

## Sample Average Salaries

Audio & Video Technician \$21.13/hr.

Broadcast Technician \$151.40/hr.

Camera Operator TV, Video, Motion Picture  
\$32.19/hr.

Film Video Editor \$21.36/hr.

Graphic Designer \$19.57/hr.

Media & Communications Equipment Worker  
\$24.90/hr.

Multi-Media Artists & Animators \$39.11/hr.

Computer Programmer \$39.54/hr.

*Median wages for California*

## Industry Partners

Quadrant Productions	Bay Area Video Coalition
Wine Country Video	Planeteria
S2 Games	707 Imports
Access Healdsburg	Community Media Center
Multimedia Live	AVM Graphics
HDK Productions	Pacific Clearstream Media Group, LLC
Honey Video Productions	RK Productions
Professional Videographers of the North Bay	Youthlink

## Post-Secondary Training Options

### Santa Rosa Junior College

*Certificates:*

Interactive Media Design  
Web Content Developer  
Graphic Design Production Fundamentals  
Web Graphic Production  
Web Project Management  
Web Site Development  
XML Web Developer  
Communications, emphasizing Media

### Sonoma State University

*Bachelor Degrees:*

Communication Studies  
Computer Science

### University of California

*Bachelor Degrees:*

Mass Communication  
Techno Cultural Studies  
Computer Engineering

## What you can learn in these ROP courses

- Basic Computer Operation
- Word Processing Concepts
- Page Layout Fundamentals
- Graphics Software
- Computer Graphic Design
- Integrated Software Concepts
- Image Editing Software
- Hypertext Markup Language (HTML)
- Animation Software
- Camera Lighting and Audio Techniques
- Web Content Development
- Web Site Management
- Video Production Techniques
- Video Communication Issues
- TV Studio Equipment Use
- Job Seeking Skills

# Media & Communications



# Media & Communications Career Preparation

## Why prepare for a career in Media & Communications?

If you are creative, have good basic computer skills, like using technology to express your ideas, are proficient in oral and written communications, and have a talent for graphic design and visual arts, then a career in media and communications may be for you.

Technology has really changed the media and communications industry. Today, jobs in this field require a range of technology know-how, in addition to strong graphic design, writing, and creative arts skills. Exciting new employment opportunities exist, but it is a volatile job market and employment trends are difficult to predict. Students taking courses in this field may be interested in creating digital video or animation for computer games, designing Web sites, or doing the layout for printed publications. Other students may look forward to careers in television journalism, filmmaking, sound production, computer graphics, advertising and commercial art, public relations, or marketing.

ROP offers several education and training opportunities to help you prepare for a career in media and communications. You can obtain some types of entry-level jobs after completing these courses, while other positions require additional training and education at a community college, trade school, or four-year college/university.

## Program Offerings

### Analy High School

6950 Analy Avenue, Sebastopol

- Graphic Design
- Digital Video Technology
- Advanced Digital Video Technology

### Casa Grande High School

333 Casa Grande Road, Petaluma

- Web Design
- Advanced Web Design
- 3D Animation

### El Molino High School

7050 Covey Road, Forestville

- Advanced Web Design
- Digital Video Technology
- Advanced Digital Video Technology

### Elsie Allen High School

599 Bellevue Avenue, Santa Rosa

- Web Design

### Healdsburg High School

1024 Prince Street, Healdsburg

- Digital Video Technology
- Advanced Digital Video Technology

### Montgomery High School

1250 Hahman Drive, Santa Rosa

- Advanced Digital Video Technology
- 3D Animation

### Petaluma High School

201 Fair Street, Petaluma

- Web Design
- Desktop Publishing/Graphic Design
- 3D Animation

### Piner High School

1700 Fulton Road, Santa Rosa

- Web Design

### Rancho Cotate High School

5450 Snyder Lane, Rohnert Park

- 3D Animation

### Windsor High School

8695 Windsor Road, Windsor

- Digital Video Technology

## Sample Pathway Schedule

Introductory	Computer Foundations
Intermediate	Web Design or Digital Video Technology
Advanced	Adv. Web Design or Adv. Digital Video Technology or 3D Animation

To enroll in an ROP course, please contact your high school counselor

## Types of Jobs

Graphic Artist  
Desktop Publisher  
Production Artist  
Pre-Press Technician  
Web Designer  
Animator

Video Photographer  
Editing Technician  
Video Game Designer  
Producer  
Video Engineer  
Lighting Technician