

What is AMP?

Haines City High School offers a “school within a school” for students interested in journalism and other technologies being developed and used by business and industry. The Academy of Media Production (AMP) provides students the learning environment in which they can develop skills in fields such as advertising, multimedia, journalism and publishing, and graphic and computer arts.

AMP is a community of learners interested in TV Production, Graphic Arts and Web Design. Students receive hands-on-training and experience by working with cutting-edge technology. In addition, students develop skills important for the professional world of communication and design.



Benefits

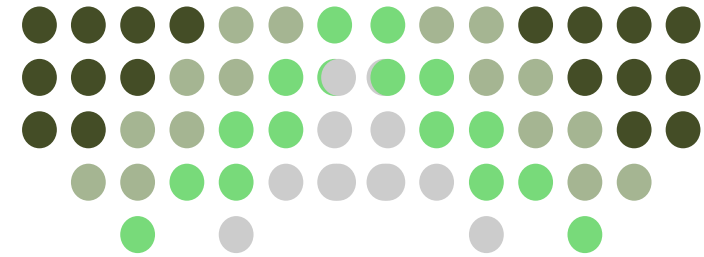
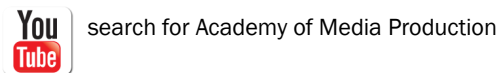


- ◆ Experience hands on learning
- ◆ Project-based learning
- ◆ Participate in a career and technical student organization (FBLA, DECA, TSA)
- ◆ Earn industry certifications as a Microsoft Office Specialist or Adobe Certified Associate
- ◆ Earn free college credit
- ◆ Represent our school as a member of HNN or the yearbook staff

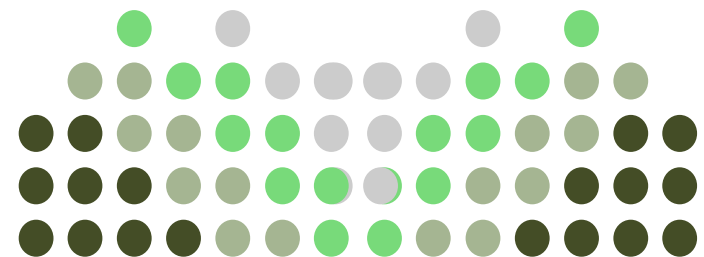
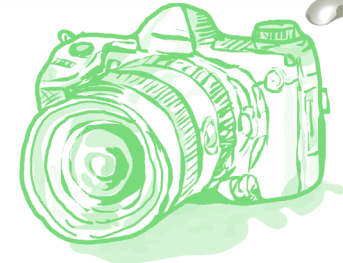
Academy of Media Production (AMP)

Haines City High School
2800 Hornet Drive
Haines City, Florida 33844

(863) 421-3281



Academy of Media Production



Courses Offered

Course Sequence

Freshman Year	Intro to Information Technology or Digital Video Production 1
Sophomore Year	Digital Video Production 2 or Digital Design 1 or Web Design 1
Junior Year	Digital Video Production 3 or Digital Design 2 or Dual Enrollment or Web Design 2
Senior Year	Digital Video Production 4 or Digital Design 3 or Dual Enrollment or Web Design 3

Dual Enrollment Courses

AMP students have the opportunity to take dual enrollment courses at Haines City High School. The digital media technology courses that are offered are:

- ◆ DIG 2000—Introduction to Digital Media
- ◆ DIG 2109—Digital Imaging Fundamentals
- ◆ DIG 2500—Fundamentals of Interactive Design
- ◆ CGS 2820—Web Development and Design

Digital Video Production

This course introduces the fundamentals of television production. Activities are centered on studio and field productions. Students experience a combination of theory and practical experiences. Activities include the exploration of major issues affecting television broadcasting, programming and scheduling. Students are responsible for the production of Hornet News Network (HNN), which broadcasts the morning announcement program. Students can earn Adobe Premiere industry



Introduction to Information Technology

Introduction to Information Technology provides students the opportunity to learn the Microsoft Office suite. Students learn proper keyboarding technique and office procedures, in addition to computing skills necessary for the world of work. Students can earn Microsoft Office industry certifications.



Web Design

This course is an introduction to the design, creation and maintenance of web pages and websites. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web standards and why they are important, and learn to create and manipulate images. The course progresses from introductory work on web design learning the core concepts of web development including html, content generation and web standards. Students can earn Adobe Dreamweaver and Adobe Flash industry certifications.

Digital/Graphic Design



This course will investigate computer graphics systems and students produce computer-generated images using Nikon and Canon photography equipment. The content includes exploration of computer imagery within

the arts and business industry, application of the elements and principals of two-dimensional design, fine and applied arts and methods of making aesthetic judgements. Students can also participate in the production of the yearbook and earn Adobe InDesign and Illustrator industry certifications.

