

*What's all this I hear about a New Career Academy over at Lake Region High School?*

**Introducing...**



**iMAGINATION INC.**

**A CAREER ACADEMY WITH A DIFFERENCE**

***integrating* MARKETING, ADVERTISING & GRAPHIC DESIGN**

*“We call our academy iMAGINATION, Inc. because we want the world to know  
that we value thinking beyond the obvious.*

*We expect this of our teachers and we expect this of our students.”*

## ■ **WHAT IS A CAREER ACADEMY?**

*A career academy is a school experience with a focus or theme. Students enter the academy through a voluntary process; must apply and be accepted with parental knowledge and support. A career academy involves teachers from different subjects working together as a team. Many experts believe that students benefit from this approach to learning. Here's why...*

### ■ **RELEVANCE**

*By matching interests, tastes, and talents to the educational process, learning all subjects becomes more fun and relevant.*

### ■ **GROUP IDENTITY**

*Students bond with others in the academy because important core values and interests are shared.*

### ■ **TEACHERS WORKING TOGETHER**

*A small group of educators working together can coordinate learning goals and make adjustments to methods and subjects as needs arise.*

### ■ **WHY iMAG?**

*We live in a consumer society and a communication culture. Research has shown that children can identify a McDonald's sign before they learn to read. Many kids thrive in this culture. It is how they see themselves. It is how they express themselves. Why should education be a separate experience?*

*Marketing, Advertising and Graphic Design are at the core of this culture. The list of related jobs and careers seems endless. We want to help prepare a small group of motivated students to enter these exciting fields, prepared for the future. (see a list of careers on the back)*

### ■ **ONE THEME, MANY LEVELS**

*Companies function on many levels, not everyone can be the CEO or the president. But everyone can contribute to a company's success. After high school, some students will go off to college and beyond, some will attend tech centers and some will go directly to work. We want our academy to reflect this reality and directly help our students find their path to success.*

## ■ **AN INDUSTRY CONNECTION**

*The purpose of iMAG Academy is to provide a unique opportunity to learn in a nurturing educational environment where "thinking outside the box" is not the exception, but the norm. iMAG will provide the education and training necessary to enter college or the professional workforce with industry skills.*

### ■ **What are the kinds of things I will be doing as a member of iMAGINATION Inc.?**

*You will participate directly in planning many exciting events including Miss Lake Region, large scale community service and charity events. You will also help others operate a number of graphic related shops that produce vinyl signs and stickers, printed T-shirts, awards and other laser engraved products as well as posters, tickets, brochures and more and more and more.*

### ■ **How do you grow an academy?**

*iMAGINATION, Inc. will begin the 2007-2008 school year with a limited group of selected 9th graders. Each year, we will add additional students and we will grow the academy one year at a time. We are now accepting applications for our first class.*

## **BENEFITS AT A GLANCE**

- Differentiated instruction to ensure success for all
- Specialized skills relevant to the career goals
- State of the Art Technology & Instruction
- Hands-on Learning
- Team Building and Leadership Skills
- Community Partnership & Involvement
- Competitions in Marketing and Graphic Design
- Industry Certifications and Support
- Articulation with PCC
- Bright Futures Scholarship
- On-the-Job training experience
- School-Based enterprise experience
- Career counseling
- Career networking with industry leaders

To be completed by all applicants.

Date received \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_

LOCATED AT LAKE REGION HIGH SCHOOL



A CAREER ACADEMY WITH A DIFFERENCE

## Academy Application for Admission • 2007-2008 School Year

Read through the attached information carefully before completing this application. Please print clearly.

Cut and return this application and other materials to Lake Region High School • 1995 Thunder Road • Eagle Lake, FL 33839 or your guidance counselor.

For additional information, please call Nathan Neuman, Dean of Academics, 297-3099 ext. 245. School FAX 297-3097

### ■ Student Information (Required)

Last Name First Name Middle

5300

Polk County Student ID Number

Home Address

City and ZIP

Home Phone

Student's Cell Phone

Student's T-Shirt Size

### ■ Parent Information (Required)

Parent 1 / Guardian's Name

Place of Employment

Work Phone

Cell Phone

Parent 2 / Guardian's Name

Place of Employment

Work Phone

Cell Phone

### ■ List of Extracurricular Activities and Interests (Required)

Please supply a list of your current extracurricular activities including out-of school interests and activities.

### ■ Letters of Recommendation (Required)

Please supply two letters of recommendation (one from a teacher and one from another adult who knows you).

### ■ Student Essay (Required)

Please supply a 150–200 word (typed) essay explaining why you would like to be accepted to Imagination Inc. Include your special interests and abilities that you think make you a good candidate to the academy.

### ■ Portfolio (Optional)

You may supply examples of creative things you have made such as photographs, drawings, videos, poems, and short stories.

### ■ Signatures (Required)

Applicant's Signature

Parent's Signature

# Start your career planning today.

**Q.** What do you get when you combine the study of Marketing, Advertising and Graphic Design?

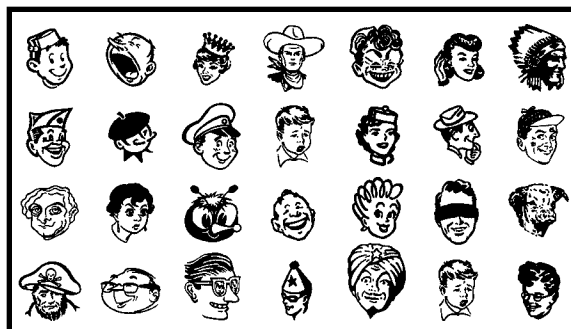
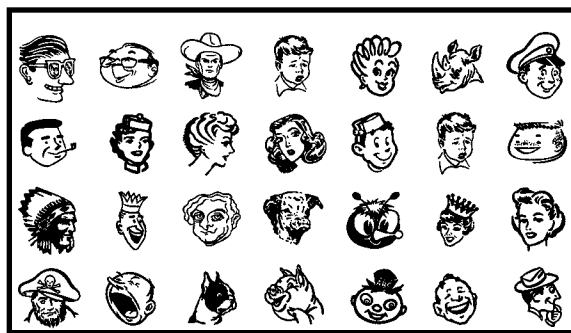
**A.** You get more career choices than you can count...

- |                                                         |                                                              |                                                                |
|---------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|
| Advertising and Public Relations                        | Food service managers                                        | Property, real estate, and community association managers      |
| Advertising sales agents                                | General merchandise stores management                        | Public relations specialists                                   |
| Advertising, promotions, and public relations           | Graphic designers                                            | Publishing                                                     |
| Advertising specialties manufacturers                   | Grocery store management                                     | Purchasing managers, buyers, and purchasing agents             |
| Advocacy, grant making, and civic organizations         | Hotels and other accommodations management                   | Real estate brokers and sales agents                           |
| Archivists, curators, and museum technicians            | Human resources assistants                                   | Reservation and transportation ticket agents and travel clerks |
| Artists and related workers                             | Human resources, training & labor relations managers         | Sales and related occupations                                  |
| Arts, entertainment, and recreation management          | Industrial designers                                         | Sales engineers                                                |
| Automobile dealers and sales management                 | Insurance sales and marketing                                | Sales representatives, wholesale and manufacturing             |
| Banking management                                      | Interior designers                                           | Sales worker supervisors                                       |
| Bookbinders and bindery workers                         | Internet services providers                                  | Screen printers                                                |
| Broadcasting management                                 | Jewelers and precious stone and metal workers                | Service Industries                                             |
| Chemical, pharmaceutical and medicine packaging & sales | Jewelers and precious stone and metal workers                | Software publishers                                            |
| Commercial and industrial designers                     | Landscape architects                                         | Teachers-postsecondary                                         |
| Communication experts and consultants                   | Librarians                                                   | Teachers-preschool, elementary, middle, and secondary          |
| Computer and electronic product manufacturing           | Library technicians                                          | Teachers-self-enrichment education                             |
| Computer and information system managers                | Logo designers                                               | Telecommunications                                             |
| Computer programmers                                    | Management analysts                                          | Television and video titles                                    |
| Computer software engineers                             | Management and business and financial operations occupations | Textbook designers                                             |
| Computer systems design and related services            | Management, scientific, and technical consulting services    | Textile, textile product, and apparel manufacturing            |
| Copywriters                                             | Market and survey researchers                                | Transportation and warehouse management                        |
| Copy editors                                            | Meeting and convention planners                              | Trophy manufacturers                                           |
| Demonstrators, product promoters, and models            | Motion picture and video industries                          | Travel agents                                                  |
| Desktop publishers                                      | News analysts, reporters, and correspondents                 | Typographers                                                   |
| Employment services                                     | Package designers                                            | Type designers                                                 |
| Event Planning                                          | Photographers                                                | Urban and regional planners                                    |
| Fashion designers                                       | Photographic process workers                                 | Web search portals and data processing services                |
| Financial managers                                      | Pre press technicians and workers                            | Wedding planners                                               |
| Floral designers                                        | Printing specialists                                         | Wholesale trade                                                |
| Food packaging and manufacturing                        | Printing machine operators                                   | Writers and editors                                            |
|                                                         | Professional and business services                           |                                                                |

**...including many careers that aren't even invented yet!**

## Test Your Attention to Detail

Only three pictures appear in all four sections. Can you find them?



The answer will be posted at [www.lakeregionthunder.com/imagination.html](http://www.lakeregionthunder.com/imagination.html)