**Strand 3: MEDIA TECHNOLOGY & DESIGN**

Learn design basics in photography, Photoshop, and Video editing. Use industry-standard video and audio editing programs such as Final Cut and ProTools. Learn basic writing, directing, acting, and editing of high definition camera work to create professional videos. Also learn to apply design to manufacturing processes such as silk screen, automated embroidery, and other print media. Prepare for career as a Graphic Designer, Videographer, or Print Technologist.

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**Information Design & Engineering Academy**

at Phoebus High School

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*Every Child, Every Day, Whatever it Takes!*

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Hampton City Schools does not discriminate on the basis of race, color, national origin, sex, disability, age or other protected classes in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the non-discrimination policies:

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If the United States truly wants to secure its global leadership in technology innovation, we must... strengthen... educational opportunities, so that America’s students and workers have the skills they need to succeed in the technology—and information—driven economy of today and tomorrow.

—Bill Gates
Information Design & Engineering Academy at Phoebus High School

In an increasingly complex world, schools must prepare students for a workplace and continually redefine themselves in terms of the exponential rate of technological change. The IDEA Academy offers students the best information and experiences about the 21st century college and career preparation. To bridge the gap, community business and industry partners work with Academy teachers to provide students clear information about the workplace: the changes, the expectations, and the requisite skills for their future.

Strand 1: ENGINEERING:
Learn the Engineering Design Process and how technology is created. Develop and design new things using industry-recognized design software, rapid prototyping, mechatronics, and robotics. Prepare for a career such as Engineer, Engineering Technologist, Manufacturing Technician, or Robotics Technician.

Strand 2: INFORMATION TECHNOLOGY & DESIGN
Learn to create a story line for a video game, how to create web page, basic animation techniques, and how a computer works. Prepare for a career as a Business Programmer, Modeling and Simulation Technician, Video Game Programmer, or Web Developer.

Simply, a career academy is a personalized small learning community. A career academy is built around specific career clusters and involves both the Career Technical Education (CTE) teachers and teachers from the four core areas: English, Math, Social Studies, and Science.