

## COMMUNICATION STUDIES

<http://whs.rocklinusd.org/Academics/Communication-Tech/index.html>

### Communication – Scope & Sequence

*Communication Studies* courses are designed to offer students the opportunity to explore the general field of mass communications. Courses may be taken to meet either the WHS Applied Technology or VAPA credit. Students may advance into production courses following a variety of paths. For detailed options, see your counselor.

#### 9<sup>th</sup> – 12<sup>th</sup> Grades – General Entry Courses

#### 10<sup>th</sup> – 12<sup>th</sup> Grades

Mass Media (Grade 9 Only)	Pubs I <i>or</i> Journalism I <i>or</i> Photo I <i>or</i> Broadcasting I (or level II with teacher approval)		
Broadcasting I	Broadcasting II → Broadcasting III		
Photo I	Photo II <i>or</i> Photojournalism I <i>or</i> Broadcasting II → Photojournalism II <i>or</i> Pubs II		
Graphic Communications I	Graphic Comm. II <i>or</i> Broadcasting I <i>or</i> Journalism II Photojournalism I <i>or</i> Publications I		
Publications I	Pubs II → Pubs III → Pubs IV <i>or</i> Photojournalism I		
Journalism I	Journalism II <i>or</i> Journalism III Broadcasting II <i>or</i> Pubs II <i>or</i> Photojournalism I	Journalism IV Journalism: Production Mgmt	

#### BROADCASTING I (INTRODUCTION TO BROADCAST JOURNALISM)

Grade Level: 9-12

Prerequisite: None

Requirements Met:	WHS Technology <u>OR</u> VAPA	UC/CSU Approved “F”
-------------------	-------------------------------	---------------------

This course is designed for the study and practice of the basic elements of broadcast journalism with major emphasis in news gathering, writing, video recording, editing, and the study of mass media. Students will recognize and apply the basic elements of news, news value, and vocabulary specific to broadcast journal writing. They will be able to identify and utilize various news sources, apply interview techniques and skill, and create stories using video and editing software. Students will produce a 30-minute news magazine for cable access that showcases their writing reporting, presentation, editing and production skills. Operation of broadcast newsrooms, ethics in journalism, interviewing techniques and media criticism will also be examined in the course. By creating broadcast programming, students will gain an intrinsic knowledge of the importance and role of the broadcast media. This class will also provide solid foundation knowledge for students who go on the Communication or Broadcast majors at the university level. **All the assignments in this class are aligned with the California Visual and Performing Arts Standards or the California Career Technical Education Model Curriculum Standards.**

#### BROADCASTING II/III/IV (TELEVISION PRODUCTION)

Grade Level: 10-12

Prerequisite: Broadcasting I and/or Mass Media; with teacher approval and application.

Requirements Met:	WHS Technology <u>OR</u> VAPA	UC/CSU Approved “G” (Broadcasting II) UC/CSU Approved “F” (Broadcasting III)
-------------------	-------------------------------	---------------------------------------------------------------------------------

This class will encompass all aspects of field and studio television production. Students in this course will produce and direct television shows as the need arises. Outside-of-class projects will be required (i.e. covering school news and sporting events). Students will work on independent projects using linear and nonlinear video equipment. This television production class gives students a chance to demonstrate a culmination of expertise in writing and editing that they have gained in the Broadcasting I class. They will also be responsible for solid foundation knowledge for students who go on to Communication or Broadcast majors at the university level. **All the assignments in this class are aligned with the California Visual and Performing Arts Standards or the California Career Technical Education Model Curriculum Standards.**



### **BROADCASTING II/III/IV (ADVANCED BROADCAST JOURNALISM)**

**Grade Level: 10-12**

**Prerequisite: Broadcasting I and/or Mass Media; with teacher approval and application**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved “G” (Broadcasting II) UC/CSU Approved “F” (Broadcasting III)</b>
--------------------------	--------------------------------------	-----------------------------------------------------------------------------------------

This class builds on the skills learned in Broadcasting I. Students will create a monthly TV news magazine show called *Unleashed*; providing news, information, and entertainment to the student body of Whitney High School and the Rocklin community. The monthly show will be created by students and will include: feature stories, public service announcements, and commercials. Students will have the opportunity to attend national journalism conventions and enter their work in national competitions. In addition, students will also be responsible for producing and directing the school’s morning announcements. This class will also provide solid foundation knowledge for students who go on to Communication or Broadcast majors at the university level. **All the assignments in this class are aligned with the California Visual and Performing Arts Standards or the California Career Technical Education Model Curriculum Standards.**

### **BROADCASTING II/III/IV (SPORTS BROADCAST JOURNALISM)**

**Grade Level: 10-12**

**Prerequisite: Broadcasting I and/or Mass Media; with teacher approval and application**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved “G” (Broadcasting II) UC/CSU Approved “F” (Broadcasting III)</b>
--------------------------	--------------------------------------	-----------------------------------------------------------------------------------------

Sports Broadcast Journalism students will continue to build on the skills they learned in Mass Media and Broadcast I. Students in this course will write and direct a bi-monthly coach’s show and create a live production for each of Whitney’s home football games. Students will also work on independent projects covering local high school sports events. They will make highlight packages based on sports events for the community. Outside-of-class projects will be required (i.e. covering sporting events). The sports broadcast class starts a foundation of knowledge for students who want to pursue a career in the field of sports media. **All the assignments in this class are aligned with the California Visual and Performing Arts Standards or the California Career Technical Education Model Curriculum Standards.**

### **GRAPHIC COMMUNICATIONS I**

**Grade Level: 9-12**

**Prerequisite: None**

**Project ownership requires monetary contribution of \$30**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved “F”</b>
--------------------------	--------------------------------------	----------------------------

Desktop publishing and graphic design will be emphasized in this hands-on class. Students will master design for a variety of print and digital media: Advertising, publication design, posters, photo manipulation, illustration, and more. Software training includes use of Adobe Illustrator and Photoshop. An emphasis is placed on learning the principles and elements of design, typography, and color theory. Students will be given the opportunity to explore the design process and find creative visual solutions while designing many of their own projects.

### **GRAPHIC COMMUNICATIONS II**

**Grade Level: 10-12**

**Prerequisite: Graphic Communications I or Mass Media with teacher approval**

**Project ownership requires monetary contribution of \$30**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved “F”</b>
--------------------------	--------------------------------------	----------------------------

This class builds on skills learned in Graphic Communications I with a greater understanding and skill development in desktop publishing and printing. Students will continue to explore the design process and find creative visual solutions while having the opportunity to design actual client-based projects for both on and off site programs such as athletics, VAPA, leadership, and technology. Software training includes advanced techniques in Photoshop, Illustrator, and InDesign.

### **GRAPHIC COMMUNICATIONS III**

**Grade Level: 11-12**

**Prerequisite: Graphic Communications I and II**

**Project ownership requires monetary contribution of \$30**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved “F”</b>
--------------------------	--------------------------------------	----------------------------

Course in Graphic Arts Technology provides students with an understanding of the processes and systems common to careers in



publishing, printing, and other forms of media distribution. Representative topics include graphic design concepts; art and copy preparation; image generation and editing; desktop publishing; on-demand publishing; magazine layout; advertising and promotion; printing technology; binding and finishing; and screen printing. Students will be committed to lifelong learning as they grow individually, participate in groups, think analytically, create artistic products, and contribute to production of a major project. Students will learn illustration design software such as Adobe Illustrator, photo editing software such as Adobe Photoshop, and page layout software such as Adobe InDesign to create projects that will be printed in traditional and digital formats.

### **JOURNALISM I**

**Grade Level: 9-12**

**Prerequisite: None**

<b>Requirements Met:</b>	<b>WHS Technology</b>	<b>UC/CSU Approved "G"</b>
--------------------------	-----------------------	----------------------------

Beginning journalism students will learn all the basics of storytelling and reporting in both print and online forms. The course will cover the fundamentals of journalism and multimedia storytelling in a variety of styles. Students will be introduced to fundamental skills in interviewing, reporting, and photography as well as page design. Successful completion of Journalism I leads to a position on the news magazine staff, *The Roar*, and its online component, Whitney Update and editorial leadership opportunities at the advanced levels. Students in this class will have an opportunity to be published and will also explore the larger world of today's mass communication.

### **JOURNALISM II/III/IV (ADVANCED JOURNALISM)**

**Grade Level: 10-12**

**Prerequisite: Journalism I or Mass Media and teacher approval**

<b>Requirements Met:</b>	<b>WHS Technology</b>	<b>UC/CSU Approved "G"</b>
--------------------------	-----------------------	----------------------------

Advanced journalism students will be part of Whitney High Student Media, responsible for producing the news magazine *The Roar* and an online news source, Whitney Update. Led by student editors, the staff will determine content, write, design, photograph, and edit in both print and online form as well as handle marketing and advertising. Students will also use Adobe InDesign and Photoshop as well as social media and online tools. Students enrolled in Journalism III/IV will have the opportunity to hone their reporting, interviewing, editing, photography and page design skills. Students will be given greater roles of responsibility and will be given the chance to demonstrate leadership skills as they assume important editorial positions.

### **JOURNALISM: PRODUCTION MANAGEMENT (EDITOR)**

**Grade Level: 11-12**

**Prerequisite: Second year Communications Studies class and teacher approval**

<b>Requirements Met:</b>	<b>WHS Technology</b>	<b>UC/CSU Approved "G"</b>
--------------------------	-----------------------	----------------------------

This class is an elective for students wishing to pursue a special project in Whitney High Student Media, with special emphasis on serving as an editor of the yearbook, news magazine, or news website. Students will develop and plan and work with a department instructor. Editors and students seeking leadership experience are strongly encouraged to enroll in this course.

### **MASS MEDIA**

**Grade Level: 9**

**Prerequisite: None**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved "F"</b>
--------------------------	--------------------------------------	----------------------------

This course will provide students with an introduction to the Communication Studies department. Students will explore the essential skills and concepts in digital media, journalism (both print and broadcast), photography, and graphics with multiple instructors. Students will learn key concepts in visual arts in principles of design and color theory as well as an introduction to Photoshop and a variety of web-based tools. Students will culminate each quarter with a hands-on project. This introductory course allows students to explore future learning paths in Broadcasting, Graphic Communications, Photography, Journalism and Publications.

### **PHOTOGRAPHY I**

**Grade Level: 10 -12**

**Prerequisite: None**

**Project ownership requires monetary contribution. TBA**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved "F" 2+2 Articulation with Sierra College</b>
--------------------------	--------------------------------------	---------------------------------------------------------------------

This course teaches the aesthetic use of digital and film cameras. Elements of design and influence of photography as an art form



explored. Topics include subject selection, exposure control, composition, lighting, digital and film camera usage, film development, enlarging, print finishing, presentation, and responses to photographs within framework of historical and current perspectives.

## **PHOTOGRAPHY II**

**Grade Level: 10 -12**

**Prerequisite: Photo I and teacher approval**

**Project ownership requires monetary contribution. TBA**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved "F" 2+2 Articulation with Sierra College</b>
--------------------------	--------------------------------------	---------------------------------------------------------------------

This is an advanced photography course where students will explore technical and experimental aspects of black and white photographic tools and techniques stressing the creative use of photography. Topics include creative camera and darkroom experimentation, medium format and toy cameras, macro photography, archival permanence as well as the history of photography.

## **PHOTOJOURNALISM I**

**Grade Level: 9-12**

**Prerequisite: None**

**Project ownership requires monetary contribution of \$30**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved "F"</b>
--------------------------	--------------------------------------	----------------------------

Students interested in telling stories through digital photography will be challenged by this course. Students will plan photo essays covering life in high school and shoot photo assignments of school activities, as well as portraits, photo slideshows and social media photography. The focus is on digital work in color which will be published in the yearbook, newspaper and websites. Students will also prepare work for personal portfolios and for outside competitions. Participation in this class includes optional trips to national photo conventions and workshops. Digital cameras are provided for student use.

## **PHOTOJOURNALISM II/III (ADVANCED PHOTOJOURNALISM)**

**Grade Level: 10-12**

**Prerequisite: Photojournalism I and teacher approval**

**Project ownership requires monetary contribution of \$30**

<b>Requirements Met:</b>	<b>WHS Technology <u>OR</u> VAPA</b>	<b>UC/CSU Approved "F" (Photojournalism II only)</b>
--------------------------	--------------------------------------	----------------------------------------------------------

In this second and third year of photojournalism, students will apply and extend skills learned in prior experiences in photography. Student photojournalists will continue photo essay work for publication, edit peer work, and study the history of photojournalism. Experience with Web tools and digital portfolios online is part of this hands-on class.

## **PUBLICATIONS JOURNALISM I**

**Grade Level: 9-12**

**Prerequisite: None**

<b>Requirements Met:</b>	<b>WHS Technology</b>
--------------------------	-----------------------

Publications I 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. The course is designed to lead students into greater participation in Whitney High Student Media.

## **PUBLICATIONS JOURNALISM II**

**Grade Level: 10-12**

**Prerequisite: Graphic Communications I, Journalism I, Publication I, Photography I or instructor's waiver by application.**

<b>Requirements Met:</b>	<b>WHS Technology</b>	<b>UC/CSU Approved "G"</b>
--------------------------	-----------------------	----------------------------

Advanced publications students are part of Whitney High Student Media. Led by student editors, the staff will produce the yearbook for publication by determining its content and design. Adobe InDesign and Photoshop will be used along with graphics and digital imaging programs to prepare the book for disk submission to the publishing company. Students will take photographs as well as write and design all copy on the computers throughout this technical and vocational education course. The publications courses are also involved in a wide variety of social media, advertising, marketing, and real-world business skills and include optional trips to national conventions and workshops.

## **PUBLICATIONS JOURNALISM III/IV**



**Grade Level: 11-12**

**Prerequisite: Publications II**

<b>Requirements Met:</b>	<b>WHS Technology</b>
--------------------------	-----------------------

Continuing publications students will be expected to fulfill a variety of leadership and management roles in producing the yearbook as part of Whitney High Student Media. While the role will be determined by interests, third and fourth year students will also be expected to peer coach, edit, plan, and produce sections of the yearbook as advanced designers, reporters, and photographers. The publications courses are also involved in a wide variety of social media, advertising, marketing and real-world business skills.



## TECHNOLOGY

<http://whs.rocklinusd.org/Academics/Communication-Tech/index.html>

### **Technology – Scope & Sequence**

(For detailed options, see your counselor)

#### **9<sup>th</sup> Grade**

Foundations of Construction  
(BITA I)

#### **10<sup>th</sup>–12<sup>th</sup> Grade**

Craftsmanship and Construction Technology  
(BITA II)

#### **11<sup>th</sup>–12<sup>th</sup> Grade**

Advanced Construction  
(BITA III)

### **Foundation of Construction (BITA I)**

**Grade Level:** 9-10

**Prerequisite:** None

**Project ownership requires monetary contribution. \$50**

<b>Requirements Met:</b>
--------------------------

<b>WHS Technology (Applied Science)</b>
-----------------------------------------

In year one of the Building Industry Technology Academy, students gain basic construction skills in the following areas: use of hand tools, machine tools operation, types of construction materials used in the industry, construction and organizational operations, sub-flooring, framing, roofing, blueprint reading, surveying, and construction-specific math.

### **Craftsmanship and Construction Technology (BITA II)**

**Grade Level:** 10-11

**Prerequisite:** Foundation of Construction (BITA I)

**Project ownership requires monetary contribution. \$50**

<b>Requirements Met:</b>
--------------------------

<b>WHS Technology (Applied Science)</b>
-----------------------------------------

Year two provides the students an opportunity to explore various trades in more depth using construction labs and student-directed activities facilitated by the instructor. Students can explore all of the lab activities or pursue advanced levels in an area of interest. All students study electrical in the course of year two. The trade areas explored include concrete, masonry, surveying and site prep, HVAC, plumbing, drywall, painting, and tile. Students will also be incorporating CAD software (Aspire, and RhinoCAM) for the design of the structures and use of industry level CNC machinery.

### **Advanced Construction (BITA III)**

**Grade Level:** 11-12

**Prerequisite:** Construction Technologies I

**Project ownership requires monetary contribution. TBA**

<b>Requirements Met:</b>
--------------------------

<b>WHS Technology (Applied Science)</b>
-----------------------------------------

This is an intermediate level course for students who are interested in considering a career in construction or architecture. Students enrolled in this course will continue to build on the design and safety skills learned in Construction Technologies I. They will apply their knowledge to design and build various projects including a shed and other architectural projects.

### **Entrepreneurship**

**Grade Level:** 11-12

**Prerequisite:** None

**Project ownership requires monetary contribution. TBA**

<b>Requirements Met:</b>
--------------------------

<b>WHS Technology (Applied Science)</b>
-----------------------------------------

Entrepreneurship will teach the necessary skills and approaches to successfully evaluate and create new business opportunities. Emphasis is placed on projects and activity based learning. Students will engage in team building and collaborative activities, with the intent of increasing career and college readiness. Students will explore the complex tasks, expectations, and restrictions of individuals engaged in entrepreneurial activities. Students will progress through different methods for developing business ideas, the processes of starting a business, the acquisition of resources, and the key components of a business plan.