



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
- Design Fundamentals



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
- Adobe Certified Associate - InDesign

Industry certifications are earned in both years.



COURSE CONTENT

Graphic Design 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. Second year students gain experience with multimedia design and develop their portfolio. Students work with the Adobe Creative Cloud Suite industry standard software.

MEET GRADUATION PATHWAYS

- | | |
|--|-----------------------------|
| PATHWAY 1 | HIGH SCHOOL DIPLOMA |
| Students can earn 6 high school elective credits per school year at WCC. WCC courses can also lead to a Technical Honors Diploma. | |
| PATHWAY 2 | EMPLOYABILITY SKILLS |
| All WCC programs have a work-based learning component built into the curriculum. | |
| PATHWAY 3 | POSTSECONDARY READY |
| Students can meet the requirement by completing 2 years of a career program at WCC, completing 3 pathway dual credit courses, or earning industry certification. | |

WHEN YOU FINISH

Students go on to a 2-year or 4-year colleges to major in fine art, graphic design, computer graphic technology, web design, and communication. Students also join the workforce in entry level design related fields.

POTENTIAL CAREERS

- | | NATIONAL MEAN WAGE |
|------------------------------------|--------------------|
| • Graphic Designer | \$54,680 |
| • Multimedia Artist & Animator | \$78,230 |
| • Photographer | \$42,770 |
| • Commercial & Industrial Designer | \$71,430 |
| • Art Director | \$104,590 |
| • Web Designer | \$75,580 |

All career and salary information is cited from the U.S. Department of Labor Bureau of Labor Statistics, May 2018 National Occupation Employment & Wage Estimates.



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