

Clintondale Community Schools

TV PRODUCTION I

This course is designed to provide students with the basic knowledge and skills related to the television production industry. It includes instruction and hands-on assignments in the following areas: camera operation, recoding audio, lighting systems, pre-production, post production, visual effects and graphics, and copyright laws.

ADVANCED TV PRODUCTION

This course is designed to provide students with the advanced knowledge and skills related to the television production industry. It includes instruction and hands-on assignments in the following areas: camera operation, recoding audio, lighting systems, pre-production, post production, visual effects and graphics, and copyright laws.

INTRODUCTION TO COMPUTERS

Students will be given a working knowledge of the computer to include understanding computer terminology, and performing Word, Excel spread sheeting, Access, and PowerPoint operations. Students will also be required to demonstrate keyboarding techniques and Internet capabilities.

DIGITAL MEDIA

This course provides an introduction to HTML programming. Topics include integrating JavaScript and HTML, creating pop-up windows, adding scrolling messages, validating forms, enhancing the use of images and form objects, working with cookies, arrays, and frames, and using objects to create a mall application. Students will create working websites.

ADVANCED COMPUTERS

The office assistant course is designed to prepare students for opportunities in today's rapidly changing business environment. Students will acquire skills and knowledge of office procedures and equipment. They will demonstrate knowledge of Microsoft Word, Excel, Access, and Outlook, sufficient to pass Microsoft testing. Windows 98 and Office XP will be completely covered.

SPORTS & ENTERTAINMENT MARKETING

Sports and Entertainment Marketing takes you on a step-by-step journey through the world of marketing. You will encounter and learn about the key functions of marketing and how those functions are applied to sports and entertainment. This course will include selling, advertising, promoting, sponsors, public relations, planning an event,

interpersonal relations, and employability skills, communication, and product research and development.

ENTREPRENEURSHIP

This course will let you feel what it's like to be your own boss and make your own schedule. It will show you how to start your own business and make it a success. Hands-on simulations let you test your skills to see if you have what it takes to become an entrepreneur. This course will look at what skills are needed to be an entrepreneur, ownership's of businesses, developing a business plan, financing, hiring and managing staff, record keeping, and identify a market need.

SCHOOL STORE

This course is an actual on-the-job training experience in a retail store operation, located in the high school. It includes training experience in the following areas: salesmanship, merchandising, display, promotion, advertising, inventory control, cashiering, and accounting.

JOB SHADOW

This class will have the student participate in job shadowing where the student will observe a mentor working in the career field of his/her choice for 90 hours per semester. The shadowing stationing will be selected by the high school, and an area employer will assign a career mentor to the student. The job shadow hours can vary. For example, the 90 hour requirement can be fulfilled before school officially begins in the summer, or Saturdays and Sundays, Christmas and Easter break, or whatever can be worked out between the employer and the job shadow. The class is graded on a credit/no credit basis, unless student fails to attend placement, in which case they will receive an "F".

STUDENT INTERNSHIP

This program allows the students of Clintondale High School to creatively practice and develop skills learned in the classroom and laboratory with a real job situation in the business sector. By participating in the cooperative education program, students enhance their employability and earning power. They develop attributes such as attendance, punctuality, dependability, loyalty, and responsibility.