



GRAPHIC DESIGN

WHITEWATER CAREER CENTER



OVERVIEW

Graphic Design combines art with design. Videos, music, animation, graphics, and photos – media is everywhere. If you want to enhance your creative talents with graphic design and interactive media, this is the program for you.



YOU WILL LEARN

- Design principles and elements
- Industry software
- How to implement conceptual designs
- How to critique others and work with clients



A TYPICAL STUDENT

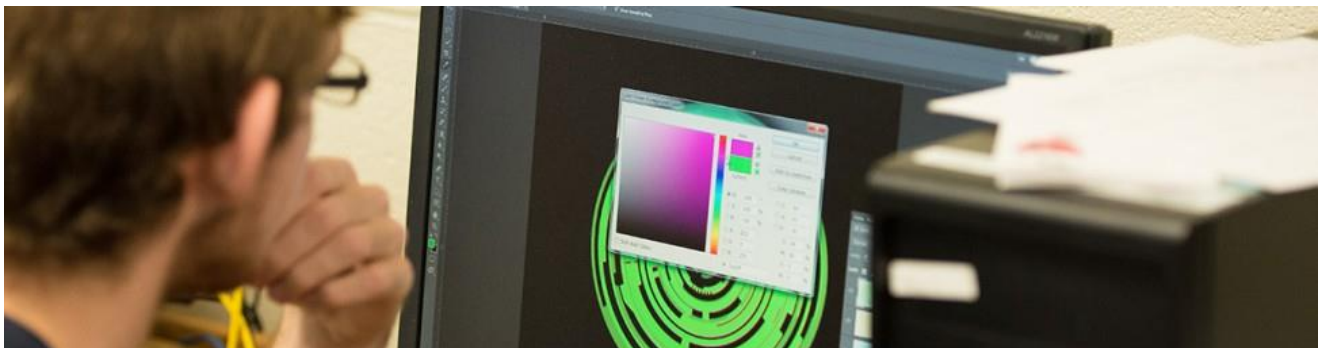
The typical student is creative and enjoys hands-on projects. Students who enroll in Graphic Design are comfortable using a computer and are proficient navigating a PC or Mac. The typical student is artistically minded and has some artistic skills, especially drawing skills. Students are comfortable working independently on projects, working on a team, and working to help each other.



GET YOURSELF READY

To be prepared, focus on art, English, communication, and technology classes. Develop your communication skills, and do well in all academic classes. Employment and admission into college programs is competitive and usually requires a portfolio review. The following courses will help prepare students for the Graphic Design program, college, and a career in the graphic design field:

- Art
- Computer applications
- Creative writing
- Speech
- Introduction to Communications





POTENTIAL CAREERS

- Graphic Designer
\$45,900
- Multimedia Artist and Animator
\$63,630
- Photographer
\$30,490
- Industrial Designer
\$64,620
- Art Director
\$85,610
- Printing Worker
\$33,740

All career and salary information is cited from the Bureau of Labor Statistics.



YEAR ONE

Graphic Design I students plan, create, and analyze visual solutions to a variety of real world communication challenges. They combine imagery and visual text to effectively deliver messages for a variety of purposes, including advertising, displays, promotional materials, and other products. They are able to create strong page layout compositions using the foundation principles of design, color theory, and typography. Communication skills are emphasized through the study of effective methods used to design commercial products that impart information and through group critiques. Students gain experience in Adobe Creative Suite 6 industry standard software, including InDesign, Illustrator, and Photoshop. Students are expected to be comfortable working on a computer.

Industry certifications and dual credits are earned during year two.



YEAR TWO

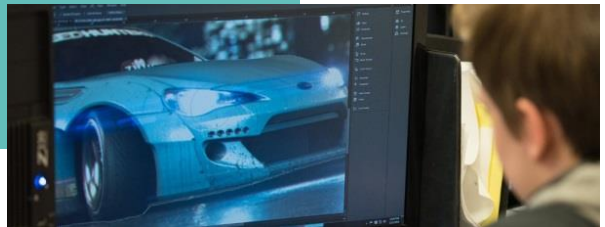
Second-year students have the opportunity to work on more complex projects and projects for local clients. Advanced instruction includes experiences in various printing processes as well as activities in designing product packaging and displays. Second-year students also work on completing their portfolios for presentation to postsecondary institutions and employers.

Industry Certifications

Adobe

Vincennes University Dual College Credits

DESN 120	Computer Illustration	3 credits
DESN 140	Computer Imaging	3 credits
DESN 155	Computer Page Layout	3 credits



WHEN YOU FINISH

Students go on to a 2-year or 4-year colleges to major in art, graphic design, or a related field or gain employment in design related fields.



WHITewater CAREER CENTER

Where opportunities flow

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