
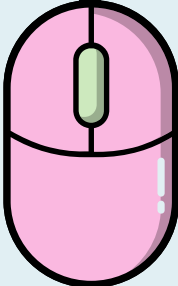




SLCUSD CTE:

Creative & Career-Ready!

Zach Roper: Arts, Media and Entertainment Teacher, SLOHS



.....



Hi, I'm a dork.

Zach Roper
Digital Media & Film Teacher
San Luis Obispo High School
CTE Department Chair

Life-long doodler, Illustrator,
Designer, Photographer, Comic
Book Nerd, Film Fiend, Silkscreener,
and big ole Dork.

.....



previously...

Taught Middle School all subjects & Math at Capitol School, Phoenix, AZ



Moved to Milan, Italy to teach Digital Media at The American School of Milan



Transferred to ACS International School in London, England



Landed in San Luis Obispo, CA

currently...

San Luis Obispo High completed a 10 year, \$100 million renovation project thanks to the passage a Measure D.

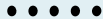
Completely rebuilt main classroom structures and stadium, added a pool and cafeteria Commons, and upgraded technology throughout the campus



CTE at SLOHS

San Luis Obispo High offers 17 different pathways and six dual enrollment courses.

Trimester System = 5 trimester classes to complete a pathway, for a total of 300 hours.



San Luis Obispo High School College & Career Pathways

AGRICULTURE AND NATURAL RESOURCES



AGRICULTURE BUSINESS

Intro: Ag Leadership P
Concentrator: Ag Speech Comm. A&B
Capstone: Agribusiness Sales & Marketing A&B

AGRISCIENCE

Intro: Ag Biology A&B
Concentrator: Chem & Agriscience A&B
Capstone: Agriculture System Management A&B

ANIMAL SCIENCE

Intro: Animal Science A&B
Concentrator: Small Animal Pre Vet A&B
Capstone: Animal Anatomy/Physiology & Vet Med A&B

ORNAMENTAL HORTICULTURE

Intro: Ornamental Horticulture
Concentrator: Art & History of Floral Design A&B
Capstone: Floral Design Field Experience A&B



ARTS, MEDIA AND ENTERTAINMENT

DESIGN, VISUAL & MEDIA DESIGN

Intro: Digital Design P
Concentrator: Intermediate Graphic Design
Capstone: Advanced Graphic Design

PRODUCTION & MANAGERIAL ARTS

Intro: Digital Design P
Concentrator: Intermediate Film/Video
Capstone: Advanced Film/Video

ENGINEERING & ARCHITECTURE

ENGINEERING DESIGN

Intro: Engineering Draw I
Concentrator: Engineering Draw II
Capstone: Engineering Draw III

INFORMATION, COMMUNICATION & TECHNOLOGY

SOFTWARE & SYSTEMS DEVELOPMENT

Intro: Exp. Comp Sci A (Dual Enrollment)
Concentrator: AP Computer Sci Principles A&B
Capstone: AP Computer Sci A&B (Dual Enrollment)

INFORMATION SUPPORT & SERVICES

Intro: Exp Comp Sci B
Concentrator: Cisco Essentials
Capstone: Cybersecurity Essentials

BUILDING AND CONSTRUCTION

RESIDENTIAL & COMMERCIAL

Intro: Wood I
Concentrator: Construction I A&B (BITA 1)
Capstone: Construction II A&B (BITA 2)

CABINETS, MILLWORK & WOODWORKING

Intro: Wood I
Concentrator: Wood II A&B
Capstone: Wood III A&B

FASHION & INTERIOR DESIGN

FASHION & INTERIOR DESIGN

Intro: Introduction to Fashion Interiors
Concentrator: Fashion Design A&B and Interior Design A&B
Capstone: Fashion Interior Merch A&B

MANUFACTURING & PRODUCT DEVELOPMENT

WELDING & MATERIALS JOINING

Intro: Metal I / Welding Tech
Concentrator: Metal II A&B (Dual Enrollment)
Capstone: Metal III A&B (Dual Enrollment) / Metal IV A&B

EDUCATION, CHILD DEVELOPMENT & FAMILY SERVICES

EDUCATION

Intro: Developmental Psychology of Children
Concentrator: Careers with Children I A&B
Capstone: Careers with Children II A&B

HOSPITALITY, TOURISM & RECREATION

HOSPITALITY, TOURISM & RECREATION

Intro: Culinary Arts I
Concentrator: Culinary Arts II A&B
Capstone: Culinary Arts & Hospitality Management A&B

PERFORMING ARTS

PROFESSIONAL THEATRE

Intro: Intro to Professional Theatre
Concentrator: Intermediate Professional Theatre
Capstone: Advanced Professional Theatre

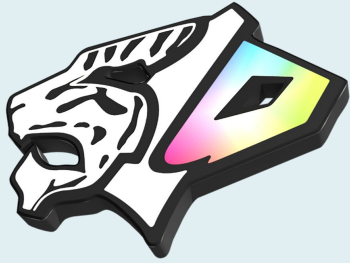
TRANSPORTATION

SYSTEMS DIAGNOSTICS SERVICE & REPAIR

Intro: Auto I (Dual Enrollment)
Concentrator: Auto II A&B (Dual Enrollment)
Capstone: Engine Diagnostics Chassis & Drivetrain Internship

Principal, Rollin Dickinson
Department Chair, Zach Roper

Learning Today For Careers Tomorrow



DigitalMedia **Pathway Goals**

1. Expose students to the vast array of Digital Media career opportunities and recruit talent to our pathway
2. Provide students with real-world opportunities to apply the skills they are learning on campus and in the community.
3. Collaboration with other pathways and departments to show the interconnectedness of industries, knowledge and skills.



COMMON ENTRY
POINT FOR ALL
STUDENTS

**Intro
Digital Design**

CONCENTRATOR

**Intermediate
Graphic Design**



CAPSTONE

**Advanced Graphic
Design**

THEN THEY CHOOSE
TO SPECIALIZE IN ONE
OR BOTH PATHWAYS

CONCENTRATOR

**Intermediate
TV & Video**



CAPSTONE

**Advanced
Film Production**

3 Steps to the Design, Visual & Media Design Pathway



3 Steps to the Production & Managerial Arts Pathway



My Pathways



Arts, Media & Entertainment: Design Media & Visual Arts



1 TRIMESTER

Intro Digital Design

Fast-paced, high-engagement selection of projects to introduce students to the wide variety of careers in digital media

2 TRIMESTERS

Intermediate Graphic Design

Photography, Typography and Design Principles in greater depth, developing portfolios of work

2 TRIMESTERS

Advanced Graphic Design

Real-world design projects for school and local businesses. Focus on marketing your skills through portfolio

My Pathways



Arts, Media & Entertainment: Production & Managerial Arts



1 TRIMESTER

Intro Digital Design

Fast-paced, high-engagement selection of projects to introduce students to the wide variety of careers in digital media

2 TRIMESTERS

Intermediate TV Video Production

Planning, Shooting, Editing and Producing video content for school and community

2 TRIMESTERS

Advanced Film Production

From script to screen: Students explore the entire film production process and produce their own short film for festival competition

**NOT
ALL
THOSE
WHO
WONDER
ARE
LOST**

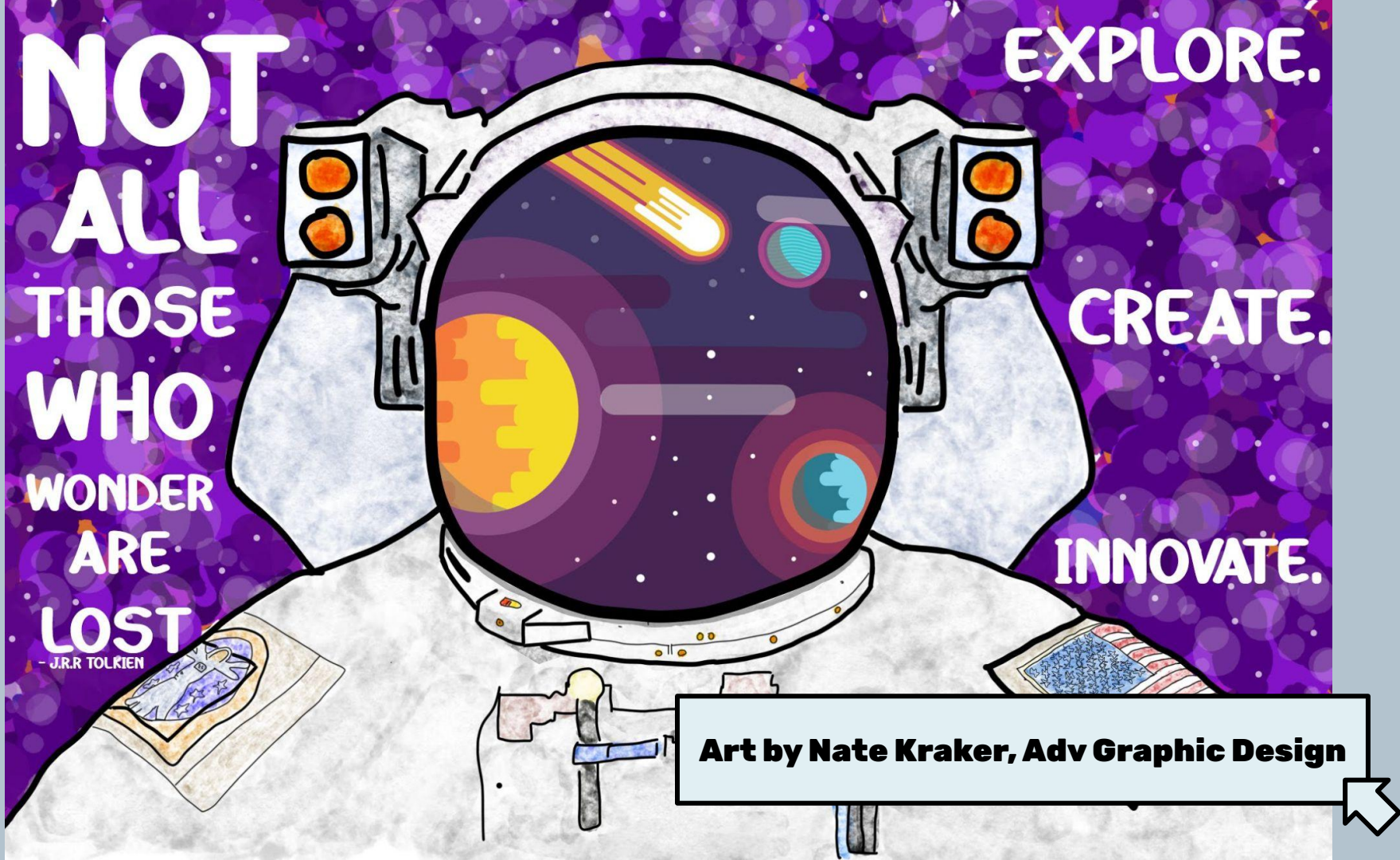
- J.R.R. TOLKIEN

EXPLORE.

CREATE.

INNOVATE.

Art by Nate Kraker, Adv Graphic Design



Software Considerations



Adobe Creative Cloud for Enterprise

Approx. \$7500/year for 10,000 seats

Access to ALL industry-standard programs such as Photoshop, Illustrator, Premiere, AfterEffects and more.

Students can earn certification via Certiport testing during your program



Free Alternatives

Krita.org - Photoshop Alternative

GIMP.org - Basic Photoshop Alternative

Inkscape.org - Illustrator Alternative

DaVinci Resolve - Powerful Video Editing

Blender - 3d Modelling, Animation, Editing, Special Effects and more

Intro Digital Design

13 Weeks - 5 days a week

Overview of Digital Media Careers with creative projects

“Salad Bar” Design - try a bit of everything!

High Engagement, Low Risk

Grading on completion, work at your own pace, extend where you find interest.

Topics Covered:

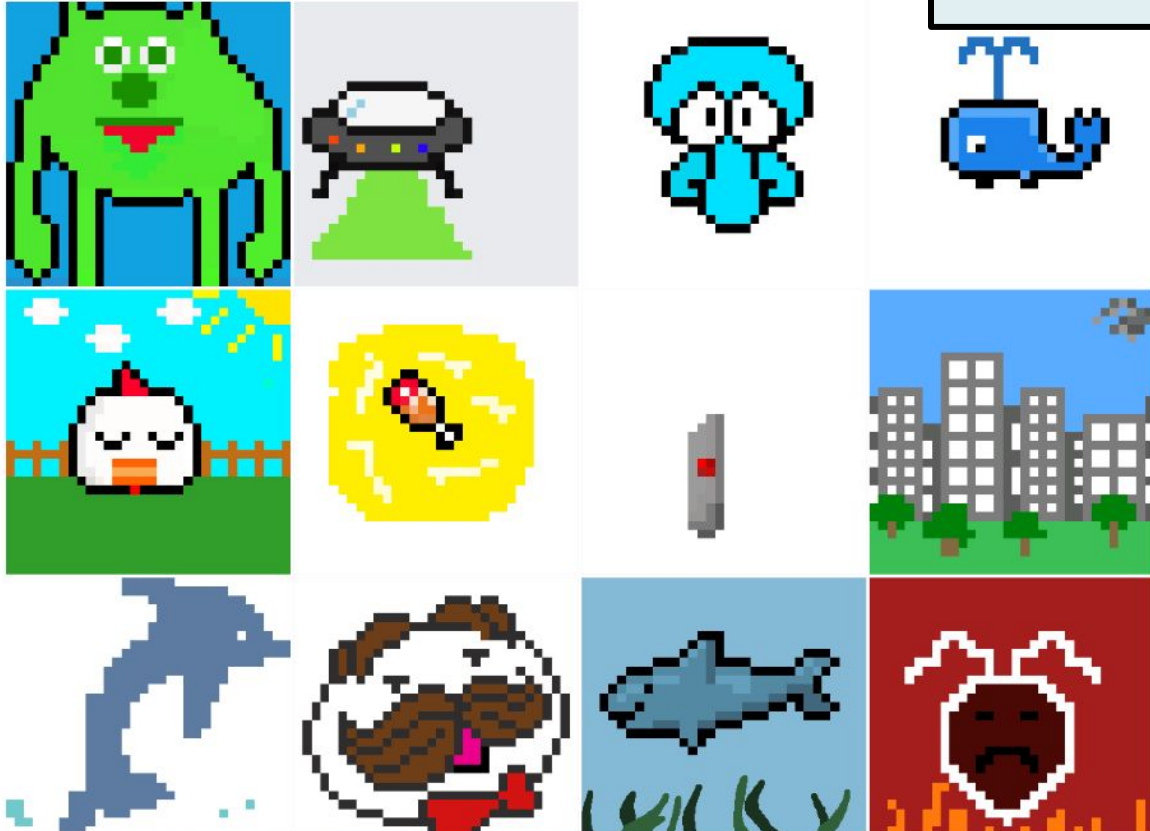
- What are pixels?
- Digital Images & File Formats
- Collage & Compositing Images
- Concept Art/Photobashing
- Digital Painting

- Vector Art
- Graphic Design Essentials
- Typography
- Logo Design
- Character Design for Animation

- 3D Modelling and Animation
- Working in 3D space
- Level Design for Games
- 3D modelling for printing

Digital Design 1 Pixel Art Winter 2022

Nov 30, 2022 · Shared



Week 1 Project: 
What are Pixels?
How are they used in Digital Media?

Students begin with a 32X32 grid paper and sketch designs for pixel characters. Then they learn the basic tools of Adobe Photoshop to design with pixels and animate simple “sprites” that could be used for games. The history of video games and early special effects are explored.

Believable Space projects Fall 2023

Sep 13 – 15, 2023



Week 4 Project:
Believable Space 
Collage with found images
*adapted from edex.adobe.com

Students choose a fictional character and design a simulated 3D room for them by selecting, manipulating and lighting images they collect online. Fundamentals of working in layers, adjusting color and lighting, perspective and concept art are discussed.

Week 8 Project:


Character Design

Pitch Your New Animated Series

Students are told they've been hired to develop a new animated series for Cartoon Network. They develop character designs using vector art and pitch their story concepts to the class.

CHARACTER DESIGN: 360° Turnaround View

LEFT SIDE FRONT RIGHT SIDE BACK




Character Name: _____

Use this space to tell us about your Character - what is their origin? Their personality? Powers? If any? Special moves or items? What is their mission or quest?

Always remember there's a story behind their design. Be sure that the design people are going to see them and know they would like to watch. The origin leading around the world, advertising to different kids means to see what type of action they love about. Show us how you know how to work around early on when the kids were in their time and their world. You can't see. Show us original ideas and a solid plan for how to make the design for your series.

CHARACTER DESIGN: 360° Turnaround View

LEFT SIDE FRONT RIGHT SIDE BACK




Character Name: _____

Use this space to tell us about your Character - what is their origin? Their personality? Powers? If any? Special moves or items? What is their mission or quest?

Don't be a designer. Be a useful, reliable personality. But to gain on your way. It's a common idea to create something that is not only fun, but also has a story. Designing who you are in your own way. Designing to be the opposite of what you are. For every good together and everyone else. And design to be the opposite of what you are. Designing a world of food. Lots of fun and interesting. Check out the items on their own. They may be used in their own way. They may be used in their own way. They may be used in their own way. They may be used in their own way.

CHARACTER DESIGN: 360° Turnaround View

LEFT SIDE FRONT RIGHT SIDE BACK



Character Name: _____

Use this space to tell us about your Character - what is their origin? Their personality? Powers? If any? Special moves or items? What is their mission or quest?

Use the design to be a useful, reliable personality. But to gain on your way. It's a common idea to create something that is not only fun, but also has a story. Designing who you are in your own way. Designing to be the opposite of what you are. For every good together and everyone else. And design to be the opposite of what you are. Designing a world of food. Lots of fun and interesting. Check out the items on their own. They may be used in their own way. They may be used in their own way. They may be used in their own way. They may be used in their own way.

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LEFT SIDE FRONT RIGHT SIDE BACK



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CHARACTER DESIGN: 360° Turnaround View

LEFT SIDE FRONT RIGHT SIDE BACK



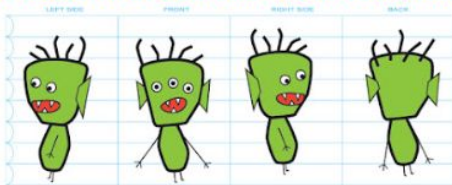
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CHARACTER DESIGN: 360° Turnaround View

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GILBERT and GOUDA

LEFT SIDE FRONT RIGHT SIDE BACK




Character Name: _____

Use this space to tell us about your Character - what is their origin? Their personality? Powers? If any? Special moves or items? What is their mission or quest?

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CHARACTER DESIGN: 360° Turnaround View

LEFT SIDE FRONT RIGHT SIDE BACK



Character Name: _____

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Week 11 Project: **3D Modeling with Blender** **Isometric Rooms**

Learn the fundamentals of working in 3D space by creating an isometric room, modelling furniture, windows, and personal items, then they add realistic materials and lighting to the scene. Overview of game design, creating assets, modelling from real-life reference and online resources for learning how to model complex objects.

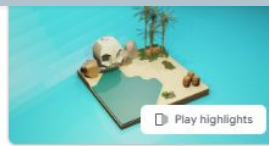
Isometric Room Digital Design 1 Winter 2023

Feb 22, 2023



Final Projects: Student's Choice

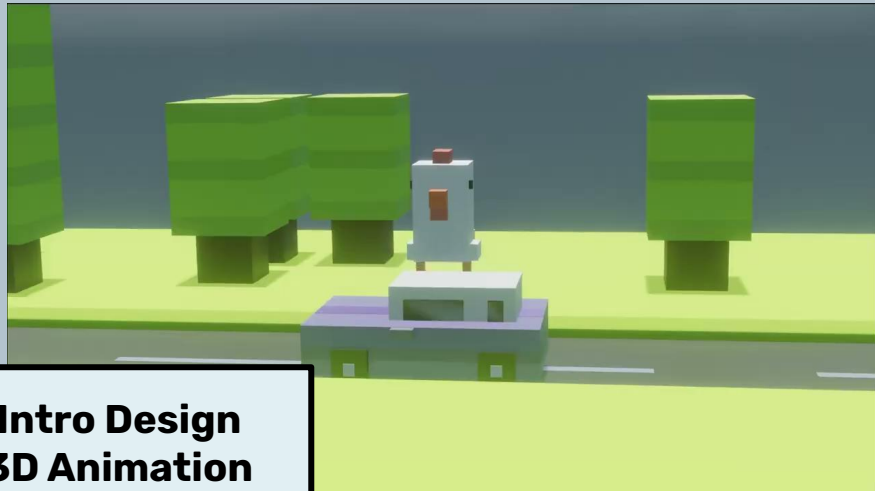
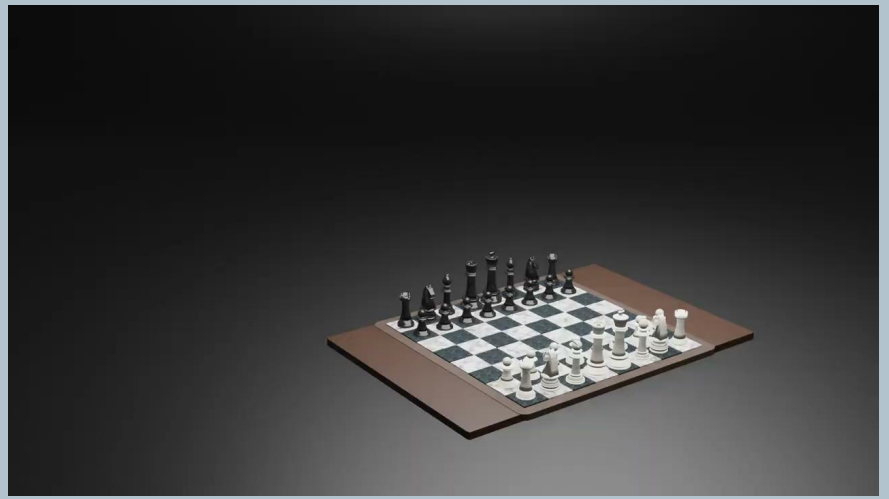
Students choose their favorite software or skill they've learned during the trimester and pitch an idea for their own final project. They have 6-7 class periods to work on it and then present to the class their creative process and goals for extending their learning.



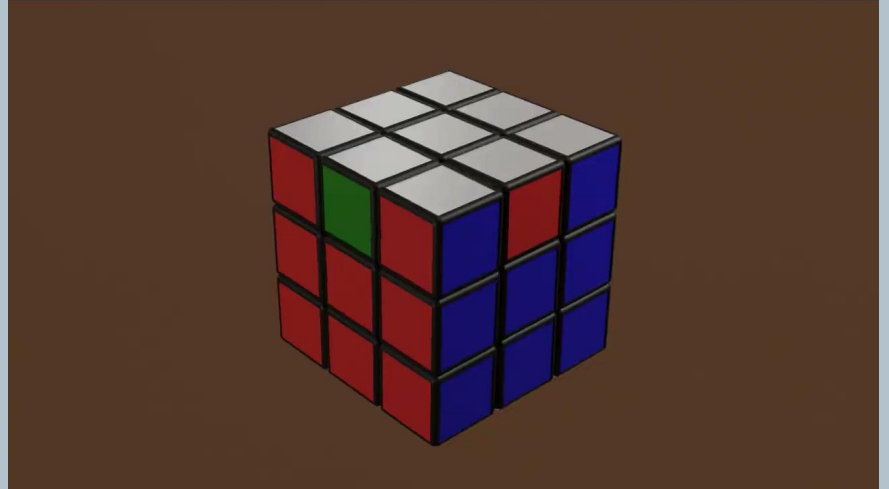
Digital Design 1 Final Projects 2022-23

May 31 - Oct 30, 2023





**Intro Design
3D Animation**



Intermediate Graphic Design

2 Trimesters for Part A and B

Digital Camera Basics with a 1-to-1
equipment ratio

Deeper dive into Photoshop skills for
editing and graphic design

Adobe Certification Test at end of Part B

Real-world creative tasks for a client

Topics Covered:

- Operation of a Digital Camera
- Adv. Digital Images & File Formats
- Portraiture, Landscapes, Product Photography, Advertising
- Graphic Design and Typography
- Working with Clients
- Self-Assessment and Creative Growth
- Preparing an exhibition
- Studying for and achieving professional certification



Intermediate Design/Photo
Portraits of a Client

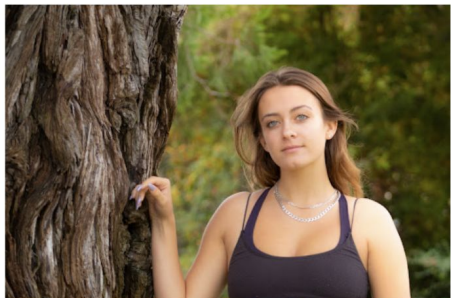
After watching a documentary of photographer Antoniou Platon, students are paired with a classmate they don't know and conduct interviews to get to know their personalities and interests. They then plan and execute a package of portraits for their "client"

[Handout link](#)



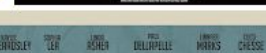
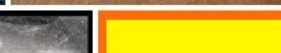
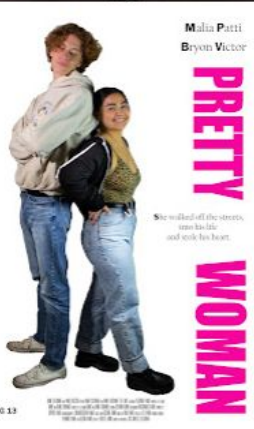
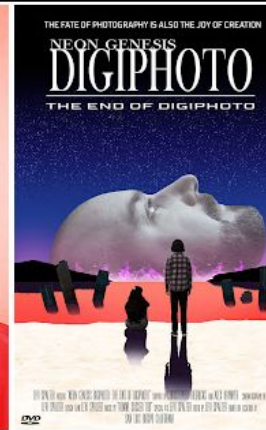
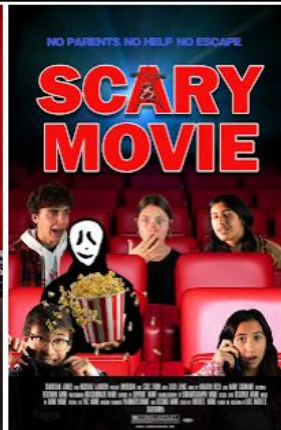
Outdoor Portraits

Training for taking Senior Portraits!



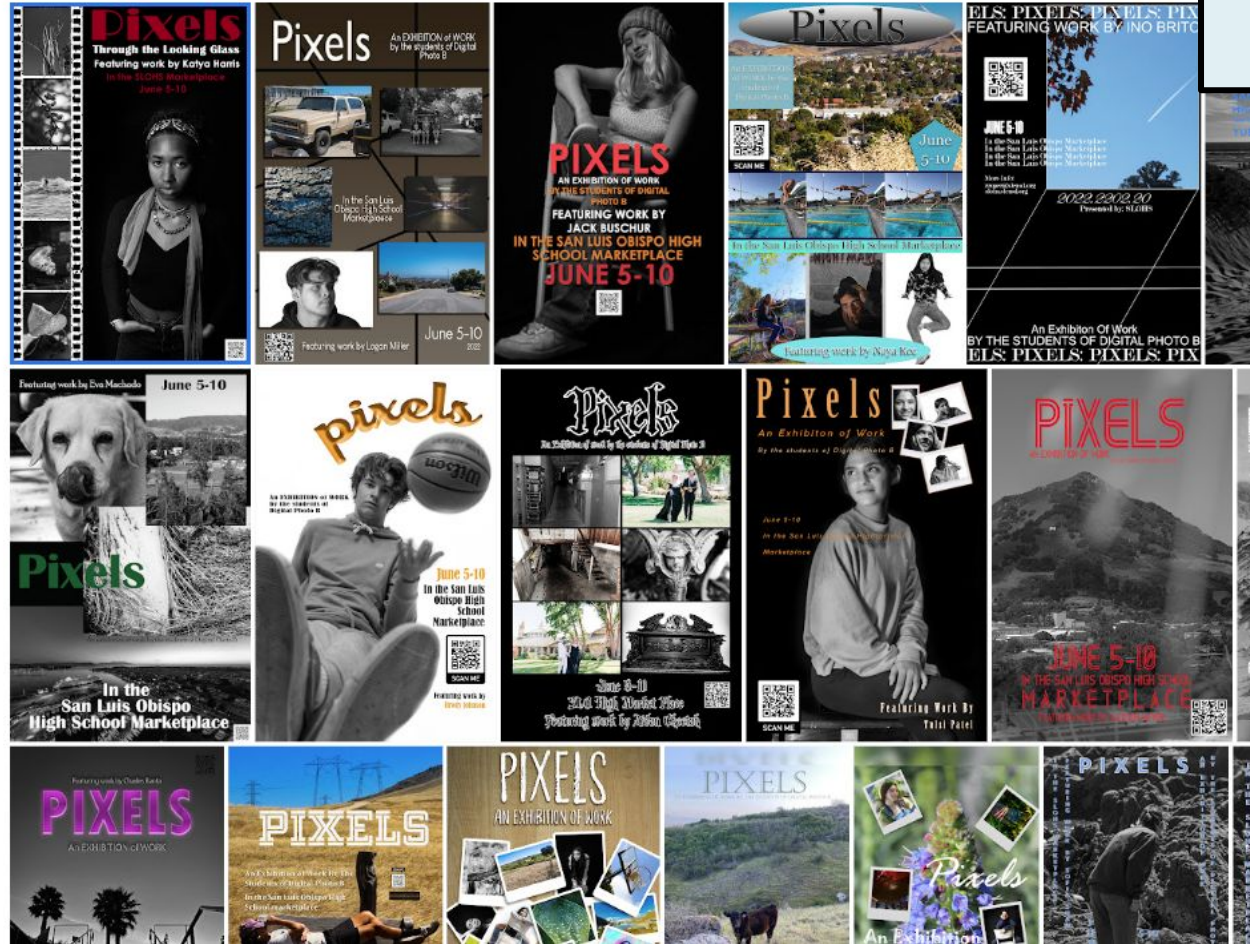
Intermediate Design/Photo: Movie Poster Design

Students plan, shoot and assemble a movie poster for a target audience, exploring typography



Final Exhibition Posters T3 2022

Aug 30, 2019 – Jun 9, 2022



Intermediate Design/Photo Final Exhibitions

At the completion of the course students plan an exhibition of their work for the school community. They select their best images, print and mount them, and design a poster advertising their show to the community. Work is displayed in our Commons

Intermediate TV Video **TNN Daily News Show**

Students are responsible for the daily production of our school new channel on Youtube. They rotate through the various production roles and produce stand-alone video packages for broadcast.



Intermediate TV Video
TNN Daily News Show



Intermediate TV Video Sports Broadcasting & Livestream

WATCH LIVE ON [YOUTUBE.COM/@TNNLSLOHS/STREAMS](https://www.youtube.com/@TNNLSLOHS/STREAMS)



- Students are trained and employed to run our scoreboard screen and remote control cameras at our home stadium.
- Games are live-streamed on Youtube so that family in other cities can watch along.
- Advanced Graphics students design billboard ads for local sponsors and game graphics to engage the crowd!

Advanced Graphic Design

2 Trimesters for Part A and B

Serves as the school's design studio

Client-focused projects based on the ideas of the MYP Design Cycle

Focus on advertising, product design, packaging, motion graphics, merchandise, and more

Where possible, create opportunities for students to be paid for their work!



MYP Design Cycle

Capstone Class: Adv. Graphic Design: Sports Schedule Posters

SAN LUIS OBISPO TIGERS

Girls Water Polo

Gaylynn Kirn *Elle Jensen*

8/19	8/23	8/25	8/31	9/2-3	9/6	9/8	9/14	9/22	9/23-24
10/4	10/6-10	10/12	10/13	10/18	10/25	10/27	COIA COIA		

Dates

9/1/22	Atascadero +Edison
9/15/22	Dairy Creek
9/22/22	Rancho Maria
9/29/22	Arroyo Grande
9/29/22	Dairy Creek
10/17/22	Santa Ynez - TENTATIVE
10/19/22	Dairy Creek
10/31/22	League Finals
	Chalk Mountain
	GIF Central Section
	SLOCC

SAN LUIS OBISPO TIGERS

Peyton Stocke *Siena Boscare* *Sofia Pierson*

GIRLS GOLF

Roman Engelmeier *Nolan Aitala*

SAN LUIS OBISPO TIGERS FOOTBALL 2022

AUG 19	AWAY	AUG 26	AWAY	SEP 2	HOME	SEP 9	HOME	SEP 16	HOME
SEP 23	AWAY	SEP 30	HOME	OCT 8	AWAY	OCT 14	AWAY	OCT 28	HOME

Adv. Graphic Design: Food Truck Project collaboration with Culinary Arts



HOLY GUACAMOLE!

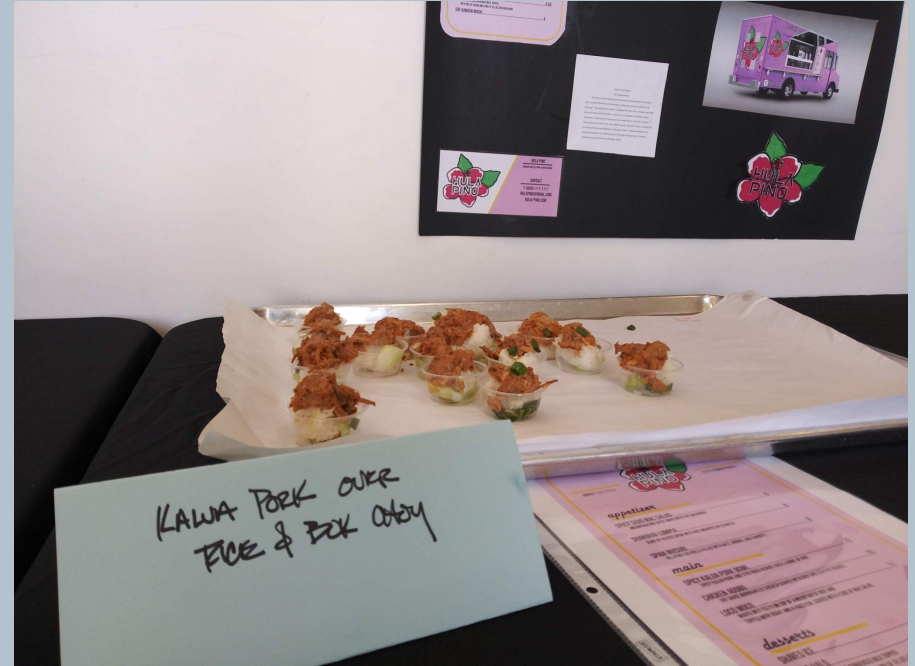
net your typical mexican food truck

APPETIZERS	
HOT CHEBTO CORN	\$4
A COB OF SWEET CORN DIPPED IN MAYO AND HOT CHEETO POWDER	
LOADED NACHOS	\$7
FRESH TORTILLA CHIPS TOPPED WITH REFRIED BEANS, SALSA, SOURCREAM, CHEESE, AND GUACAMOLE!	
JALAPENO POPPERS	\$6
DEEP FRIED JUICY JALAPENOS FILLED MELTY CHEESE	
ENTREES	
BIRRIA TACOS	\$9
SPICY SHORT RIB WITH QUESADILLA CHEESE AND A SIDE OF CONSOMME DIPPING SAUCE TOPPED WITH ONIONS AND CILANTRO	
CHORIZO TACOS	\$8
TACOS LOADED WITH CHORIZO, LETTUCE, AND SALSA	
TACOS DE PAPA	\$11
A DEEP FRIED TORTILLA SHELL STUFFED WITH A MASHED POTATO FILLING TOPPED WITH SHREDDED CABBAGE, SLICED TOMATO, DICED ONION, COTIJA AND A GARLIC TOMATO SAUCE	
DESSERTS	
FLAN	\$3
AN ENJOYABLE SWEET CARAMEL PUDDING TREAT	
HOCHILATA	\$2
A TASTY CINNAMON, RICE MILK DRINK	
CHURRO	\$4
A BOUGHY CINNAMON AND SUGAR BREADSTICK	

FILIPINO Spice + Ice HAWAIIAN AUTHENTIC FUSION CUISINE

STARTERS	
SPICY SUSHI BAC SALAD 7	
spicy mayo-infused unseasoned salad with pork, beef and cars, pork belly, and chicken liver seasoned with calamansi, onions, and chili peppers	
SPAM MUSUBI 5	
sliced glazed spam and rice wrapped in seaweed dressed	
SHANGHAI LUMPIA 5	
Filipino egg rolls filled with beef, mince, and carrots	
ENTREES	
SPICY KALUA PORK BOWL 12	
spicy kalua pork and stir-fried vegetables over a bowl of fried rice	
CHICKEN ADOBO 12	
soy sauce marinated chicken served with rice and stir-fried vegetables	
LOLO MOCO 15	
wagyu beef patty on a mountain of rice, topped with gravy and a fried egg served with a side of unseasoned and cheese	
DESSERTS	
SHAVE ICE 5	
crushed ice covered in fruit flavored syrups including cherry, blue raspberry, pina colada, Tigers blood, and Hawaiian Tropic	
HALO HALO 6	
shave ice and condensed milk topped with ube ice cream, jellies and unseasoned	
UBE HAWAIIAN MOCHI 5	
Filipino egg rolls filled with beef, mince, and carrots	

Adv. Graphic Design: Food Truck Project collaboration with Culinary Arts



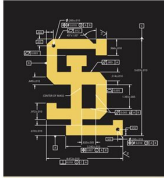


Adv. Graphic Design:
T-Shirt Design and Silkscreening

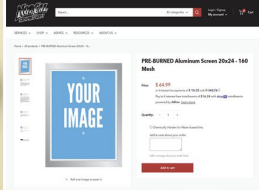
PRINTING T-SHIRTS



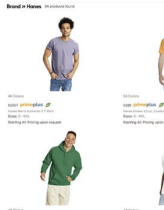
A Step-by-step Guide



1. First come up with a Design idea. You can email us examples of similar designs you'd like to emulate or let our Advanced Graphic Designs students create an original design for you. Just give us some basic information about what exact TEXT and IMAGES need to appear on the shirt.



2. Once the artwork is created, we'll send you a MOCK-Up showing how the design will look on a shirt. If you approve it, we upload that design to www.norcalps.com, and affordable service that "burns" that design into a screen for printing. Total Cost is around \$80 payable by credit card on their website, and it's delivered in 3-4 days.



3. We'll also need to order BLANK TEES! We have an account with www.alphabroder.com and can order blanks tees at wholesale prices (usually \$2-\$4 each depending on fabric quality and fit). Shirts ship from Fresno and can usually arrive in 1-2 business days! Just give us the sizes, colors and quantities you want and we'll help order them with a credit card payment.



4. Once the SCREEN and BLANK TEES arrive, we'll schedule a time to print shirts with your students. Lunches, 4/5th period, or afterschool works best. We can print 50-70 shirts in one class period if we have student help!

NOTE: Funding for t-shirt projects can be tricky, so talk to your AP or Dept Head about your idea and how it will be funded before starting this process. Black & Gold offers grants for shirts, ASB can help sponsor Clubs, or your students can fundraise ahead of time to cover the costs. Just remember that in the end, we will need to purchase both the screen and shirts online using a credit card, so get everything lined up ahead of time to avoid delays.

Email zroper@slcusd.org for more info!

2 Great California-based Business partnerships:

www.alphabroder.com for wholesale pricing on blank t-shirts and apparel from all major brands. Great prices and quick shipping in-state!

www.norcalps.com Sacramento-based supplier for all things screen-printing, they sell supplies, inks, printing presses and even offer day-long classes to learn how to print!

Our student-led t-shirt printing program allows us to produce spirit apparel on campus for clubs, sports and special events.



SAN LUIS OBISPO HIGH

Film Festival



at the PALM THEATRE,
Downtown SLO

WED. APRIL 19th
7PM

featuring the Short Films
of the students in SLOHS's Arts, Media
& Entertainment Pathway



San Luis Obispo High School
DIGITAL FILM PRODUCTION

TICKETS
\$5



**Film Production
Award Winners**



SLO FILM FEST

April 25-30, 2024

SLOFILMFEST.ORG

CELEBRATING

30 Festivals

OF INDEPENDENT FILM AND STORYTELLING

EST '93



SLO Film Fest Animated Logo
By Indiana Coetzee
Adv. Graphic Design

SLO FILM FEST

SAN LUIS OBIS INTERNATIONAL FILM FESTIV

48 HOUR FILM CHALLENGE

CREATE A FILM IN 48 HOURS A THEME FOR THE FILM IS REV

CONTACT US AT (805)546- OR EMAIL US AT INFO@SLOFILMFEST



T-shirt Design by
Molly Himelblau
Adv. Graphic Design

48 Hour Film
Challenge by
Cal Lanier
Adv. Graphic Design



"Camp Hideout"
Now streaming on Hulu!



Tyler Kowalski
Class of 2022

9th Grader (!) Mila Shih
Animated Explainer Video



What's next...

California DOE adoption of Curriculum standards for **Animation, VFX and Game Production (2024-2025)**

We're beginning to introduce concepts and skills with an eye toward these industries



DRAFT: Industry Recommendations for Model Curriculum Standards for Animation, VFX, Game Production Pathway

[Table View](#)

Students refine technical animation skills and prepare for specific career paths in the animation, game production and visual effects (VFX) industries. Students learn about the production pipeline, computer generated imagery (CGI), anatomical accuracy in drawing and design, fundamentals and physics of movement, creative story development, and visual communication through a variety of animated formats and industry standard software. They also explore emerging careers and technology used in immersive media and virtual production.

[Link to standards](#)

3D Printing & Prop Making



3D Modelling & Game Design



Develop on-site internships opportunities!



Profile: Cal Lanier

During his internship trimester, Cal developed an online business designing logos for video gamers. He uses an app to track commissions, time spent on designs, and payment. He regularly makes between \$1000-\$3000 a month from his designs!

Cal also mentors younger students in the pathway, designs shirts and stickers for campus clubs, and designed informational flyers for all of our CTE pathways on campus.

9/23/23-

4 Steps to the Welding and Materials Joining Pathway

3 Steps to the Agriscience Pathway

3 Steps to the Performing Arts Pathway

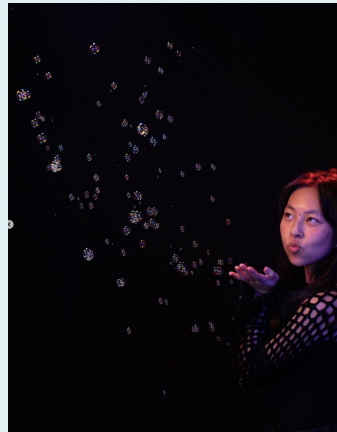
Develop on-site internships opportunities!



Profile: Kaitlin Turner

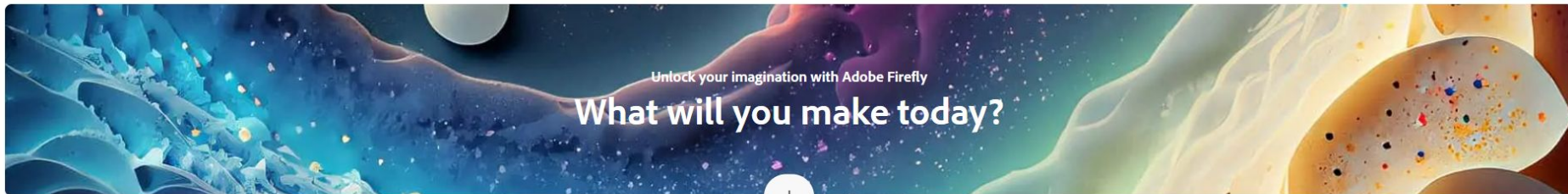
Kaitlin used her internship trimester to explore and expand her photographic skills. She frequently utilizes our tv studio as a studio space and experiments with lighting, backdrops and makeup for photoshoots with friends as she builds her portfolio for college.

Kaitlin also help photograph each of our CTE class for the pathway flyers she and Cal worked on.



What's Next?

Incorporating AI Technology into the Creative Process



Try these out

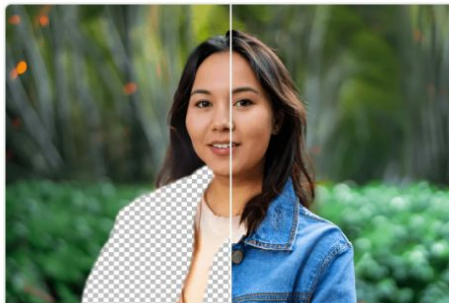
Experiment with the latest in generative AI and let us know what you think.



Text to image

Generate images from a detailed text description.

[Generate](#)



Generative fill

Use a brush to remove objects, or paint in new ones from text descriptions

[Generate](#)



Text effects

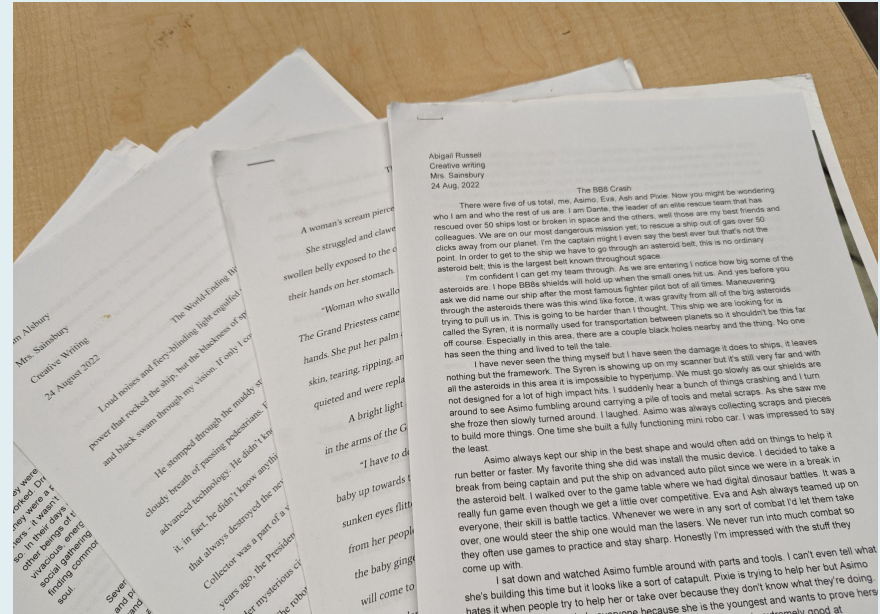
Apply styles or textures to text with a text prompt.

[Generate](#)

AI prompts as Story Starters - Collaboration with Creative Writing Class



Students in the Creative Writing class were given images that were generated by AI without context. They each wrote a short story based on the image alone and these were compiled into a SciFi Collection!



FINAL THOUGHTS

DO
MORE
OF WHAT
YOU
LOVE

