



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 & Responsibility
 - 2D & 3D Art
 - Speech



WHITewater
CAREER CENTER

GRAPHIC DESIGN

CERTIFICATIONS & DUAL CREDITS

Adobe Creative Cloud Software Certifications
Adobe Certified Professional - Illustrator
Adobe Certified Professional - Photoshop
Adobe Certified Professional - InDesign

Industry certifications are earned in both years.
Dual credits offered in year one.

* Industry certifications and dual credits offered are subject to change.

Ivy Tech Dual College Credits

VISC101	Design Fundamentals	3 credits
VISC102	Raster Graphics I	3 credits
VISC113	Typography	3 credits
VISC114	Graphic Design I	3 credits
VISC115	Vector Graphics & Pub Design I	3 credits

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	\$52,690
• Commercial & Industrial Designer	\$56,880
• Marketing Specialist	\$66,050
• Art Director	\$84,340
• Web Designer	\$60,210
• Photographer	\$41,860
• Multimedia Artist & Animator	\$54,460

Indiana Department of Workforce Development, Oct 2024

INDIANA MEAN WAGE



TRANSCRIPT INFORMATION

NEXT LEVEL PROGRAM OF STUDY

Cluster: Arts, AV Tech, and Communications
GRAPHIC DESIGN YEAR I

Pathway: Digital Design

*Course sequence subject to change.

DOE Course Codes:

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:

7246	Digital Design Capstone	3 credits per semester
------	-------------------------	------------------------

Prerequisite: Year I

Recommended Grade Level: 12



GRAPHIC DESIGN
WHITEWATER CAREER CENTER