



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.

Melia Adams  
EEOC/Title IX Coordinator  
Escambia County Public Schools  
75 North Pace Boulevard  
Pensacola, FL 32505  
Phone: (850) 469-6111  
Email: madams@ecsdfl.us

## 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



**JERAD DAMPSON**  
JDAMPSON@ECSDFL.US  
**ANGELA MCFARLAND**  
AMCFARLAND@ECSDFL.US  
**BREANNA WILSON**  
BWILSON2@ECSDFL.US



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

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



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.