

# Industry Certifications



**Illustrator**



**InDesign**



**Photoshop**



**Premiere Pro**

## Frank H. Peterson

### Vision

All students will graduate with an appreciation for life-long learning, prepared to enter the work force and/or pursue higher education.

A public magnet school located on the west side, Peterson is home to eight career technical academies:

**Agriscience Biotech & Vet Assisting**  
**Automotive**  
**Aviation**  
**Communications**  
**Cosmetology**  
**Culinary**  
**Early Childhood Education**  
**Robotics & Advanced Manufacturing**

Peterson students have the opportunity to participate and compete in different national organizations depending on their academy.



7450 Wilson Boulevard  
Jacksonville, Florida 32210  
(904) 573-1150

## COMMUNICATIONS

*National Model Academy*



**FRANK H. PETERSON**  
A College and Career Prep School

# MISSION

To offer high quality academic programs, a career centered education, and to support the development of students' work ethic, self-esteem, respect, tolerance and a sense of self worth and personal responsibility. Additionally, the school provides a strong work foundation for students to be life-long learners and productive employees in today's rapidly expanding communications field.



## About Our Academy

- ◆ Four year communications program based on FLDOE state standards.
- ◆ Career and college readiness
- ◆ Industry certifications
- ◆ Hands-on experience in on-site TV Production Studio



## ACADEMY GOALS

**PREPARE** students for success in college and/or the workforce

**CHALLENGE** each student to develop a love of learning

**ENSURE** that student's develop clear and effective communication skills

**PROMOTE** academic excellence in all classes

**ENHANCE** specific areas of interest in all communication fields of study

**INGRAIN** in each student the value of team work

**ESTABLISH** a behavioral environment that promotes professionalism and mutual respect

## Program Overview

### Commercial Art Technology

Basic art skills, lettering skills, preparation of layouts and illustrations, preparation of camera ready paste-up, and development of specialized skills.

### Television Production

Communication skills, leadership skills, human relations and employability skills, safe and efficient practices, and preparation to assume responsibility for overall production of television studio activities (e.g., scripts, lighting, shooting and directing, electronic news gathering, and field production).

### Digital Media/Multimedia Design

Practical experiences in webpage design and interactive presentation development, testing and production. Specialized skills in multimedia presentations such as video editing, audio features, and simple animation and authoring software are used to produce a variety of interactive multimedia presentations.

## Student Organizations

