



GRAPHIC DESIGN

WHITEWATER CAREER CENTER

PROGRAM 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 & elements
- How to implement conceptual designs
- How to critique others & work with clients
- Industry software

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 ready to learn how to use the MAC platform with Adobe software. 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 for success, focus on art, English, communication, and technology classes. Do well in all academic classes, be on track for graduation, and develop a good work ethic. The following pathway courses will help prepare students for the Graphic Design program, college, and a career in the graphic design field:

- Preparing for College & Careers
- Introduction to Communications
- Art classes



WHITEWATER
CAREER CENTER

Where opportunities flow

Centerville | Connersville | Franklin County
Lincoln | Rushville | Union County

1300 Spartan Drive, Connersville, IN 47331
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www.WhitewaterCareerCenter.org



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CERTIFICATIONS

INDUSTRY CERTIFICATIONS

Adobe Certified Associate - Illustrator

Adobe Certified Associate - Photoshop

Industry certifications are earned in both years.



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 group critiques and working with local clients. Students also gain knowledge of proper production techniques in working with various large and small format printing. Students gain experience in Adobe Creative Cloud Suite industry standard software, including InDesign, Illustrator, and Photoshop. Students are expected to be comfortable working on a computer.

YEAR TWO

Second-year students have the opportunity to work on more complex class projects as well as projects for local clients. Advanced instruction includes experiences in various printing processes as well as projects in multimedia design. At this point, students are beginning a basic understanding of motion and how to create movement using text and image. Second-year students continue their work in Adobe Creative Cloud with the programs utilized in their first year, but also experiment with Adobe After Effects, Animate and Dreamweaver. Throughout year one and year two, students apply their skills to client and community projects from initial client meetings to final critiques and products. Second-year students also work on completing their portfolios for presentation to postsecondary institutions and employers.

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.

POTENTIAL CAREERS

	NATIONAL MEAN WAGE
• Graphic Designer	\$53,280
• Multimedia Artist & Animator	\$76,560
• Photographer	\$41,940
• Commercial & Industrial Designer	\$70,540
• Art Director	\$103,510

All career and salary information is cited from the U.S. Department of Labor Bureau of Labor Statistics, May 2017 National Occupation Employment & Wage Estimates.



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