The mission of the Digital Media Academy is to produce industry-ready students who will use digital media to persuade, entertain and inform. Students will become digital media artisans who communicate and collaborate to solve problems and to increase their awareness of themselves and the world around them. The academy’s rigorous and relevant curriculum allows students to integrate elements from multiple content areas and to explore the ways digital media enhances and enriches their education. Ultimately, students will have developed skills specific to the arts, media, and entertainment industry to successfully enter the workforce or a post-secondary program upon graduation.

Students work with high-end technology in a hands-on, fully functional television studio, use industry-standard editing software and have the opportunity to experience how the profession works. Students have the choice of going in depth into either the art and craft of animation or digital media production. Students will receive a high quality education in the digital media fields as well as developing the highly transferrable skills of communication, collaboration and problem-solving. When students leave DMA they are truly prepared for both college and career. Articulated post-secondary credits are available.

“DMA is like family, you find people who are different from you but like working with technology and media. It is a great way to make high school more fun and learn lots of new things.”

Serena Martinez, (DMA student)

FUTURE CAREER OPTIONS

<table>
<thead>
<tr>
<th>High School Diploma</th>
<th>AA, AS Degree or Certificate</th>
<th>BS, BA or Post-Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Artist</td>
<td>Stage Manager</td>
<td>Industrial Designer</td>
</tr>
<tr>
<td>Photographers Assistant</td>
<td>Recording Studio Assistant</td>
<td>Broadcast Journalist</td>
</tr>
<tr>
<td>Lighting Technician</td>
<td>Special Effects Coordinator</td>
<td>Film Director/Producer</td>
</tr>
<tr>
<td>Model</td>
<td>Web Designer</td>
<td>Communications Director</td>
</tr>
<tr>
<td>Makeup Artist</td>
<td>Prop Maker</td>
<td>Public Relations Specialist</td>
</tr>
<tr>
<td>Electronic Equipment Operator</td>
<td>Photographer</td>
<td>Marketing Specialist</td>
</tr>
<tr>
<td>Camera Technician</td>
<td>Graphic Designer/Artist</td>
<td>Animator</td>
</tr>
<tr>
<td>Broadcast Technician</td>
<td>Film Maker</td>
<td>Storyboard Artist</td>
</tr>
<tr>
<td>Sound Technician</td>
<td>Camera Operator</td>
<td>Publisher</td>
</tr>
<tr>
<td>Stagehand</td>
<td>Screen Writer</td>
<td>Technical Writer</td>
</tr>
<tr>
<td>Disc or Video Jockey</td>
<td>Photographer</td>
<td>Columnist</td>
</tr>
<tr>
<td>Actor</td>
<td>Radio/Television Broadcaster</td>
<td>Sound Engineer</td>
</tr>
<tr>
<td>Announcer</td>
<td>Gaffer</td>
<td>Medical Scientific Illustrator</td>
</tr>
<tr>
<td>Voice-over Artist</td>
<td>Negative Cutter</td>
<td>Media and Design Arts</td>
</tr>
<tr>
<td>Stunt Person</td>
<td>Key Production Grip</td>
<td>Instructor</td>
</tr>
<tr>
<td>Dolly Grip</td>
<td></td>
<td>Producer</td>
</tr>
<tr>
<td>Focus Puller</td>
<td></td>
<td>Sound Design Editor</td>
</tr>
</tbody>
</table>

ACADEMY BENEFITS

- Preferential Registration.
- Competitions: ACCESS Sacramento, Directing Change, 6-Hour Film Festival, NCME (Northern California Media Educators) Film & Media Awards
- DMA Showcase
- Academy Week
- Field Trips: Sacramento State, Tower of Youth, Sacramento State, KCRA
- Industry Guest Speakers
- Earn College Credits
- Earn community service hours
- Awards and Graduation Honors

PARTNERS

- ACCESS Sacramento
- Sacramento Kings
- Disney Family Museum
- Crocker Art Museum
- Wacom
- Trapeze LTD
- Sacramento State
- Cosumnes River College
- Mark Hedlund, Retired Broadcast Journalist, Communications Professor
- Brian Hamm, Professor, Cinematographer
- Laurie Peterson, Executive Director of CFAA
- Capital Film Arts Alliance
- Elk Grove Food Bank
- HART, Homeless Assistance Resource Team
SAMPLE CAREER-THEMED COURSES

The sample program of study outlined below lists academy-specific courses and does not include the full list of graduation requirements in writing, math, VAPA, WL, etc. These courses are subject to change based upon industry trends.

**Animation**

**9th-10th Grade**
*Animation 1:* This course introduces students to the fundamentals of animation and computer graphics. Students will learn basic concepts, methods and techniques through hands-on experiences and projects directly related to multimedia art.

**10th-11th Grade**
*Animation 2:* This course introduces students to the fundamentals of animation and motion graphics. The curriculum is geared toward individuals who wish to use and develop their creative expression skills, in conjunction with professional-level computer software techniques, to create multimedia art.

**12th Grade**
*Advanced Animation:* This course is the capstone course in a high school course series of Animation 1 and Animation 2 to complete an introduction to a comprehensive animation and multimedia design training. This is a Project-Based course focusing on the use of current industry software in digital animation.

**Digital Media**

**9th-10th Grade**
*Digital Media I:* This course is an introductory, hands-on course where students learn to use digital video and television studio production equipment in both a classroom and studio environment. Computers running software for nonlinear editing will be used to produce a variety of video projects for classroom and school-wide broadcasting.

**10th-11th Grade**
*Digital Media II:* This course builds on skills learned in Digital Media I. The emphasis of this course is to plan and produce intermediate projects in a variety of digital film and television subjects. Students will further develop independent skills and team leadership roles in all areas of digital media production.

**12th Grade**
*Television Occupations I & II:* These courses will emphasize all aspects of digital video creation, from preproduction planning all the way through final video editing and output. Software programs to be used include movie, Adobe Premiere, Final Cut Pro and Adobe After Effects. Students will produce, direct and edit a number of digital video projects.

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WHO CAN APPLY?

- All students residing within in the PGHS attendance area.

“I really grew during my four years in DMA creatively and as a person. It made high school worthwhile.”

Allan Veto, (DMA student)

CONTACT INFORMATION

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Digital Media Academy
Email: knorswor@egusd.net
Web: pghs.egusd.net
Web: www.EGUSDexplore.com

DUAL CREDIT

- Sacramento ACE
- SCC Articulation

CERTIFICATES & ACTIVITIES

- Adobe Certification
- Work-Based Learning Opportunities
- Community Service opportunities with Elk Grove Food Bank and Homeless Assistance Resource Team
- Sacramento Kings
- UCCI (University of California Curriculum Integration)
- Secondary Specialized Programs
- PGTV Broadcasting Program
- Industry Guest Speakers

GPA

<table>
<thead>
<tr>
<th>GPA</th>
<th>Attendance</th>
<th>A-G Completion</th>
<th>SBAC ELA</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-academy</td>
<td>2.75</td>
<td>95%</td>
<td>69%</td>
<td>83%</td>
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<tr>
<td>Academy</td>
<td>3.25</td>
<td>97%</td>
<td>59%</td>
<td>98%</td>
</tr>
</tbody>
</table>

[Graph showing GPA, Attendance, A-G Completion, SBAC ELA, Graduation Rate for Academy and Non-academy]