

2021- 2022



PARENT GUIDE

Digital Arts Technology Academy

Focusing Student Creativity
only at Cathedral City High School

MISSION

To engage students in digital arts as a means to graduate prepared for college, careers, or technical education.

www.DigitalArtsTechAcademy.us

[@DATACCHS](#)



DATA was established in 2000 and is a state funded California Partnership Academy (CPA) that operates as a school within a school. Students travel together in core content and Career Technical Education (CTE) classes which focus on a variety of creative technologies within a college preparatory curriculum. This Academy is supported by the California Department of Education, a dedicated team of teachers, a counselor, CCHS administration, and the PSUSD district office. DATA is one of only several Distinguished California Partnership Academies in Southern California and also acts as one of eighteen Lighthouse Academies in the State.

The Academy offers UC approved and [dual enrollment](#) courses in photography, media, animation, filmmaking, and digital imaging. Within these courses, students can also focus their creativity on graphic design, photography, game design, audio production, video, and leadership.

Students apply and interview with the Academy during the spring of their freshmen year. After being accepted, they travel with other DATA students for three academic courses and a DATA CTE elective during the sophomore and junior years. During their senior year, DATA students are enrolled in the senior English class and at least one DATA CTE dual enrollment elective.

Throughout their junior and senior years, DATA students are given the opportunity to gain experience with community and [industry partners](#) through class projects, speakers, mentoring, and internships. DATA has established partnerships with Indian Wells Art Festival, Hot Purple Energy, LifeTouch Studios, Desert Advertising Federation, Imagine Imagery, KESQ, Windmill City Screen Printing, El Paseo Fashion Week, The City of Cathedral City, The City of Rancho Mirage, Ace Printing, KMIR, Palm Springs International Film Society, Tolerance

Education Center, Cathedral City Public Arts Commission, Palm Springs Women in Film, Indian Wells Desert Town Hall Speaker Series, and Sunnylands.

Academy teachers have common preparatory periods in which they share curriculum ideas and monitor student academic progress and individual issues. By senior year, many of our students are clear about what career they would like to pursue and what college will best accommodate their future goals.

[CTE Pathways <](#)

DATA is the only distinguished UC approved Arts, Media, and Design program in California to offer two distinct dual enrollment CTE pathways. After students successfully complete the Media Literacy 10th grade course, they select either the ***Digital Storytelling*** or ***Digital Imaging*** pathways to further focus their strengths. These pathways offer a more in-depth study into their related industries.

Digital Storytelling encompasses filmmaking, video production, visual effects, broadcast, audio production, and more. Students have the opportunity to create original work and collaborate with community and industry partners to create professional projects that meet industry standards, leading to an impressive and well-rounded portfolio of work.

Digital Imaging threads art, technology, and career-based learning with creativity and community collaboration. This provides students with a range of technology-based visual arts projects that integrate digital photography, Photoshop, Illustrator, animation, or game design in a cutting edge high school studio environment. Students are continuously encouraged to apply the creative skills learned in class to exciting interactions with local professionals, build dynamic digital portfolios, and submit award winning works to local, regional, and state competitions.

The junior and senior CTE electives in the pathways- Digital Photography, Digital Imaging, Film Production, and Introduction to Film, are all [dual enrollment](#) college courses. In these classes, students will earn weighted credit at CCHS, plus college credit through College of the Desert. It is imperative that all students earn a grade of A or B in these classes. **Animation is not currently a dual enrollment course.*

Course of Study

<i>Grade 10</i>	<i>Grade 11</i>	<i>Grade 12</i>
English II CP or Honors	English III CP English IB	Expository Reading & Writing English IB
World History CP/AP	US History CP History IB	Economics & Civics History IB
Chemistry CP/Honors	Physics CP/AP/IB Adv. Anatomy	Physics CP/AP/IB Adv. Anatomy or Elective
Integrated Math II or Integrated Math II Honors or Integrated Math III Honors	Integrated Math III or Statistics CP/AP or IB Math Studies CP/AP Calculus	IB Math Studies CP/AP Calculus Statistics CP/AP
Media Literacy	DDP131 Digital Photography Animation or FILM002a Film Production	DDP101 Digital Imaging or FILM001 Introduction to Film
Foreign Language or Elective	Foreign Language or Elective or PE	Foreign Language or Elective or PE

All Courses are a-g approved for University of California and California State University
Dual Enrollment college credit w/College of the Desert + weighted PSUSD credit

Sophomore Career & Job Readiness <

This small group program occurs for 10th grade students during the regular scheduled Media Literacy class. Students meet weekly over the course of one quarter with a volunteer CTE job coach to focus on developing a career plan, formal resume, and mock interview skills.

Community Service <

DATA 10th and 11th grade students are expected to complete **30 hours** of community service during the year. This is designed to build character while assisting their community, to gain experience that can be used for job applications and resumes, and to practice skills needed during their senior internships.

Junior Mentor Program <

11th graders will participate in a group mentoring program paired with one adult mentor. They will meet multiple times over the course of the school year for career planning, industry panels, and to create an entrepreneurship project. This also includes a field trip to a local university and community college, participation in a Mock Interview Day, and a formal luncheon sponsored by the Greater Palm Springs Convention and Visitors Bureau.

Senior Internships <

All Academy seniors are expected to complete 60 internship hours in order to be eligible to walk with their Academy peers graduation. This may begin at the end of their junior year and must be related to the DATA curriculum and/or [Design, Visual, and Media Pathway standards](#) provided by the California Department of Education. All internship providers must be approved by the PSUSD Board of Education and coordinated through the CCHS Work based Learning Coordinator.

SkillsUSA California <

An essential component to DATA is SkillsUSA, a nationally recognized Career Technical Student Organization (CTSO). This program fosters building student competency in leadership, employability, and occupational skills through education experiences and industry partnerships. Students have the opportunity to compete in a variety of skill and leadership competitions at the regional, state, and national levels as well as act as student mentors at Nellie Coffman middle school and participate as a DATA-SkillsUSA officer. This is an excellent way for students to increase their success for college entrance and scholarship opportunities.

Commitment to Graduate

All students must complete the following in order to earn the DATA graduation sash and walk with the DATA seniors in the CCHS graduation ceremony:

DATA Graduates

GPA - Maintain an overall 2.5 GPA in all DATA core and CTE classes.

Community Service - Perform at least 30 hours of community service during their sophomore and junior years.

Jr. Mentor Program - Participate in the Junior Mentor Program.

Internship - Complete a minimum of 60 intern hours during senior year.

Portfolio - Produce an industry standard portfolio during senior year.

Gold Grads

As DATA seeks to offer unique opportunities for its graduates, we now offer a special designation for students who go above and beyond to prepare for their future. In addition to the regular DATA Graduate requirements, **Gold Grads** must also complete the following

- 95% Positive Attendance
- At least 1 [Adobe Certification](#)
- Meet all A-G requirements
- 3.0 or higher (unweighted) GPA
- Grade of an A in [Dual Enrollment](#) courses
- Pass an AP/IB exam or
 - A on Jr. Entrepreneur project or
 - Adobe Design Specialist credential
- Compete at 1 [SkillsUSA](#) State event
- 1 year of a school or community leadership position

Acceptable Use Policy

Students and parents/guardians need to be aware of the responsibilities that come along with these opportunities. The equipment is expensive, so students/guardians are responsible for any damaged equipment including but not limited to computers, cameras, and audio recording devices.

When using school computers, students may not access any websites, materials, or components that are not class related. All students are subject to the PSUSD Acceptable Use Policy as described in the [***PSUSD Parent Student Information***](#)

Booklet (page 12). Unacceptable use of technologies will result in disciplinary action and/or removal from the Academy.

On-Line/Internet Services: User Obligations and Responsibilities

**ON-LINE/INTERNET SERVICES:
USER OBLIGATIONS AND RESPONSIBILITIES**

1. The student, in whose name an on-line services account is issued, is responsible for its proper use at all times. An account will be issued only after the student has signed an Acceptable Use Agreement. Students shall keep personal account numbers, home addresses and telephone numbers private. They shall use the system only under their own account number.
2. Students shall use the District's system responsibly for educational purposes.
3. Students shall not access, post, submit, publish or display harmful or inappropriate matter that is threatening, obscene, disruptive or sexually explicit, or that could be construed as harassment or disparagement of others based on their race/ethnicity, national origin, gender, sexual orientation, age, disability, religion or political beliefs.
4. Students shall not disclose, use or disseminate personal identification information about themselves or others when using electronic mail, chat rooms, or other forms of direct electronic communication. Personal information includes the student's name, address, telephone number, Social Security number, or other individually identifiable information.
5. Students shall not use the system to encourage the use of drugs, alcohol or tobacco, nor shall they promote unethical practices or any activity prohibited by law or Board policy.
6. Copyrighted material shall not be placed on the system without the author's permission. Students may download copyrighted material for their own use only.
7. Students shall not intentionally upload, download or create computer viruses and/or maliciously attempt to harm or destroy District equipment or materials or manipulate the data of any other user, including so-called "hacking."
8. Students shall not read other users' electronic mail or files. They shall not attempt to interfere with other users' ability to send or receive electronic mail, nor shall they attempt to delete, copy, modify or forge other users' mail.
9. Students shall report any security problem or misuse of the services to the teacher or principal.

Equipment/Software: Student Obligations and Responsibilities

1. Students shall not copy software owned by the District.
2. Students shall not download and/or install personal software on District equipment.
3. Students shall not connect personally owned peripheral devices to any District equipment without prior authorization by the Superintendent's designee.
4. Students shall not vandalize District equipment.

Students shall follow District procedures for checking out portable devices for educational purposes.

The District reserves the right to monitor any on-line communications for improper use. Electronic communications and downloaded material, including files deleted from a user's account, may be monitored or read by District officials to ensure proper use of the system.

Inappropriate use shall result in a cancellation of the student's user privileges, disciplinary action and/or legal action in accordance with law and Board policy.

Student Performance <

DATA students are to maintain a professional demeanor at all times, both on and off campus. This includes field trips, college visitations, industry partnerships, SkillsUSA competitions, working together on project-based assignments, video conferencing, and cheating/plagiarism.

In addition to behavior, it is essential that students maintain positive academic progress towards graduation. Students unable to meet these expectations will be placed on a **probation** and may be removed from the DATA program.

Publication Permission

DATA maintains www.DigitalArtsTechAcademy.us. DATA also produces a great deal of content that is shared online, in local media, and in educational circles, which celebrates students and their work. It is necessary for parents to give consent for DATA and their partners to share digital images, student web portfolios, artwork, writing samples, video imagery, and/or audio recordings of its students online, in presentations, publication materials, and on local radio and TV.

[Digital Arts Technology Academy Staff](#) <

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Parent/Student Acknowledgement

Please acknowledge the following items by [CLICKING HERE](#) <

- CTE Pathways
- Course of Study
- Sophomore Career & Job Readiness
- Community Service
- Junior Mentor Program
- Senior Internships
- SkillsUSA
- Commitment to Graduate
- Acceptable Use Policy
- Student Performance
- Publication Permission

Thank you!

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