DATA

Parent Guide

Digital Arts Technology Academy
Cathedral City High School
69-250 Dinah Shore Dr. Cathedral City, CA 92234

Mission: To engage students in digital arts as a way to encourage them to graduate and prepare them for careers and post-secondary education.

www.DigitalArtsTechAcademy.us

DATA launched in 2000. It operates as a school within a school where students travel together in core content classes with access to technology in a college preparatory curriculum. In 2017, DATA was recognized as a Distinguished Academy by the California Department of Education and has acted as a Lighthouse Academy assisting other academies in California since 2013.

DATA offers courses of study that integrate photography, graphic design, animation, film, video, broadcast, audio production, game design, and leadership.

Throughout their junior and senior years, DATA students are allowed to gain experience with community and industry partners through class projects, presentations, and internships. DATA has established partnerships with Desert X, Palm Springs Life Magazine, Hot Purple Energy, The Elemental, KESQ, Windmill City Screen Printing, El Paseo Fashion Week, The City of Cathedral City, The Palm SPrings Art Museum, Palm Springs International Film Festival, Cathedral City Public Library, The Palm Springs Unified School District, and various other industry professionals.

Students apply to the Academy during the spring of their freshmen year. If accepted, they travel with other DATA students for three academic courses and a DATA CTE elective during the sophomore and junior years. In their senior year, DATA students are enrolled in Senior English and one DATA CTE elective.

Academy teachers have common prep 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 major they would like to pursue and what college will best accommodate their career goals.

DATA: A Unique Opportunity

Students in DATA have amazing opportunities: project-based core and elective classes, a designated guidance counselor, access to state-of-the-art technology, college and museum field trips, scholarships, student exhibitions, job networking, and preferred graduation processional placement.

The DATA Pathways

After students successfully complete the Media Literacy course, they select either the *Digital Storytelling* or *Digital Imaging* strands. These strands offer a more in-depth study of 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. DATA DI provides students with a range of technology-based visual arts projects that integrate digital photography, Photoshop, graphics, animation, and 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 national competitions.

Course of Study by Grade Level

Grade 10	Grade 11	Grade 12
English II CP or Honors	English III CP/IB	Expository Reading & Writing/IB
World History CP/AP	US History CP/IB	Economics & Civics/History IB
Chemistry CP or Chemistry Honors	Science Elective Physics CP/AP or IB Anatomy/Biology	Science Elective
Integrated Math II or Integrated Math II Honors or IB Math	Integrated Math III or Integrated IB Math	Statistics/AP or IB Math Studies AP Calculus
Media Literacy	**DDP131 Digital Photography***, Animation, or **FILM 002A Film Production***	**DDP101 Digital Imaging*** or **FILM 001 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

Behavior Agreement

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

DATA is a career-based program, and as such, requires students to behave professionally and responsibly regarding commitments to field trips and extracurricular activities. This includes punctuality, participation, and advisor notification/communication of any schedule changes.

Students unable to meet these expectations will be placed on a behavior contract and may be removed from the DATA program. Plagiarism/cheating will be a cause for dismissal from the academy.

Acceptable Use Agreement

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 web sites or materials that are not class related. All students are subject to the PSUSD Acceptable Use Policy. Student use of technology as prescribed in the PSUSD Educational Technology Plan must be exercised by DATA students at all times. Unacceptable use of technology will result in disciplinary action.

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

Inappropriate use of the Internet Electronic Information Services can result in the immediate termination of access privileges.
This action can be taken without warning.

(PSUSD Educational Technology Plan: http://www.psusd.us/Index.aspx?page=557)

Commitment to Graduate

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

GPA - Overall 2.5 GPA in core classes and a 3.0 average in DATA CTE classes.
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.

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. This is an excellent way for students to increase their success for college entrance and scholarship opportunities. Membership and travel are paid by PSUSD CTE.

Publication Permission

DATA maintains **DigitalArtsTechAcademy.us** and social media accounts. DATA produces a great deal of content that is shared online, in local media, and in educational arenas, which celebrates students and their work. We ask that parents 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, on local radio, podcasts and TV. Please let us know if you wish to opt out.

Sophomore Adventure

All DATA 10th graders will participate in a series of enrichment activities designed to cultivate a sophomore community involving teamwork, resume building, and college and arts trips.

Community Service

DATA students in 10th and 11th grades are highly encouraged to perform some type of community service. This is an excellent way to begin work experience, build resumes for college applications and scholarships, and assist others.

DATA Junior Mentor Program

Eleventh graders will participate in a group mentoring program and will each be paired with one adult mentor. They will meet nine times over the year. Additionally, It will include a field trip to a local college and community college, a Mock Interview Day, and the Junior Mentor Luncheon in May.

DATA Senior Internships

All seniors in DATA are expected to complete 60 hours of internship with at least one of our community partners. This is handled through the CCHS Work-Based Learning Coordinator.

Adobe Certification

Students begin earning Adobe Certified Professional certifications starting in the 10th grade. Each year they will learn and apply new software skills and have the opportunity to continue taking certification exams. If they pass two they will earn specialty credentials in video and/or design. This is another excellent way to stand out from the crowd when applying to jobs, colleges, and scholarships!

DATA Gold Grad

The DATA Gold Grad is meant to level up the ability and professionalism of our graduating seniors. If they finish the Academy having met several additional requirements, they will receive a special graduation stole and distinction.

DATA Staff

Name	Position	Contact
Matt Cauthron	Digital Imaging / Animation Teacher Academy Coordinator	mcauthron@psusd.us
Bryce Johnson	Digital Storytelling Teacher SkillsUSA Advisor	bjohnson@psusd.us
Nancy Blair	English III CP / Senior ERWC Teacher	nblair@psusd.us
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(Open)	AP World / US History Teacher	
Salvador Camino	Int. Math II / Honors Teacher SkillsUSA Asst. Advisor	scamino@psusd.us
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(Open)	English II / Honors	
Debbie Hall	Int. Math I & Honors Teacher	dhall2@psusd.us
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Administration

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