

The Digital Media Academy
Arroyo Valley High School
www.dma.com

A Parents Guide to



The Digital Media Academy's mission is to engage students in digital arts and explore critical thinking and creativity in real world applications to foster college and career readiness through articulations with local colleges and mentoring with business partners.

1881 Baseline Street
San Bernardino CA. 92411

DMA operates as a school within a school, in that Digital Media Academy students travel together in core content classes that are heavily embedded with technology in a college preparatory curriculum.

DMA offers courses in Contemporary Media, Media Literacy, Journalism, Digital Photography, Digital Imaging, Animation, Film Production, Broadcasting, Graphic Design, English, History, Mathematics and Science.

Throughout their and senior years, DMA students are given the opportunity to gain experience with community and industry partnerships through class projects, and on-site internships. DMA will continue established partnerships with local businesses.

Students apply to the Academy during the spring of their freshmen year, and if accepted, they travel with other DMA students for three academic courses and a DMA elective during the sophomore and junior years. In their senior year, DMA students are enrolled in Senior English and one DMA elective.

Most of the Academy teachers have common preparatory periods in which they share curriculum ideas and monitor student academic progress and individual issues. By senior year, many of our students are clear about what major they would like to pursue and what college will best accommodate their career goals.

DMA: A Unique Opportunity

Students in DMA have some amazing opportunities: media mentorships and internships, project-based core and elective classes, a designated guidance counselor, access to state-of-the-art technology, college and museum field trips, scholarships, student exhibitions, job networking, and preferred graduation processional placement.

The DMA Strands

After students successfully complete ART I & Media Literacy course, they select either the **Film/Broadcasting, Digital Photography or Graphic Design**. These strands offer a more in-depth study of their related industries.

Digital Film/Broadcasting provides students with the opportunity to use their literacy and technical skills to create news and documentary projects that reflect industry news media standards. Print and video projects created in this strand can be viewed on the DMA main web site at: <http://avhsdma.wix.com/avhsdma>. In the past, journalism students have interviewed major civil rights activists, best-selling authors, and one of the first Marine Companies that returned from the Iraq War.

Digital Photography provides students with a range of dynamic technology-based visual arts projects, which integrate digital photography, Photoshop, web media, and 2D/3D graphics & animation. The digital imaging classroom consists of green screen and traditional lighting areas, digital cameras, animation light boxes, and cutting edge software. In addition to exercising iLife '09, students develop skills using Adobe Photoshop, After Effects, Cinema 4D, Aperture, and Web 2.0 tools to create imagery for fine arts, graphic design, digital compositing, digital photography, 2D/3D animation, or web.

Graphic Design Students will use a range of media from traditional art materials, like paper and paint, to digital design tools, including Adobe creative software (Photoshop and Illustrator). Assignments will deal with aesthetics (what is visually pleasing) and with functionality (what does the job). Students will explore visual representation of ideas - literal, metaphorical, symbolic and/or abstract. During second semester students will create design solutions for “clients” in the school community.

PATHWAY: ARTS MEDIA, AND ENTERTAINMENT

		9th Grade	10th Grade	11th Grade	12th Grade
Academic Requirements (A-G)	English	English 9	English 10	English 11	English 12
	Mathematics	Algebra I or Geometry	Geometry or Algebra II	Algebra II or Calculus	Pre-Calculus/ Trigonometry or Calculus or Statistics & Probability
	Science	Biology or Life Science	Chemistry or Biology	Physics or Chemistry	Physics or Human Anatomy & Physiology or AP Science
	History/ Social Science		World History, Culture, and Geography	US History and Geography	US Government and Economics
	Language Other Than English	2 years of foreign language are required			
	Visual and Performing Arts	One approved single year course from visual arts discipline (dance, drama/theater, music, or visual art)			
	College Preparatory Elective (1 year required)	One year or two semesters of an approved elective course			

CORE COMPONENTS	Academic Courses and Electives	Courses needed for admission to and success in California's public universities			
	Technical Courses		Digital and Media Design Principles and Applications	Advanced AME Applications course	Advanced AME Applications course
	Integrated Units				
	Support Services			Career Counseling	
	WBL Opportunities	Career Exploration	Site Visits Community Service 30 hours	Job Shadowing/ Mentor Program & Community Service 30 Hours	Internship 20 Hours
	dmp-Ds	Art 1 (Visual Arts 1 year requirement) (f)	Media Literacy (College Preparatory Elective 1 Year) (G)	Photo I	Photo II Capstone
	dmp-Di	Art 1 (Visual Arts 1 year requirement) (f)	Media Literacy (College Preparatory Elective 1 Year) (G)	Film I	FilmII Capstone
	dmp-Dg	Art 1 (Visual Arts 1 year requirement) (f)	Media Literacy (College Preparatory Elective 1 Year) (G)	Graphic Design I	Graphic Design II Capstone
		9th Grade	10th Grade	11th Grade	12th Grade

Acceptable Use Agreement

Students and parents/guardians need to be aware of the responsibilities that come along with these opportunities. **The equipment is expensive, so students/guardians are responsible for any damaged equipment including but not limited to computers, cameras, and audio recording devices.** When using school computers, students may not access any web sites or materials that are not class related. All students are subject to the SBCUSD Acceptable Use Policy. Student use of technology as prescribed in the SBCUSD Educational Technology Plan must be exercised by DATA students at all times. Unacceptable use of technology will result in disciplinary action.

On-Line/Internet Services: User Obligations and Responsibilities

1. The student, in whose name an on-line services account is issued, is responsible for its proper use at all times. An account will be issued only after the student has signed an Acceptable Use Agreement. Students shall keep personal account numbers, home addresses and telephone numbers private. They shall use the system only under their own account number.
2. Students shall use the district's system responsibly for educational purposes.
3. Students shall not access, post, submit, publish or display harmful or inappropriate matter that is threatening, obscene, disruptive or sexually explicit, or that could be construed as harassment or disparagement of others based on their race/ethnicity, national origin, gender, sexual orientation, age, disability, religion or political beliefs.
4. Students shall not disclose, use or disseminate personal identification information about themselves or others when using electronic mail, chat rooms, or other forms of direct electronic communication. Personal information includes the student's name, address, telephone number, Social Security number, or other individually identifiable information.
5. Students shall not use the system to encourage the use of drugs, alcohol or tobacco, nor shall they promote unethical practices or any activity prohibited by law or Board policy.
6. Copyrighted material shall not be placed on the system without the author's permission. Students may download copyrighted material for their own use only.
7. Students shall not intentionally upload, download or create computer viruses and/or maliciously attempt to harm or destroy district equipment or materials or manipulate the data of any other user, including so-called "hacking."
8. Students shall not read other users' electronic mail or files. They shall not attempt to interfere with other users' ability to send or receive electronic mail, nor shall they attempt to delete, copy, modify or forge other users' mail.
9. Students shall report any security problem or misuse of the services to the teacher or principal.

Equipment/Software: Student Obligations and Responsibilities

1. Students shall not copy software owned by the District.
2. Students shall not download and/or install personal software on District equipment.
3. Students shall not connect personally owned peripheral devices to any District equipment without prior authorization by the Superintendent's designee.
4. Students shall not vandalize District equipment.
5. Students shall follow District procedures for checking-out portable devices for educational purposes.

Inappropriate use of the Internet Electronic Information Services can result in the immediate termination of access privileges.

This action can be taken without warning.

(SBCUSD Educational Technology Plan:<http://www.sbcusd.com/index.aspx?NID=6426>)

Behavior Agreement

DMA students are expected to maintain a professional demeanor at all times, both on and off campus. This includes field trips, college visitations, industry partnerships and working together on project based assignments.

DMA is a career-based program, and as such, requires students to behave professionally and responsibly regarding commitments to field trips and extra curricular activities. This includes punctualness, participation, and advisor notification/communication of any schedule changes.

Students unable to meet these expectations will be placed on a behavior contract and may be removed from DMP program. Plagiarism/cheating will be cause for dismissal from the pathway.

Commitment to Graduate

All Students must complete the following in order to earn the DMA graduation cord and walk with the DMA seniors in the AVHS graduation ceremony.

GPA - Maintain an overall 2.5 GPA in core classes and a 3.0 average in DMA CTE Classes to participate in extra-curricular activities such as field trips. If the student is below a 2.5 in core classes and 3.0 in DMA classes the student must document that they have been attending mandatory tutoring with their teacher or with one of the tutoring services on campus.

Community Service - Perform at least 30 hours of community service per year

Mentor Program - Participate in the Junior Mentor Program

Internship - Complete a minimum of 20 intern hours during senior year.

SkillsUSA California

An essential component to DMA is SkillsUSA, a nationally recognized career technical student organization. This program fosters building student competency in leadership, employability and occupational skills through education experiences and industry partnerships. Students have the opportunity to compete in a variety of skill and leadership competitions at the regional , state and national level as well as act as student mentors at Rio Vista Elementary and Martin Luther King Middle School. This is an excellent way for students to increase their success for college entrance and scholarship opportunities. SkillsUSA membership is \$20 per student annually.

Publication Permission

DMA maintains multiple web sites including www.dma.com, youtube, vimeo, instagram and twitter that feature students and student work. It is necessary for parents to give consent for DMA to display digital images, student web portfolios, artwork, writing samples, video imagery, and/or audio recordings of its students on the DMA websites, in DMA presentations, and/or publication materials.

DMA Junior Mentor Program

11th graders will participate in the mentoring program, and will each be paired with one adult mentor. They will meet nine times over the course of the year. Additionally, It will include a field trip to a local college as well as student Mock Interview Day.

DMA Parent Advisory Committee

Parents/Guardians will be an important component of our Academy. The group meets several times throughout the school year to assist in organizing and implementing fund-raisers activities and chaperoning field trips.

Digital Media Academy Directory

Administration

Lisette Magana, Principal

Ray Gallardo
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Aaron Wright
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Parent/Student Contract

Student name: _____
(Please Print) Last First

Acceptable Use Policy

T-Shirt Size _____

Behavior Agreement

Commitment to Graduate

SkillsUSA

Publication Permission

I parent/guardian (print name) _____, accept the above conditions of the DMA Parent Contract.

Signature: _____ Date: _____

Email: _____ Cell# _____

I student (print name) _____, accept the above conditions of the DMA Student Contract.

Signature: _____ Date: _____

Email: _____ Cell# _____

Comments: