WEST SENECA CENTRAL SCHOOLS
BUSINESS DEPARTMENT

NAF ACADEMY OF IT/DIGITAL MEDIA
(AOIT/DM)
A National Academy Foundation Program

The Academy of IT/Digital Media (AOIT/DM) introduces students to the broad career opportunities in today's computer and digital workforce and, in the process, equips them with the personal, analytical, technical and communication skills they need to thrive.

IT/Digital Media is everywhere, and the need for education to bridge the digital divide is more critical than ever. A recent study conducted by the Digital Media Association of America showed nearly half a million unfilled IT jobs in the U.S. – and a persistent "skills gap" that was keeping these positions from being filled. The Academy of IT/Digital Media helps meet this need by preparing high school students for college to achieve successful careers in Digital Media and IT careers.

Through their Academy experience, students gain an understanding of the connections that exist between their education and the workplace. Academy teachers and industry mentors provide students with the curriculum and guidance necessary for rewarding careers.

The academy is supported by an active Advisory Board.

NAF Academy of IT/Digital Media
**CTE Certified Program

Three Year Program

Academy students are required to take the following courses in addition to their Regents courses.

Grade Level Courses	Total Units
Tenth Grade	
Intro to Information Technology	1
Career & Financial Management	.5
Eleventh Grade	
Web Page Design	.5
Computer Programming*	.5
College and Career Portfolio	.5
Digital Media with Adobe	.5
Twelfth Grade	
Gaming Design	.5
App Development*	.5
Paid Internship	.5

(Completed during Junior and/or Senior year)

College Course
(Completed during Junior and/or Senior year)

Graduation – Certificate of IT/Digital Media in addition to Regents Diploma, Regents Diploma with Advanced Designation or Regents Diploma with Technical Endorsement.

• AOIT/DM Academy Graduates can also receive IC3 or MOUS Certification.

IT/Digital Media Graduates can earn transcripted college credits to:
Bryant & Stratton, SUNY Erie, Hilbert, Medaille and Trocaire.

*SUNY Erie Advanced Studies College Credit

**CTE Certificate NYS Technical Endorsement.

NATIONAL ACADEMY FOUNDATION
ACADEMY OF IT/DIGITAL MEDIA (AOIT/DM)
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Introduction to Information Technology
Credit: 1 Unit   Length: 40 weeks
Prerequisite: Acceptance into the Digital Media Academy
          What impact has technology had on your life? Is your computer safe from "predators?" Are you considering a career in computer science? Students will gain proficiency in Computer Fundamentals, word processing, spreadsheets, and desktop publishing using computer software such as Microsoft Office or other available software in a Windows environment.

Web Page Design
Credit: 1/2 Unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          This course will help students gain a general understanding of the history of the Internet, protocols, browsers, e-mail, HTML language and web page design. Students will learn how the world communicates electronically via e-mail and newsgroups, effective web searching techniques, and file transfer protocols. In addition, students will create their own personal web pages using state of the art software. Each student will plan, design, and create professional web pages. Advanced features including animation, marquees, video clips and sound clips will be covered.

Computer Programming
Credit: 1/2 unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          Why do programs work? Students will learn how to describe, analyze and solve programming problems. These skills will be acquired while learning the syntax of Java Script and Alice programming languages. Students, upon completion of their portfolio, can receive 3 college credits from SUNY Erie through the Advanced Studies Program. This credit can be used at any SUNY school.

Gaming Design
Credit: 1/2 unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          Do you want to develop computer games without spending countless hours learning how to become a programmer? Then you've come to the right place. This course will allow you to make exciting computer games. You will also learn about the history of games, understand the industry rating system and research possible careers within the gaming field.

College and Career Portfolio
Credit: 1/2 Unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          "This portfolio allows you to leave high school with not only an edge on others in the world of work and college, but also with a sense of pride and a record of your accomplishments."
          This hands-on course will introduce students to the application of multimedia technology in the workplace. The course will explore evolving technologies including electronic presentations, Internet exploration, and desktop publishing while highlighting the interpersonal skills vital to a successful career. The College and Career Portfolio, an electronic portfolio, will be compiled highlighting the student's exemplary work and extracurricular activities during high school. The student's career exploration, personal profile, and academic records will also be included in the portfolio.
          This portfolio can be used for college applications and interviews, for scholarship applications and for workforce interviews. Students will also be assigned a free web site location until graduation enabling the electronic transfer and viewing of their portfolio.

This portfolio is essential for all students. Students upon completion of their portfolio can receive 3 college credits from SUNY Erie through the Advanced Studies Program. This credit can be used at any SUNY school.

Digital Media
Credit: 1/2 Unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          In this course, students will integrate audio, video, graphics, text, and animation tools while creating their own media. Adobe Animate and Adobe Premiere Pro will be the programs utilized.

Career & Financial Management
Credit: 1/2 Unit Length: 20 Weeks
          What do you want to do to earn a living? Come and explore your options! You will identify your strengths and weaknesses, investigate career interest areas, and research different occupations. Examine job leads, prepare a resume, and learn job interview techniques.
          Once your occupational goal has been identified, discussion will be focused on becoming an independent adult. Learn how to handle your finances including budgeting, banking, income tax preparation, credit and consumerism. Don't waste time and money in college trying to determine your major. Plan your future now!!

App Development
Credit: 1/2 Unit   Length: 20 Weeks
Prerequisite: Acceptance into the Digital Media Academy
          The Academy of Digital Media, in conjunction with Lenovo and the Massachusetts Institute of Technology (MIT), will prepare the next generation of app developers. This course enables students to learn the skills to design, develop and launch apps using App Inventor. It provides hands-on examples, including simple games and practical tools, to make creating apps fun and easy.

Paid Internship
Credit: ½ to 1 Unit   Length: Varies
Prerequisite: Acceptance into the Digital Media Academy
          Students will be placed in paid internship situations with members of our Academy Advisory Board. Students will gain on-the-job experience while at the same time exploring career opportunities.

College Course
Credit: 3 college credits   Length: 16 weeks.
Prerequisite: Acceptance into the Digital Media Academy
          All Academy students MUST take and successfully pass a college course. College courses are offered every semester including summer to fit a student's schedule. Courses can be taken on-site at a West Seneca High School or off-site at the campus location. Courses usually are offered one day per week after school, evenings or Saturdays. All courses are tuition free requiring only a textbook expense. Currently courses are offered through the following college partners: Bryant & Stratton, Hilbert, Trocaire, SUNY Erie, and Medaille.
Students may elect to take more than one college course.

CO-CURRICULAR ACTIVITY

DECA – An Association of Marketing Students
Prerequisite: Must be enrolled in a Business Course or Business Academy.
          Students should join this co-curricular student organization to further develop their technical skills through application.

*CTE Certified Program. Digital Media students receive a technical endorsement and NYS Ed. Dept. seal of rigor and relevance on their diploma after successfully completing all requirements.