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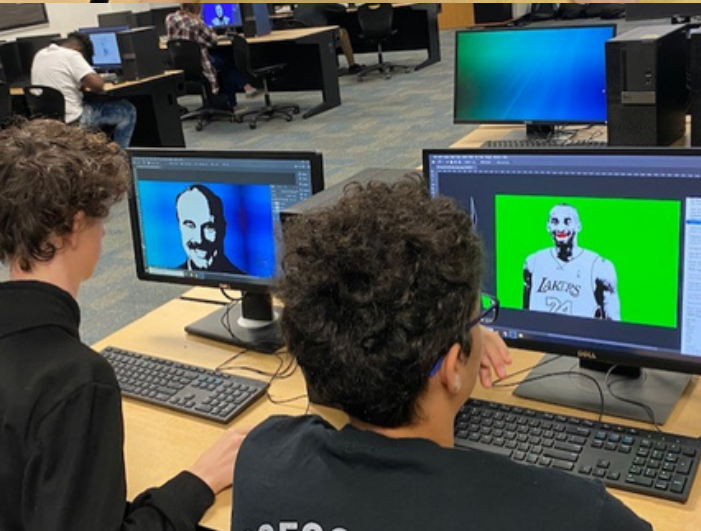
@EastLeeCountyHS



eastleecountyhigh



East Lee County High School



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EAST LEE COUNTY
DIGITAL
INFORMATION
TECHNOLOGY
ACADEMY

<https://elc.leeschools.net>

OUR PROGRAM

The Digital Information Technology Academy provides instruction with the most widely used software of Microsoft Office. Industry certification preparation occurs through the use of the online simulator GMetrix. GMetrix was founded in 2006 by a management team with over 30 years of experience in the computer and IT training industries. This program that allows students to practice taking Microsoft Office Specialist certification exams. GMetrix works with partners throughout Europe, the Middle East, Asia and North and South America to provide educational tools designed to prepare individuals for the effective use of technology in the business environment. Certiport issues industry certification in the field and believes that GMetrix practice tests instill confidence and are an essential component in preparing candidates for certification. Students that successfully pass the certification exam earn the title of a Microsoft Specialist and have proven to possess the highly valued software skills.



PROGRESSION

DIGITAL DESIGN 1

This course is designed to develop basic entry-level skills required for careers in the digital publishing industry. The content includes concepts of working in the Design Industry; project set up and interface, organizing documents, creating and modifying visual elements, publishing digital media. Students have the opportunity to obtain the Industry Certification as an Adobe Certified Professional.



MARKETING ESSENTIALS

This course is designed to provide students with the skills and knowledge needed to start a small business. Students will learn concepts such as a creating a business model, creating a SWOT analysis, define target market, value proposition, and pricing. Students have the opportunity to obtain an Industry Certification in Entrepreneurship and Small Business.