Workforce Education
Escambia County Public Schools

COULD YOU FIND YOURSELF WORKING WITH ADVERTISING AGENCIES, DESIGN FIRMS AND OTHER CREATIVE TEAMS ON A RANGE OF PROJECTS AND IN VARIOUS MEDIA?
THE MULTIMEDIA INDUSTRY PROVIDES MANY OPPORTUNITIES TO APPLY YOUR SKILLS IN A VARIETY OF JOB SETTINGS. STUDY AND RECEIVE INDUSTRY CERTIFICATIONS IN ILLUSTRATOR, PHOTOSHOP, HTML/CSS, DREAMWEAVER, TOONBOOM HARMONY, TOONBOOM STORYBOARD, PREMIER PRO, AND AFTER EFFECTS!

Escambia County Public Schools does not discriminate on the basis of race, color, religion, sex, age, national origin, disability, genetic information, or marital status in its employment practices or in the admission and treatment of students.

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THE WEST FLORIDA WAY

West Florida High School of Advanced Technology is an innovative high school focused on providing a unique, comprehensive, useful education that will lead to lifelong personal, career, and professional accomplishments. WFHS is looking for students who are motivated, ambitious, and eager to succeed in college and/or career fields.

MULTIMEDIA ACADEMY
ESI SHANNON, PRINCIPAL
150 E. Burgess Road
Pensacola, FL 32503

West Florida High School of Advanced Technology

Academy of Multimedia

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Multimedia students are taught to present text, graphics, video, animation, and sound using various computer software programs including Adobe and Microsoft. Students will earn industry certifications in those software programs.
Freshmen learn skills in photo editing using Photoshop and Illustrator. Sophomores focus on web design and animation using the following: HTML, CSS, Animate, Dreamweaver, and Toon Boom. Juniors become skilled in video editing while learning Premier Pro, and seniors add special effects to the videos while learning After Effects. Also, seniors have the additional opportunity to use green screens and professional-grade cameras while producing The Uproar, a weekly news program for our school.

Mission Statement: The Multimedia Academy provides students with a broad foundation of knowledge and skills to prepare them for employment in the multimedia and communication industry and/or in post-secondary education.

Students in the Multimedia Academy will gain practical experiences in digital photography, web page design, digital video editing, and presentation development.

Course Offerings

Freshmen Year

Digital Media/
Multimedia Foundations 1

Illustrator
Photoshop



This course provides competencies in presentation production issues, basic computer knowledge, illusion software, digital still photography, and photo editing software.

Sophomore Year

animation

Digital Media/
Multimedia Foundations 4

Dreamweaver Animate
Toon Boom

This course covers competencies in web page design, HTML and CSS, and software authoring for web page design.

Junior Year

Digital Media/Multimedia Foundations 6



Premiere Pro

This course covers competencies in presentation software and video editing software.

Senior Year

Digital Media/Multimedia Foundations 7

After Effects

QUIET ON THE SET!

This course covers competencies in using authoring software, creating an advertising campaign, work-based learning experiences, and career planning.

NEWS! NEWS! NEWS! the Uproar

The television program is the product of our students' hard work and dedication. This program flows like a regular news program with headline news, sports, weather, and living life features. Students tape shows, as well as produce live feeds for special events. Students will brainstorm, write, act, film, edit, direct, and produce news segments and commercials for each broadcast.