Institute of Media and Entrepreneurship

The Institute of Media and Entrepreneurship at Soddy Daisy High School opens doors for students interested in the fields of business, media production and web development. As future leaders in almost any field, students will find these classes benefical while exploring multiple facets of business, including the principles of marketing, entrepreneurship all while learning skills needed to thrive everywhere in the business world. They will also build a strong foundation in computer functions leading into coding, website development and the designing of mobile apps. In media, students will learn the basics of audio production to understand creating, editing and embedding videos and have the opportunity to go as far as producing daily news casts.

"The Institute is very hands-on and intuitive. You're guaranteed a better conceptual understanding and learning experience overall." -Beau, Class of '22

"A student should be in the Institute because it gives you a bunch of experiences. Whatever job you choose, the marketing and video knowledge will help you." -Kyla, Class of '22

"The Institute helps to bring new ideas and skill sets to people that they might not have had. You learn a lot of cool stuff." -JulieAnna, Class of '22

Soddy Daisy High School

www.hcde.org/fri

@HCSFutureReady
@SDHSFutureReady

Audio/Visual Production- We live in a visual world, from social media to YouTube to television and movies. Whether in front of the camera or behind it, students learn every aspect beginning to end.

Entrepreneurship- The market is all around us; we see and use it daily. In this pathway, students get a full understanding of the business process, not only as a customer but also as a business leader. This class is interactive with the creation of goods, services and ideas that bring your creative side to life.

Web Design- Web Development is the organizing of a website's content using coding, like HTML, CSS or JavaScript. Web Design is the creative side of web development, learning software like Adobe Illustrator and Photoshop to create a logo or focus on the user's experience (UX).   Understanding both roles is important when working with a client building websites or creating it for your own business.

Student schedules will consist of both Future Ready Institute classes as well as the opportunity to take a variety of classes offered by the particular high school in order to fulfill all graduation requirements. Below is the 4 year plan for the student's institute classes only. *DE= Dual Enrollment *AP= Advanced Placement *SDC=State Dual Credit *IC=Industry Certification *LDC= Local Dual Credit

FRI Pathway(s)	Year 1	Year 2	Year 3	Year 4
CTE	A/V Production I -and- Computer Apps	Marketing and Management I: Principles -and- Web Design Foundations	A/V Production II	Applied Arts Practicum
			Web Site Development IC: Adobe Certified Associate	Web Design Practicum -and/or- AP Computer Science Principles
			DE: Entrepreneurship	Business & Entrepreneurship Practicum
Core Classes	English 9 Physical World Concepts -or- Environmental Science SDC World History	English 10 Chemistry Wellness	English 11 Biology SDC -or- AP US History LDC Personal Finance	English 12 Senior Level Science Government & Economics

Soddy Daisy High School
618 Sequoyah Access Road
Soddy Daisy, TN 37379
(423) 332-8828

Principal- Mr. Steve Henry
FRI Lead Administrator-
Mrs. Karyn Cox & Mr. Jared Hensley

FRI Lead Teacher- Karen Mitchell
mitchell_karen@hcde.org

INSTITUTE OF MEDIA AND ENTREPRENEURSHIP
at
SODDY DAISY
Partners

FRI Opportunities:
-Team building days
-Trips to local companies and news production locales
-Hour of Code event
-Competitions
-T-shirts
-Special speakers
-College and Career fairs
-Job shadowing & Intern/externships
-Industry certifications