



Lakewood's Center for Journalism and Multimedia, staffed by teachers with extensive experience in journalism fields, prepares students to succeed and be confident citizens ready for college and the workplace. Up-to-date journalism, multimedia and communications instruction provides essential life skills and a broad foundation for competency in any 21st century profession. Students will learn how to write a cover letter and compile a portfolio and resume to pursue a wide variety of businesses in such positions as:

- Reporter
- Photojournalist
- Videographer
- IT Assistant
- Advertising Representative
- Marketing Representative

Students will have the opportunity to earn certifications in Microsoft Office Specialist, Adobe Certified Associate (ACA) Photoshop, ACA Dreamweaver, ACA Flash and ACA Premier Pro.

OUR PARTNERS

Tampa Bay Times
 The Poynter Institute
 Eckerd College
 University of South Florida,
 St. Petersburg
 The Studio@620



LAKWOOD HIGH SCHOOL
CENTER FOR JOURNALISM AND MULTIMEDIA
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Susan Alvaro, Assistant Principal
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www.pcsb.org/largo-hs
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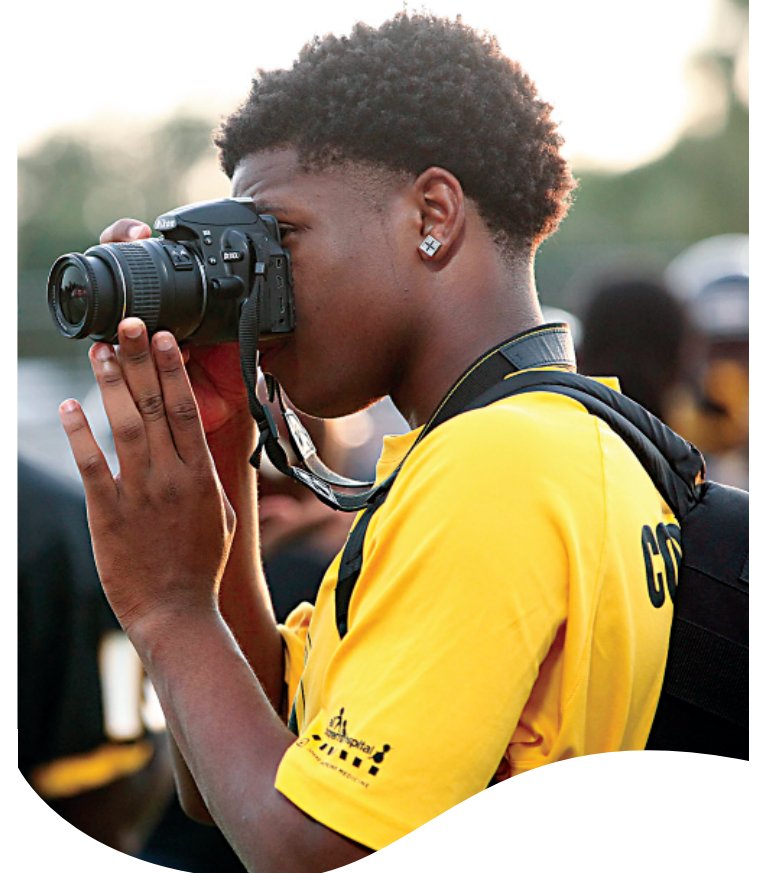
Vision: 100% Student Success

Mission: "Educate and prepare each student for college, career and life."

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www.pcsb.org

A Pinellas County Career Academy
Center for Journalism and Multimedia
 LAKEWOOD HIGH SCHOOL



A SPECIAL PROGRAM IN MULTIMEDIA STUDIES

JOURNEYS IN JOURNALISM
 Report Life.

MELROSE ELEMENTARY / JOHN HOPKINS MIDDLE / LAKEWOOD HIGH

EXPLORE YOUR WORLD • CHALLENGE YOUR MIND
PREPARE FOR YOUR FUTURE





program of study



Studies in the Center for Journalism and Multimedia focus on hands-on, real world experience. We will provide:

- Extensive opportunity for field-based experiences;
- Special training in reporting, photography, videography, podcasting and web design;
- The opportunity to develop practical career skills through internships, independent study, mentors and job shadowing.



PROGRAM ATTRIBUTES:

- State-of-art newsroom, where students apply journalism and multimedia skills to produce a newspaper, website and other multimedia projects.
- Shadowing opportunities with the Tampa Bay Times and other businesses.
- Hands-on, experience-based learning that engages students with the community.
- Eligibility for Bright Futures/Gold Seal Scholarships.

9th GRADE

All CJAM students will be required to take Journalism 1 and Introduction to Information Technology.

- **Journalism 1** is a year-long course that introduces students to the basics of journalism during the first semester and gives hands-on experience to student journalists in the second semester.
- **Introduction to Information Technology** is year-long course to familiarize students with IT concepts and careers. Course content explores technology career research; operating systems and software applications; electronic communications; basic HTML, DHTML and XML web commands and design; emerging technologies; and web page design.

10th GRADE

All CJAM students will be required to take Journalism 2 and Digital Design 1.

- **Digital Design 1** is a year-long course in which students learn computer skills; digital publishing concepts and operations; design and digital imaging.
- **Journalism 2** is a continuation of hands-on job work in a newsroom environment, focusing on publication in the school newspaper and website.
- **Industrial Communications** is a year-long course designed to teach the fundamental technical skills needed to produce a TV show as well as script writing.

11th GRADE

All students are required to take Journalism 3 and Foundations of Web Design.

- **Foundations of Web Design** is a year-long course that provides a basic overview of the Internet, Intranet, and World Wide Web. The content includes operating systems; basic HTML commands; navigation of the Internet, Intranet and Web; and Web page design.
- **Journalism 3** is a continuation of hands-on job work in a newsroom environment, focusing on publication in the school newspaper and website.

12th GRADE

All students are required to take Journalism 4 and Digital Design 2 or User Interface Design.

- **Journalism 4** is a continuation of hands-on job work in a newsroom environment, focusing on publication in the school newspaper and website.
- **Digital Design 2** This course continues the development of entry-level skills for careers in the digital publishing industry. The content includes computer skills: digital publishing operations; layout, design, measurement activities and digital imaging.
- **User Interface Design** This course provides instruction in incorporating Human Computer Interface (HCI) principles of design, researching information for use in designing the user interface, creating intuitive interfaces using Cascading Style Sheets (CSS), creating a CSS formatted informational website, creating a logical website file structure, and publishing, testing, monitoring and maintaining a website.

