# GRAPHIC DESIGN
## WHITEWATER CAREER CENTER

## PROGRAM OVERVIEW

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.

## YOU WILL LEARN

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

## GET YOURSELF READY

To be successful, do well in all academic classes, be on track for graduation, and have a good work ethic. The following courses will be helpful in this career area:

- Preparing for College and Careers
- Digital Applications & Responsiblity
- 2D & 3D Art
- Speech

## WHITEWATER CAREER CENTER

1300 Spartan Drive,
Connersville, IN 47331
765.825.0521

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

# GRAPHIC DESIGN

## CERTIFICATIONS

Adobe Cerative Cloud Software Certifications
Adobe Certified Associate  - Illustrator
Adobe Certified Associate  - Photoshop
Adobe Certified Associate  - InDesign

Industry certifications are earned in both years.

\* Industry certifications offered are subject to change.

## NEXT CAREER STEPS

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. Many students participate in internships while in college, leading to full-time employment upon graduation. Students also join the workforce in entry level design-related fields.

## POTENTIAL CAREERS

- Graphic Designer — $48,540
- Special Effect Artist & Animator — $49,960
- Photographer — $43,960
- Commercial &Industrial Designer — $62,910
- Advertising & Promotions Managers — $91,720
- Art Director — $91,190
- Web Designer — $57,160

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All career and salary information is cited from the U.S. Department of Labor Bureau of Labor Statistics, May 2021 State Occupational  Employment & Wage Estimates.

## TRANSCRIPT INFORMATION NEXT LEVEL PROGRAM OF STUDY

Cluster:  Arts, AV Tech, and Communications
Pathway:  Digital Design

### GRAPHIC DESIGN YEAR I
*Course sequence subject to change.*

*DOE Course Codes:*

| Code | Course | Credits |
|------|--------|---------|
| 7140 | Principles of Digital Design | 1 credit per semester |
| 7141 | Digital Design Graphics | 1 credit per semester |
| 7138 | Interactive Media Design | 1 credit per semester |

*Co-requisites: Courses must be taken concurrently*
*Recommended Grade Levels: 11, 12*

### GRAPHIC DESIGN YEAR II

*DOE Course Codes:*

| Code | Course | Credits |
|------|--------|---------|
| 7246 | Digital Design Capstone | 3 credits per semester |

*Prerequisite: Year I*
*Recommended Grade Level: 12*

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