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Experiencing Technology to the Limits

The Southeast High School (SEHS) Electronic Communications Center (ECC) is a new small learning community dedicated to teaching students the technology and skills needed to be successful in today's highly competitive and constantly evolving world of communications.

"Our student body has an incredible pool of talent," explained Bob Burwell, who teaches Digital Videography, TV Production, and 3-D Animation. "These students love to work and are expanding their knowledge while experiencing technology to the limits. By providing our students with a broad scope of experiences they can then choose the avenue they are most interested in and explore possible career pathways."

Bob's students are working on exploring the limits of special effects in filmmaking. "The students are creating a 25-minute production for Superintendent Tim McGonegal," said Bob. "The production, titled *Hidden Magic*, focuses on the Manatee County School District's Strategic Objectives."

Senior Amanda Barina is one of the students working on *Hidden Magic*. Amanda also interns for EdV-TV, the District's EdVantage Television broadcast network; serves as secretary for the SEHS TV club; is an International Baccalaureate (IB) student; a member of the National Honor Society; and a strong competitor for Southeast's Technology Student Association (TSA) chapter.

"I have always loved creativity and wanted to be a journalist," Amanda explained. Amanda's career in Electronics Communication began when she was a sophomore and took the TV Production elective. "I heard it was fun," she said. "I wanted to give it a try and be a part of the morning announcements. It was there I realized a career in television broadcasting is fast paced, allows you to be creative, and requires good organizational skills and structure." Amanda continued, "I'm a planner and very detail oriented. I learned I prefer to be behind the scenes working and editing rather than in front of the camera."

Last summer Amanda and the SEHS TSA contingent, along with advisors Bob Burwell and Margi Nanney, travelled to Denver to compete in the TSA National competition. Amanda's team earned the prestigious first place award in the On-Demand Video event for their production titled *Prank Paranoia*. They were also awarded second place for their efforts in the Film event. Amanda's contributions included shooting, producing, and editing for both competitions. Amanda is now preparing to compete in this year's TSA State competition to be held later this month in Orlando.

Electronic communications play a vital role in our culture, both in home entertainment and in the corporate world. Bob Burwell and the rest of the staff of the SEHS Electronics Communication Center prepare students for career success both locally and globally in today's evolving, high-tech world.



Teacher Bob Burwell editing special effects for the *Hidden Magic* film.



TSA National Champion Amanda Barina in the field equipment room preparing for a shoot.

JOBS



Producers and Directors
 Salary: \$25,600 – \$49,000
 Workplace: TV studios
 Hours: 24/7



Entertainment, sports, & media occupations
 Salary: \$25,900 – \$58,800
 Workplace: anywhere, studios
 Hours: 24/7



Reporters and Correspondents
 Salary: \$25,800 – \$47,900
 Workplace: anywhere, studios
 Hours: 24/7



Technology Student Association (TSA) members gain top job skills and integrate science, technology, engineering and mathematics concepts through co-curricular activities and competitive events.

PARENT CORNER

- ✓ Discussion starter: The Center for *Media Literacy* defines Media Literacy as "the ability to access, analyze, evaluate and create media in a variety of forms." Your students are bombarded with media inputs, including TV, internet, radio, podcasts, billboards, and print. Teach them not to soak it in with mindless absorption! Discuss with your student the importance of questioning sources, evaluating hidden messaging, and becoming informed consumers of media.
- ✓ This generation has never known life without internet and was raised on more TV than prior generations. Discuss with your student the fact that information found online is not necessarily factual. Point out that what they post online can be used for or against them by future employers.
- ✓ "Audio and visual communication is a constantly evolving, 24/7 medium. We provide students with a broad scope of experience and teach them the skills they need to be successful in their chosen careers." Bob Burwell, *Digital Videography, TV Production, and 3-D Animation teacher*. For more information, contact Brandy Braver, Southeast High School Academic Advisor, at 941-741-3366 ext. 2027.

FCAT reading comprehension QUESTION

- ★ What is the focus of the student video production titled *Hidden Magic*?

Answer: *Manatee County School District's Strategic Objectives.*

What's on the WEB?

www.TSAweb.org
www.cybercollege.com/tpv069.htm
www.productionhub.com

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EdVantage Strategic Objective #2: Each student will articulate personal goals, create plans to achieve those goals, and exhibit progress toward their attainment.



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