

ROCKLIN communication HIGH studies SCHOOL

SERVICES

Broadcasting

Contact Craig Kaylor, M2

- *Develop commercials and PSA's for departments, sporting and special campus events, etc.*
- *Create team and individual athlete introductions (jumbotron)*

Engineering Support Technology

Contact Dan Frank, M3 and 4

- *Design and produce plaques and engraving**
- *Print oversize signage and posters**

Graphic Design

Contact Amy Tackett, M1

- *Create integrated media (video, animation, and interactive web media) for curricular and curricular projects and events.*
- *Design print publications such as:*
 - vinyl wraps, stickers, and signage
 - logos
 - garment designs
 - product design
 - business identities (letterhead, business card, logo designs)
 - multi-page brochures, pamphlets, and books
 - posters
 - booklets, brochures, etc.
 - flyers

Photo

Contact Frank Shields, C3

- *Shoot team photos*
- *Shoot professional head shots*

Photo Archives

Contact Casey Nichols, M5

Digital Media and Web Announcements

Contact either Amy Tackett or Ryan O'Donnell

- *Notify for specific web updates.*
- *Create banners*
- *Create slide shows*
- *Update RHS calendar events*
- *Create ads for "The Show" and the Jumbotron*

Web Design

Contact Ryan O'Donnell, H4

Help create dynamic web pages for individual Catapult pages

to think about

Project completion varies by media and detail needed. Please make sure you give realistic leadtime to designers and instructors to complete your work to insure highest quality.

Have a rough plan in mind. Think about color schemes, completed sizes, layout, fonts as well the message you wish to convey.

A material fee is charged for some of the items our designs produce for you. Make sure you know these in advance. *

What is Graphic Communications?

In graphic communication courses, students will explore methods of communication through various mediums, as well as learn different techniques for getting their message across. Students will also have the opportunity to produce Rocklin High's notable publications, such as the award-winning Tonitrus yearbook, *Flash* newspaper, and the *Out of the Blue* creative arts magazine.



Students working in photography.
Photo by Ben Scanlan



"Whirlybirds"
By Sarah Farinsky, AP 2D Design student

Who teaches each course?

Dan Frank

Engineering Support Technology I, II, III, IV

Richard Morris

Mass Media
Photography I, II

Frank Shields

Photography II, III, IV

Casey Nichols

Journalism I, II, III, IV, Adv
Publications I, II, III, IV

Craig Kaylor

Broadcasting I, II, III

Ryan O'Donnell

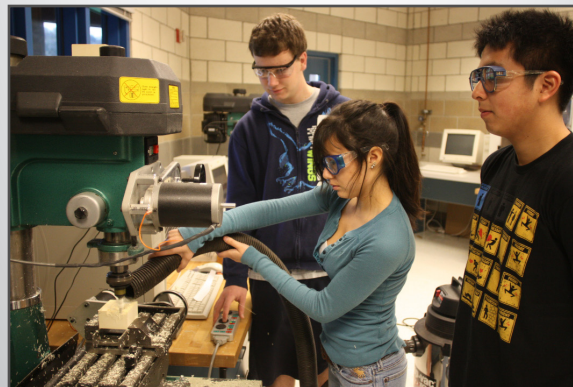
Web Design I, II, III

Amy Tackett

Digital Art I, Adv

Graphic Communications I, II

AP Studio Art 2D



Students building in CAD/CAM.
Photo by Dan Frank, RHS Instructor

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5301 Victory Lane
Rocklin, CA 95765
916-632-1600

What courses are available?

Broadcasting

Students will explore the basic techniques of broadcast video tape production (multimedia) in this lab and project based technical and vocational education class. On camera and off camera skills will be covered. Student projects will be aimed at use for local cable access and in some cases morning announcements. (I, II, III)

Engineering Support Technology

Take an engineering idea from start to finish in this technical and vocational education class. Everything from the design sketches to the CAD drawings to the manufacturing plan. Then you will machine the parts yourself. Studies include traditional drafting and CAD drafting geared toward architectural, mechanical and electrical engineering fields. (I, II, III, IV)

Construction Technologies

This is a beginning level hands-on technical and vocational education course that introduces the tools and equipment utilized in residential and commercial construction.

Digital Art

Students will use the computer as a fine art tool to create original two-dimensional and three-dimensional works of art in this technical and vocational education class. Software training will focus on Adobe Illustrator and Photoshop and 3D Studio Max and Macromedia Flash. (I, II)

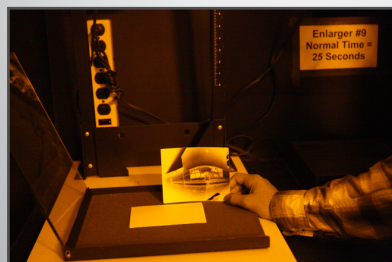


Photo Developing
Photo by Richard Morris, RHS Instructor

AP Studio Art 2D

This technical and vocational education course promotes three aspects of portfolio development including quality, concentration, and breadth throughout the duration of the course. This course enables students to develop mastery in concept, composition, and execution of 2D Design. Students may earn college credit or advanced placement or both depending on the policies of the institution.

Graphic Communications

Desktop publishing and printing will be emphasized in this hands-on technical and vocational education class. Students will master design for a variety of print mediums: advertising, publication design, posters, t-shirts and more. Software training includes use of Adobe Illustrator, InDesign, and Photoshop. An emphasis is placed on learning the principles and elements of design as well as color theory. (I, II)

Journalism

This technical and vocational education course will cover the fundamentals of journalistic writing in a variety of styles. In addition, students will cover newspaper design and advertising. Students will be introduced to fundamental skills in interviewing, reporting, and photography. Completion of Journalism I leads to a position on the newspaper staff. (I, II, III, IV, Advanced)

Mass Media

This technical and vocational education course will provide students with an introduction to the Communication Studies department. Students will explore the essential skills and concepts in Broadcasting, Graphic Communications, Photography, and Webmaster for one quarter each with four different instructors.

Photography

Students will progress from black and white photography to advanced photography in this technical and vocational education course. This course will provide students with opportunities to extend their knowledge and skills in the field of photography. This course will familiarize the student with photographic equipment, materials, methods, and processes. The students will also be introduced to computer technology and digital photography. This course will also help students create a portfolio of their work. (I, II, III, IV)

Photojournalism

Students interested in telling stories through photography will be challenged by this technical and vocational education course. Students will plan photo essays covering life in High School. The focus is on digital work in black and white and color which will be published in the yearbook and newspaper. Students will also prepare work for the RHS web page, broadcast, and for outside competitions. (I, II)

Publications

Students learn the variety of skills required for yearbook/magazine production. The focus will be on reporting and interviewing skills, concept development, design and Desktop Publishing skills, basic photography, and business aspects of publications. This technical and vocational education course is designed to lead students into greater participation on the yearbook staff, as well as advance their publication skills. (I, II, III, IV)

Web Design

This technical and vocational education course to web page design will cover all aspects of web page design. The language HTML and web site maintenance will be learned. Assignments will focus on the skills that are essential in creating and maintaining web sites. Students will learn and explore one of the fastest growing career opportunities and gain a deeper understanding of today's web-based world. With a successful first year, students will be tasked with maintaining the school website. (I, II, III)



"Bikes"
Photo by Hailey Heikkinen,
Photojournalism student