



Solutions for Career and Technical Education: Teach a lesson for life.

Career and technical education programs support the practical aspects of the working world. Courses in multimedia design and web development are an excellent way to build crucial technology and critical thinking skills while preparing students for employment. The two share a symbiotic relationship: school takes on more relevance as it relates to work, while professional work experiences can

reinforce the need for school. By working in teams and with real clients, students gain a deeper understanding of the proficiencies, attitudes, and skills needed in today's job market.

Strong career and technical education courses offer students many paths to success. Graduates can use their new skills to start working full- or part-time, or they can receive advanced credit for high school courses, giving their college degree a jump-start.

Digital Design: Foundation of Web Design

Career training for a new workplace.



Career and Technology Education (CTE) programs are adjusting to a changing workplace. Schools and districts need to implement programs that teach information technology (IT) and critical-thinking skills. While they may lack the resources or expertise to develop comprehensive programs on their own, education and industry are now working together to get the job done.

The IT Career Cluster Initiative sponsored by the US Department of Education and the national School to Work Office created a national model

"...Education is not just what you can memorize, but what you can do with your knowledge. ..."

and curricular framework for IT careers. As part of this initiative 12 states have partnered with companies to develop curriculum for specific IT careers. Washington State approached Macromedia to co-develop a Digital Design curriculum to prepare students for digital media and web design careers.

Now over 200 high schools in the state of Washington are implementing these programs.

During a recent onsite review at Anacortes High School in Washington, investigators found that the CTE programs encourage retention and understanding of content. Digital Design, with its focus on writing and timelines, is rigorous by nature and incorporates academics within the core curriculum.

Macromedia has now partnered with states and school districts all over North America to help educators teach CTE programs. In Indiana, the state is developing information technology academies with a program that

includes the Macromedia Digital Design curriculum. This CTE approach aims to equip students with the basics—and launch them in the direction of lifelong learning, including college work.

Florida recently adopted the Digital Design curriculum for Computer Education and Business Technology Education courses for grades 6-12. Miami-Dade, the nation's fourth largest K-12 district, was

an early adopter in the state. Launched in 2001 as a co-development project with Apple Computer, the Miami-Dade Web Academies, which utilize Digital Design, currently boast 650 students. Designing websites for local nonprofit groups helps students acquire the soft skills that industry craves: working in teams, developing presentation savvy, and interacting with clients to build and maintain real-world web projects.

In 2003, Michigan instituted a Digital Design Summer Academy to train teachers in IT and business how to teach digital design in secondary schools. Carol Cox is a business educator at Westwood High School in Ishpeming, and a trainer at the summer academy initiative. "This is not your old-style vocational course," says Cox of the Foundations of Web Design 1 and 2 electives she teaches at Westwood High. "We're attracting a broad mix of students, and most of them are college-bound. Up until now, web design and programming wasn't part of the business curriculum."

Solutions

Macromedia® Digital Design Curriculum Guide

Macromedia® Digital Design Staff Development Guide

Macromedia® Digital Design Concepts and Technical Guide

Macromedia® Studio MX 2004

Outcomes

Flexible program provides career education for all students—from college-bound to school-to-career graduates.

Students gain professional and marketable design skills.

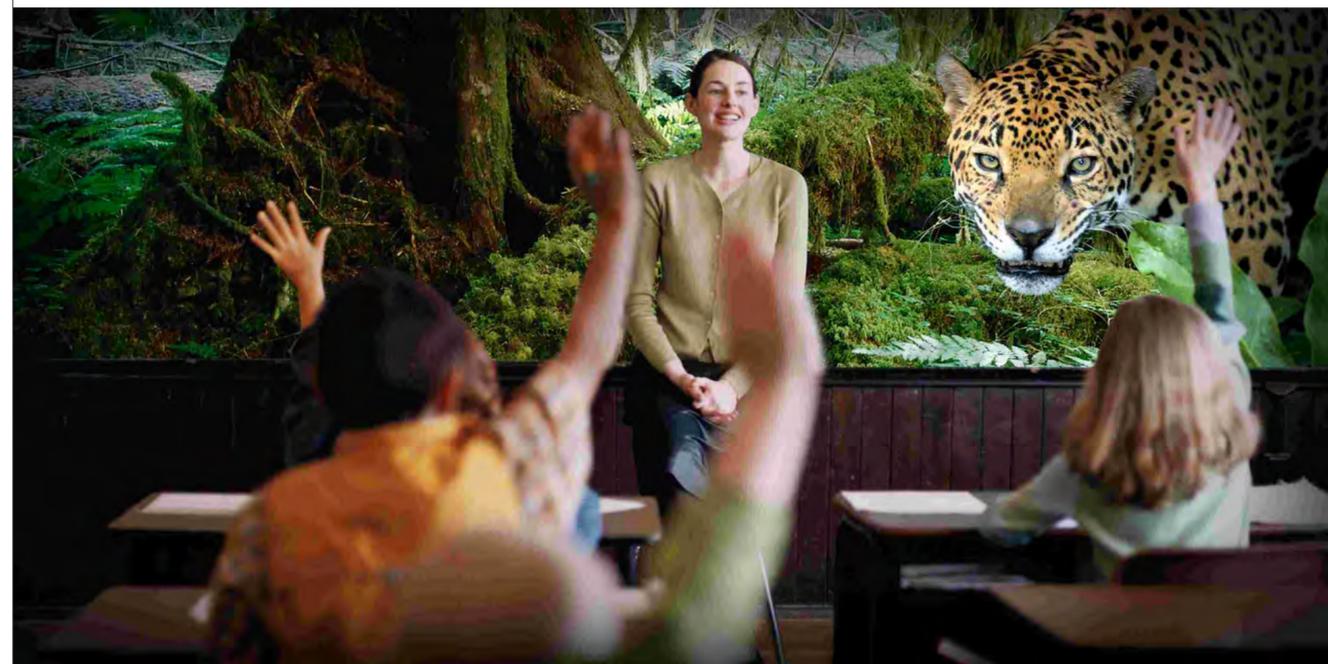
Project-based curriculum engages students in real-world learning.

Business community gets graduates with communication, decision-making, and problem-solving skills.

Educators receive skills training in delivering the curriculum to students.

macromedia® solutions

for K-12 schools



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There's a moment when a kid begins to care.

When eyes previously staring out the window begin to focus on things inside the classroom.

When a question previously of little interest leads to the chorus of arms shooting skyward. The best part? Now they want to know more.

Educators, of course, are the catalyst behind these moments. We know because we've been working hand in hand with them, collaborating on ways to inspire these life-changing experiences. Whether the task at hand is integrating multimedia into core academic subjects, providing career and technical education programs, or using a website to bridge the communication gap, our education group is ready to help.

Inside, we've gathered three case studies on how several schools—far removed from each other, in every sense—have made giant strides forward using technology. Of course, the technology is simply a means to an end. If it can improve learning, it can lead to more moments where a kid begins to care. Those moments may not be the only reason people get into education, but it's a great reason to stay.

For more information, please call 800-457-1774 or visit www.macromedia.com/go/k12solutions

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Solutions for Communication and Collaboration: Get students, teachers, and parents all on the same page.

With some planning, a school or district website can become a vibrant community hub. The key is to develop a site with enough depth to meet a school's diverse needs: academics, daily activities, sports schedules, and ongoing school business. Ideally, students and teachers should be able to interact online, sharing information and e-mail.

Macromedia® Studio MX 2004 makes it possible. Use it to create everything from simple web pages to data-driven web applications. This powerful suite of tools (see insert) comes with tutorials, templates, and components to get teachers and students up and running quickly.

Once the website goes live, it seems as if the first thing everyone wants to do is change it. Macromedia® Contribute™ lets anyone easily make updates without any experience working in HTML. That means webmasters spend less time managing content changes and the rest of the school gains the convenience and power of making changes themselves.

Roosevelt Middle School

Teacher websites get parents and students more involved.



Roosevelt Middle School in West Palm Beach, Florida, needed an easy way for its 80 teachers to use the web to share information with parents. Many Roosevelt teachers felt they had neither the time nor the expertise to learn web design software or post and maintain their own content.

Kim Cavanaugh, the Roosevelt web design teacher, knew the school website could be easily updated with relevant information and better two-way communications. Cavanaugh enlisted the school's technology coordinator, Debbie Williams, and together they approached Principal Gloria Crutchfield with a redesign plan to build the websites using Macromedia Studio MX and let teachers keep them updated using Macromedia Contribute.

"When teachers see that the Contribute interface is as easy to use as Microsoft Word, and that Microsoft Office documents can be simply

dragged and dropped right into their web pages, they're usually pretty eager to get started," says Williams. "Then we show them that to go live with a page, they simply click a button and there it is. The response we get most often is 'Wow.'"

The teacher websites are reaching parents and boosting parent involvement. "The website has benefited my family and me enormously," says Karen Carron, the mother of a Roosevelt student. "It is so empowering for parents who are struggling to work, manage

"...teachers see the Contribute interface is as easy to use as Microsoft Word..."

a household, and take care of and keep up with their kids, especially in school. I love having all these resources and this information just a few clicks away!"

Another goal of the redesign was to provide a simple way for teachers to showcase their students' work. "Before,

students knew their audience was very limited—just the teacher, parents, and maybe a few classmates," says Cavanaugh. "But when the work can be more widely shared, we've seen our students become much more committed to getting it just right."

"The more we can integrate the web into school life, the better, and Contribute has helped us make significant strides toward that end," says Principal Crutchfield. "It closes the technology gap, enabling our teachers to communicate

electronically with students and parents, helps us reduce paper use and cut costs, and increases parental involvement as well."

Solutions
Macromedia® Contribute™ 2 K-12 Site License Solution: Macromedia® Studio MX 2004: includes Macromedia® Flash™ MX 2004, Macromedia® Dreamweaver® MX 2004, Macromedia® Fireworks® MX 2004, Macromedia® FreeHand® MX 2004

Outcomes
With minimal time commitment, teachers easily maintain their own websites, sharing information and interacting with parents and students.

Parents gain access to the details of their children's education as it happens.

The school reduces paperwork and speeds processes.

Students take advantage of up-to-date online resources and communications.

Alamo Heights ISD

Training teachers in hours instead of days.



Alamo Heights Independent School District in San Antonio, Texas, had a training problem that's familiar to many schools. They needed a single method to provide both critical training to teachers and narrowly

familiar with. This meant they were up and running immediately. And because it could be distributed to any web-connected computer, getting training into the hands of teachers was a snap. Put

presentation ready in a couple of hours. We publish it to the Internet and send teachers an e-mail telling them what it is and where to find it. We can even monitor who has completed the training." Surber also observes that "teachers who are reluctant or somewhat challenged" in their technology skills are far more likely to do web-based tutorials than to participate in other forms of training.

Martinez adds that, in the end, Breeze works because it's a transparent solution. "Teachers can focus on their area of curriculum expertise—not on the technology," says Martinez. "That's the biggest advantage. Breeze gets the 'technology' out of the way and lets teachers do what they do best, teach."

Solutions
Macromedia® Breeze™ Education Edition (includes Breeze Training and Breeze Presentation)

Outcomes
District now delivers just-in-time, first-time, and "refresh me" training for teachers.

District trainers can develop and deliver targeted training to teachers within hours.

Teachers can now access Breeze-based tutorials and lessons from home or school, in private or in class, any time that is convenient.

"Breeze has really streamlined and simplified staff training for us."

targeted supplemental instruction to students. They needed the whole system to work quickly, allowing them to turn around training assignments in a matter of hours.

together, Macromedia Breeze promised to be a simpler, more agile way to go.

And it worked. "Breeze has saved us many hours of time," says Martinez. "It's really streamlined and simplified staff training for us."

"It's fast to do, and hugely versatile," summarizes Sharon Surber, the IT specialist at Woodridge Elementary School. "We can identify a problem and have a training

Rick Martinez, Director of Instructional and Informational Technology for the school district, chose Macromedia Breeze for two key reasons. It worked hand-in-hand with Microsoft® PowerPoint®, a format they were already



Solutions for Professional Development: When the teacher becomes the student.

In education, the learning never stops.

Sometimes even teachers go back to school—which is why Macromedia has created a series of professional development solutions for K-12 schools and districts.

Now teachers can learn new web and multimedia skills and how to use the technology in the context of the classroom. They can learn online at their own pace through Macromedia University, or attend a project-based workshop using one of our K-12 staff development guides.

Districts and schools can now hold live meetings and develop and deliver their own online training using Macromedia Breeze and Breeze Live, and Macromedia Captivate, so teachers and staff learn more effectively about key issues, policies, and procedures for their school or district.



Solutions for Academic Integration: Bring ideas to life.

In classrooms across the country, students are a little more interested in their work.

The reason? Technology that lets kids get involved in their own learning and express new ideas. Working with project-based curricula, students develop key communication, technical, and design skills—all while learning academic subjects. Suddenly, a technology class provides a way to reinforce an earlier lesson in science—an integrated approach to learning that benefits students and educators alike.

Macromedia Studio MX 2004 provides the foundation for many of these solutions. This complete set of integrated tools (see insert) takes student participation to an entirely new level, as subject matter comes alive with images, text, video, sound, and animation. Designed to be both approachable and intuitive, Studio MX 2004 lets teachers and students jump right in—without any professional web design or development training.