, Freshman Focus, U. S. History, Chemistry, Government, Mississippi Studies, World History, and Geography).

- The AoM structure is similar to the Digital Media program at the technology center except, we are on a one block, 4-year schedule instead of a two block, 2-year schedule.

Structure Continued

NCAC Definitions:

Career Academy[1]
A smaller learning community within a high school that has a career and college theme. It has a cohort group of students and teachers, a rigorous sequential curriculum, experiential components and a Business Advisory Committee which provides guidance in the theme.

Pocket Academy Structure[2]:
A career or thematic academy that exists in a school where students can elect to be a member of an academy as opposed to a member of the general student population. The school has one or more career academies but not every student is in an academy.

Cohort Group[3]:
An interdisciplinary team of educators that work together over a period of 2-4 years and instructionally share a group of students in common. This cohort team assumes responsibility for the educational progress of the student across years of school and is therefore able to exercise maximum flexibility to act on knowledge of students' needs.

Course Sequence:

Course Description: Orientation to Digital Media (Year 1)

Orientation to Digital Media includes the foundational skills necessary in the digital media industry. Content such as safety, ethical issues and production, photography, graphic design, and print production will be offered to students. This is a one-Carnegie unit course.

Unit Number	Unit Name (Software Used: Photoshop) (Also Available Illustrator, and InDesign)
1	Introduction, Safety, and Orientation
2	Photography and Photo Editing
3	Print Production and Design
Total	140

Course Description: Fundamentals of Digital Media (Year 2)

Fundamentals of Digital Media emphasizes real-world, hands-on practice. Content related to audio production will be offered to students. This one-Carnegie unit course should only be taken after students successfully pass Orientation to Digital Media.

Unit Number	Unit Name (Software Used: GarageBand, Logic Pro X)
4	Introduction and Editing for Audio Production
5	Finalizing Audio Production
6	Preparing Portfolios
Total	140

Course Sequence Continued

Course Description: Theory and Applications of Digital Media I (Year 3)

Theory and Applications of Digital Media I focuses on career opportunities in video technology, production systems, production process, and video production. This one-Carnegie unit course should only be taken after students successfully pass Fundamentals of Digital Media.

Unit Number	Unit Name (Software Used: iMovie, Final Cut, Premier)
7	Introduction, Safety, and Orientation
8	Preparing to Edit
9	Telling the Story
Total	140

Course Sequence Continued

Course Description: Theory and Applications of Digital Media II (Year 4)

Theory and Applications of Digital Media II emphasizes real-world, hands-on practice. Content related to motion graphics will be offered to students. This one-Carnegie unit course should only be taken after students successfully pass Theory and Applications of Digital Media I.

Unit Number	Unit Name (Software used: Motion, After Effects)
10	Discovering Motion Graphics
11	Basic Animation
12	Designing Effects and Graphics
13	Fundamentals of 3D to Motion Graphics
Total	140

Course Sequence Continued

Multimedia Internship:

Students integrate classroom learning and hands-on experience in multimedia productions of athletics contests, and other school events.

Student Population:

Currently there are forty-six students enrolled in the academy which is seventeen percent of the student population.

Student Assessments:

Students are assessed in Year Two and Year Four

- **Year Two**
  - MS-CPAS (MS Career Planning and Assessment System)
    - Cut score = 60, Proficient = 70-79, Advanced >= 80

- **Year Four**
  - PBA (MS Performance Base Assessment)
    - Cut score = 60, Proficient = 70-79, Advanced >= 80
  - ACT WorkKeys (Workplace Skills Assessment)
    - Bronze (Level 3), Silver (Level 4) *minimum level needed*, Gold (Level 5), Platinum (Level 6)

- **Starting in Year Two** – Students take the ACA (Adobe Certified Associate Exam) certification

Career Cluster:

- Arts, Audio/Video Technology and Communication

Curriculum:

- Digital Media Technology Curriculum developed by the MSU Research and Curriculum Unit.

Industry Software Includes:

- o Adobe Creative Cloud
  - Photoshop, Illustrator, InDesign, Premier, After Effects, etc.

- o Apple
  - GarageBand, Logic Pro X, Final Cut Pro X, and Motion

Equipment:

- o 27-inch iMacs
- o Canon (DSLR and Point and Shoot Cameras)
- o Sony (DSLR and Point and Shoot Cameras, Video Camera)
- o Sublimation Printer
- o Heat Press
- o Mug Press
- o Professionally Installed Green Screen
- o Midi Keyboards

- o Color Printers
- o Poster Printer
- o 3-D Printer
- o Etc.

- o The AoM teacher and students also man the Jumbotron (digital display board), during football season and graduation.

Technology Student Organization (TSA):

We have a very active student organization, and currently there are thirty-eight members.

Advisory Board:

The Advisory Board is comprised of administrators, teachers, students, parents, industry personnel, and community partners.

The purpose of the Advisory Committee is to provide recommendations regarding the goals and objectives for the program.

The input provided by the Advisory Committee shall be used by the instructor(s) in planning program activities and improvement. The committee assists in identifying community resources and program strategies for achieving the goals and objectives. The advisory committee also assists with the evaluation of the program.

Contact:

For more information or to schedule a tour contact Mrs. V. Gowdy at vgowdy@madison-schools.com.