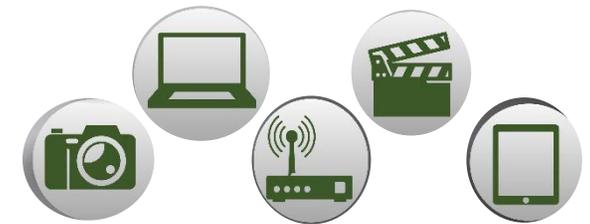# Academy of Media Production

The Academy of Media Production is housed at Haines City High School in the Polk County School District. AMP Academy provides a rigorous four-year program designed to give students information, real world training, resources and Industry Certifications in the fields of Digital Design, TV Production and Web Design. AMP Academy students will have the opportunity to choose which path they want to follow and will be given everything they need to make them successful on their chosen path. These students will also have the chance to become members of National Student Organizations: FBLA and DECA. They can use the knowledge and skills learned in the academy to complete in these organizations locally, and possibly even throughout the state or nationally.

Vision and Mission

Our **VISION** for the **Academy of Media Production** is to empower all Career Technical Education students to successfully enter post-secondary and career opportunities and become successful members of society.

Our **MISSION** for the **Academy of Media Production** is to maximize the achievement of a diverse student population by providing a rigorous educational experience through specialized course work, while focusing on business skills and career exploration opportunities for post-secondary education and high growth occupations.

Haines City High School

AMP
Academy of Media Production

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WE ARE HORNET NATION!

Academy of Media Production

Web Development

Digital Design

Digital Video Production

Academy of Media Production — Haines City High School

Web Design

This course pathway is an introduction to the design, creation and maintenance of web pages and websites. Students learn how to critically evaluate website quality, create and maintain quality web pages, how to manipulate and create images, and learn about web design standards and why they are important. This course progression includes a path leading from introductory work on web design to learning the core concepts of web development including HTML5, content generation, and web standards. The final goal of this coursework is for students to **design an entire functional website** applying all the previously acquired skills. The prerequisite class for this course includes Digital Information Technology, course code 82073100. There are Industry Certifications for each course offered in the Web Design pathway (including the prerequisite class).

Television Production

This course pathway introduces the fundamentals of television production. Activities are centered around studio and field production**. TV Production** offers a combination of theory and practical experiences. As this pathway is followed, each class will be an exploration of the major issues affecting television broadcasting, programming, and scheduling. Advanced writing and production techniques for a variety of formats are covered. Students will be responsible for the production and operation of the school television show which will broadcast school news and announcements. There are Industry Certifications for courses offered in the Television Production pathway.

Digital Design

This course pathway will investigate computer graphics systems and students will produce computer-generated images using photography equipment. The content includes exploration of computer imagery in the arts and industry, application of the elements and principles of two-dimensional design, fine and applied arts and methods of making aesthetic judgments. This course path will also lead to the participation and preparation of **Yearbook** publication. The prerequisite class for this course includes Digital Information Technology, course code 82073100. There are Industry Certifications for each course offered in the Digital Design pathway (including the prerequisite class).

Haines City High School
Academy of Media Production

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