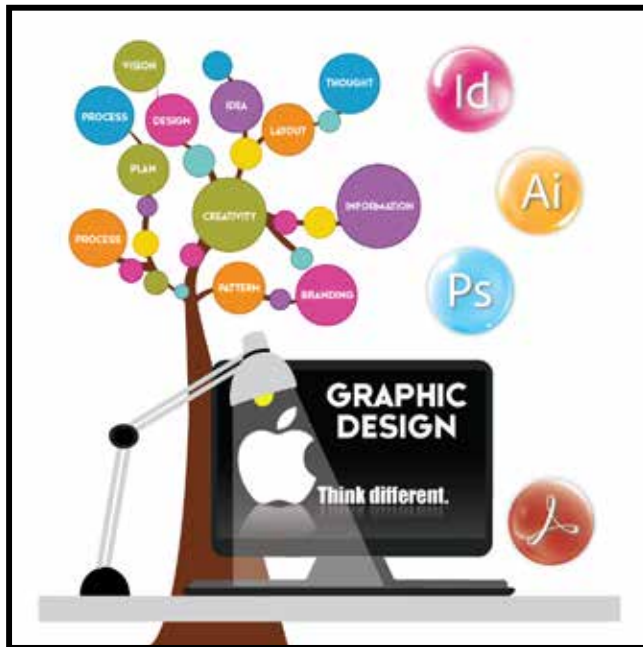# CHIPPEWA VALLEY SCHOOLS
Career and Technical Education
GRAPHIC DESIGN

In the Graphic Design courses, students learn the process of visual communication and problem–solving through the use of typography, photography, and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images, and text to form visual representations of ideas and messages. They use typography, visual arts, and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Examples of Careers:
- Advertiser
- Animator
- Art Director
- Brander
- Commercial Artist
- Creative Director
- Desktop Publisher
- Digital Designer
- Film Editor
- Flash Designer
- Game Designer
- Graphic Artist
- Illustrator
- Industrial Designer
- Layout Artist
- Marketing Coordinator
- Marketing Director
- Marketing Specialist
- Multimedia Artist
- Packaging Designer
- Photo Editor
- Press Operator
- Product Designer
- Product Developer
- Production Artist
- Screen Printer
- Special Effects
- Video Editor
- Web Designer
- Web Developer

Examples of Degrees, Certificates, and/or Certifications:
- Adobe Certification
- Specialty Certificates
- Associate of Arts Degree
- Associate of Science Degree
- Bachelor of Arts Degree
- Bachelor of Science Degree
- Master of Arts Degree
- Master of Science Degree

Classes can meet the following graduation requirements:
Visual and Performing Arts Credit   World Language Credit

Articulation — Earn College Credits
Students successfully completing the CTE State–approved program may be eligible for tuition free credit.

Instructor:
Ms. Kelly Schroeder
kschroeder@cvs.k12.mi.us
568.723.2612

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EXAMPLES OF CAREERS:

- Advertiser
- Animator
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EXAMPLES OF DEGREES, CERTIFICATES AND/OR CERTIFICATIONS

- Adobe Certification
- Specialty Certificates
- Associate of Arts Degree
- Associate of Science Degree
- Bachelor of Arts Degree
- Bachelor of Science Degree
- Master of Arts Degree
- Master of Science Degree

LEADERSHIP

Career Technical Student Organization (CTSO) is a student leadership organization that provides an excellent framework for developing leadership skills. Students will understand leadership and communication for personal development, communications and speaking to groups, development of managerial skills, leading individuals and groups, and career success to gain leadership positions both in their community and career.

WORK BASED LEARNING

Beyond Completer Graphic Design courses are designed to provide students with leadership and work based learning experiences. Through Students apply the knowledge and skills necessary for employment in the graphic design profession through the of printed and electronic promotional materials, for the school and the district.

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GRAPHIC DESIGN

INSTRUCTOR:
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DON'T JUST CHOOSE A CLASS ~ CHOOSE A CAREER

GRAPHIC DESIGN

The Graphics Design courses will give the student the opportunity to fulfill the Visual, Performing and Applied Art (VPAA) requirement for graduation. In the Graphic Design program, students will blend knowledge of the core content areas with specific skills used in the workplace. Articulation credit to certain post–secondary institutions will be granted to program completer through an articulation agreement and/or portfolio review. Additional benefits of taking Graphics Communication courses include participating in Internship, preparing for industry–based certifications, and entry into a career and/or college. Program software utilized: Adobe Creative Suite (InDesign, Illustrator, Photoshop, & Acrobat).

CLASSES CAN MEET THE FOLLOWING GRADUATION REQUIREMENTS:
- Visual and Performing Arts Credit
  - World Language Credit
- Articulation — Earn College Credits

Students successfully completing
CTE state approved classes,
may be eligible for tuition free credit.

9229 GRAPHIC DESIGN INTRODUCTION — **1 hour** / **0.5 credit**
Grades 9–12
Prerequisite: None.
The primary goal of this course is to introduce students to the publishing skills needed for graphic design for industry and/or higher education through various lessons, assignments, and projects. This course covers the following areas of study: digital layout, design, electronic pre–press, scanning, desktop and electronic publishing, formatting and manipulating text and graphics for print and the web. Classroom safety procedures, work–based learning opportunities, and student leadership roles will be introduced and practiced throughout the course.

9230 GRAPHIC DESIGN INTERMEDIATE — **1 hour** / **0.5 credit**
Grades 9–12
Prerequisite: Graphic Design Introduction
The primary goal of this course is to introduce students to the drawing and photo editing skills needed for graphic design in industry and/or higher education through various lessons, assignments, and projects. This course covers the following areas of study: computer drawing, vector artwork design, formatting, enhancing, correcting and manipulating text, images, photos, and graphics for print and the web. Computer safety procedures, work–based learning opportunities, and student leadership roles will be developed and practiced throughout the course.

9231/9232 GRAPHIC ADVANCED DESIGN 1A/2B — **2 hour** / **1.0/1.0 credit**
Grades 10–12

OR

9255 GRAPHIC DESIGN ADVANCED 1YA   **9257 GRAPHIC DESIGN ADVANCED 1YC**
9256 GRAPHIC DESIGN ADVANCED 1YB   **9258 GRAPHIC DESIGN ADVANCED 1YD**
Grades 10–12 — **0.5 credit**
Prerequisite: Graphic Design Introduction and Graphic Design Intermediate
The primary goal of this course is to prepare students with the drawing and photo editing skills needed for graphic design in industry and/or higher education through various lessons, assignments, and projects. This course covers the following areas of study: computer drawing, vector artwork design, formatting, enhancing, correcting and manipulating text, images, photos, and graphics for print and the web. Work based safety procedures, work–based learning opportunities, and student leadership roles will be executed and practiced throughout the course.

9235/9236 GRAPHIC DESIGN BEYOND COMPLETER 2A BC/2B BC — **2 hour** / **1.0/1.0 credit**
Grades 11–12

OR

9237 GRAPHIC DESIGN BEYOND COMPLETER 2YA BC   **9267 GRAPHIC DESIGN BEYOND COMPLETER 2YC BC**
9238 GRAPHIC DESIGN BEYOND COMPLETER 2YB BC   **9268 GRAPHIC DESIGN BEYOND COMPLETER 2YD BC**
Grades 11–12 — **0.5 credit**
Prerequisite: Course Graphic Design Introduction, Intermediate, 1A/1B or 1YA, 1YB, 1YC, 1YD
The primary goal of this course is to independently reinforce and strengthen the specific skills needed for graphic design in industry and/or higher education through various tutorials. This course covers the following areas of study: computer drawing, vector artwork design, formatting, enhancing, correcting, and manipulating text, images, photos, and graphics for print and the web. Students will develop leadership skills and roles and experience work–based learning through collaboration and implementing various jobs for the school and school district.

9251/9252 GRAPHIC DESIGN INTERNSHIP 1/2 — **2 hour**
9253/9254 GRAPHIC DESIGN INTERNSHIP 1A/1B — **1 hour**
Grades 12 — **1.0/1.0 or 0.5/0.5 credit**
Prerequisite: Introduction / Intermediate and concurrently enrolled in an Advanced or Beyond Completer (BC) course.
Available to Juniors and Seniors, this course may be taken for one or two hours. An Individual Educational Training Plan and Training Agreement are developed for each student–trainee detailing his/her specific learning activities. *Note: A student who chooses the Internship course for either one or two hours is expected to meet 200 hours of work per semester and provide their own transportation.*