



Why an Academy?

Students can gain valuable experience through specialized clubs and the district's collaboration with industry, various universities and community colleges.

Academies...
Making a World of Difference

Find out more about this program through the Fort Bend ISD website at www.fortbendisd.com or by contacting the Hightower High School campus directly.

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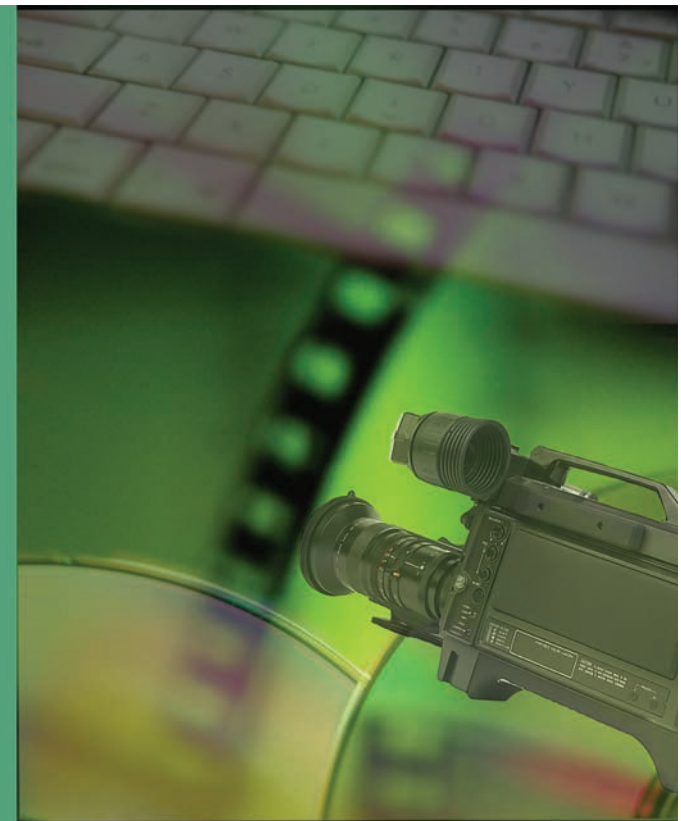
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Produced by the Community Relations Department



Academies... Making a World of Difference

Digital Media Academy

Fort Bend Independent School District
ACADEMY
program

Hightower High School • Digital Media Academy

Why an Academy?

The Digital Media Academy exists to provide students showing interest and talent with movie/broadcasting, photo, and digital graphics the opportunity to receive in-depth exposure and skills applicable to the Digital Media career pathways.

Academy Objectives and Overview:

To offer students hands-on experience with the latest industry-standard digital technology available and to enable them to make an informed decision about careers in the Digital Media field. All students start out learning the principles of Digital Media and go on to follow a Pathway that emphasizes either Digital Movies & Broadcasting or Digital Graphics & 3D Animation.

FRESHMAN COURSE:

Principles of Arts, A/V Technology, & Communication:

In this introductory course students from both pathways build a foundation in video production and computer graphics. They learn storytelling skills, stop motion video, how to create public service announcements and commercials using HD cameras as well as photo retouching and manipulation, photo collage, and computer illustration techniques. They are introduced to video editing using Adobe Premiere professional non-linear editing software and create graphics using Adobe Photoshop.

Digital Filmmaking and Broadcasting Pathway

Pathway Overview: Students work with HD cameras as they storyboard, shoot and edit movies on Mac computers with professional software. Students will also gain exposure to all aspects of television production, short films, and streaming video as well as industry standard lighting, composition and sound techniques.

COURSES OFFERED:

Audio Video Production:

This course offers intermediate training in media production. Students will continue to build skills in shooting, lighting, and storyboarding, as well as Final Cut Pro software skills. Additional software training includes LiveType for dynamic video titling and iDVD for Hollywood style DVDs. Students will use HD cameras and the latest digital media production equipment to create professional and original music videos.

Professional Communications:

Introduction to broadcast journalism, also known as Electronic News Gathering (ENG). Students will obtain skills in writing and producing news packages, photojournalism, and editing. Students will produce daily newscast using our HTV studio.

Advanced Audio Video Production:

This course is an introduction to digital filmmaking. Students learn more about the art of storytelling and scriptwriting. Students learn how to shoot film-style video using DSLR cameras! Students will have opportunities to enter films in local, national and international film festivals for possible awards and recognition.

Practicum 1:

Students selected pursue non-paid internships in the digital media industry and receive school credit at the same time. Our academy is known in the industry to have highly trained students capable of competing with college seniors looking for internships. With over a dozen internships currently available, students must provide their own transportation to internship site.

Practicum 2:

Another unique course for selected students that have excelled in our Academy. This course gives students the opportunity to work on district or community related video productions in addition to creating innovative programming for local news affiliates.

Digital Graphics and 3D Animation Pathway

Pathway Overview: Students develop skills creating computer graphics, photographs, animations and interactive media. Careers explored include graphic design, multimedia art, photography/photo illustration, 3D modeling and web design.

COURSES OFFERED:

Digital Communications in the 21st Century:

Students will learn to create animations, interactive media and the use of scripting. Students gain experience working in Adobe Flash. Final products include animated presentations, online quizzes and computer games.

Web Design:

The class focuses on the technical and visual aspects of Web page design. Students learn HTML and the use of Adobe Dreamweaver to build and maintain web sites. Emphasis is placed on constructing web pages that are user friendly, functional on multiple platforms, and clearly communicate with the target audience.

Desktop Publishing:

With an emphasis on printed materials, students learn the principles of page layout. They create graphics, logos, posters, flyers and catalogs designed to visually engage the reader. Students gain knowledge of Adobe Illustrator and Adobe InDesign.

Graphic Design and Illustration:

Students build photography and photo illustration skills creating portraits, product shots, collages and special effects images. Students develop an extended knowledge of Adobe Photoshop with the goal of receiving Adobe certification.

Animation:

Students explore 3D animation using 3D Studio Max, an industry standard animation suite. Skills learned include modeling and animating objects, designing characters, and rendering files to create finished animations.

Independent Study:

Seniors spend the year extending their skills in the area of computer graphics that most appeals to them. Students are self directed while being mentored by the instructor and sharing ideas with classmates. The end project is a digital portfolio that can be sent to schools and future employers.

Practicum 1:

Students selected pursue non-paid internships in the digital media industry and receive school credit during two class periods. Along with gaining experience, students add real world products to their portfolios. Student must provide his or her own transportation.