

Graphic Design and Illustration

Business and Industry Endorsement

Career Pathways

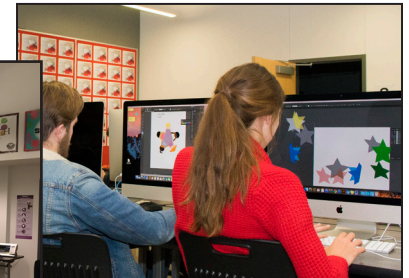
- Art Director
- Craft and Fine Artist
- Desktop Publisher
- Multimedia Artist and Animator

Certification / Certificate Options

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator



Arts, A/V
Technology &
Communications



Program of Study Course Sequence	9th. Grade	10th. Grade	11th. Grade	12th. Grade
Graphic Design and Illustration	Principles of Arts, Audio / Video Technology and Communications (1 Credit)	Graphic Design and Illustration I (1 Credit) <i>Prerequisite:</i> <i>Principles of AV</i>	Graphic Design and Illustration II/Graphic Design and Illustration II Lab (2 credits) <i>Prerequisite:</i> <i>Graphic Design and Illustration I</i>	Practicum in Graphic Design and Illustration (2 Credits) <i>Prerequisite:</i> <i>Graphic Design and Illustration II/Graphic Design and Illustration II Lab</i>

Program Highlights

- State of the art on campus print shop (KCAL)
- Create real jobs for real customers
- Start your own design branding
- Create t-shirts, fat heads, key chains, posters and much more

CTSO(s)

- SkillsUSA

Program Fees / Requirements

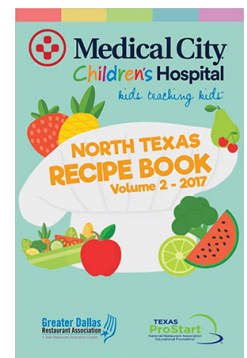
- SkillsUSA Membership \$26 (Optional)

Program Location

- Course(s) available at CHS
- Course(s) available at FRHS
- Course(s) available at KHS
- Course(s) available at TCHS
- Grey courses at KCAL (Only)

The Arts, A/V Technology and Communications (AATC) Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing and publishing multimedia content including visual and performing arts and design, journalism and entertainment services. Careers in the AATC Career Cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation and a proficiency in oral and written communication. One of the many career opportunities in this cluster is Graphic Design and Illustration.

Graphic designers design or create graphics to meet specific commercial or promotional needs, such as packaging, displays or logos. They may use a variety of media to achieve artistic or decorative effects. They create fantastic designs for both the web and print. T-shirts, logos, car wraps, and phone cases are just some of the things that can be created in the wonderful world of graphic design!



Principles of Arts, Audio/Video Technology & Communication (TEDS: 13008200 / KISD: 81300)

Careers in the Arts, Audio/Video Technology, and Communications career cluster require, in addition to creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Graphic Design & Illustration I (TEDS: 13008800 / KISD: 81322)

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

Graphic Design and Illustration II/Graphic Design and Illustration II Lab (TEDS: 13008910 / KISD: 81326)

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. Class is taught at the Keller Center for Advanced Learning.

Practicum in Graphic Design and Illustration (TEDS: 13009000 / KISD: 81328)

Careers in graphic design and illustration span all aspects of the advertising and visual communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Class is taught at the Keller Center for Advanced Learning.

Career	High School	On the Job Training	Certificate	Associates Degree	Bachelor's Degree	Advance College Degree	Average Annual Salary	Possible Majors for this Pathway
Art Director					x		\$89,820	<ul style="list-style-type: none"> • Graphic Design • Web Development • Industrial Design • Advertising • Game Design • Computer Animation • Visual Arts
Multimedia Artist/Animator					x		\$65,300	
Graphic Designer					x		\$47,640	
Desktop Publisher				x			\$41,090	
Advertising, Promotional & Marketing Manager					x		\$127,560	
Web Developer				x			\$66,130	
Electronic Pre-press	x	x					\$40,000	
Sign Shop Technician	x	x					\$32,000	
Illustrator	x						\$44,000	