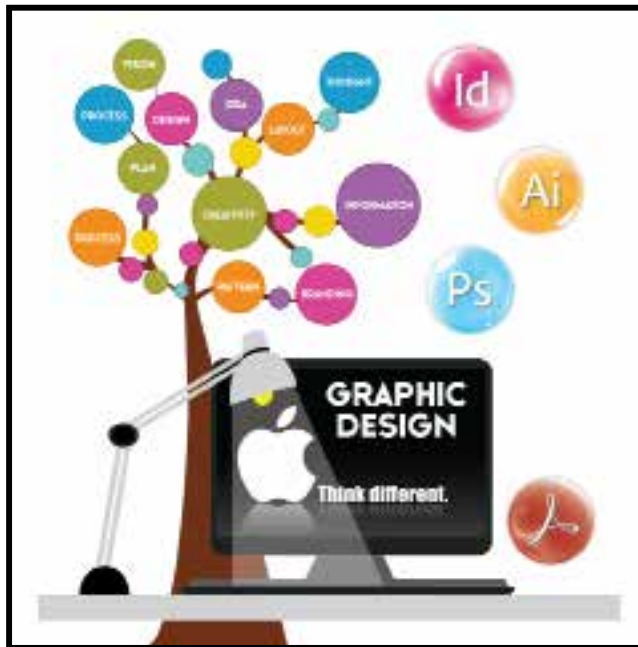


CHIPPEWA VALLEY SCHOOLS

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



NOTICE OF NONDISCRIMINATION It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586-723-2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586-723-2180

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
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- 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

LEADERSHIP

Career Technical Student Organization (CTSO), is a student leadership organization that provides an excellent framework for developing leadership skills. Students will develop leadership skills for personal development, through class meetings. Students will understand leadership 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. Students apply the knowledge and skills necessary for employment through the development, design, and creation of various printed and electronic materials, for the school and the district.

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GRAPHIC DESIGN



INSTRUCTOR:
CHIPPEWA VALLEY HIGH SCHOOL
Ms. Kelly Schroeder
kschroeder@cvs.k12.mi.us
586.723.2612

DON'T JUST CHOOSE A CLASS ~ CHOOSE A CAREER

GRAPHIC DESIGN

The Graphic 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 Graphic Design 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.

9271/9272 GRAPHIC DESIGN 1A/1B

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.

1 hour

0.5/0.5 credit

9276/9277 GRAPHIC DESIGN 2A/2B

Gr 10-12

Prerequisite/Recommendation: Graphic Design 1A/1B with a 2.0 or higher and teacher/administrative recommendation.

This course reinforces and strengthens the technical graphic design specific for industry and/or higher education through various Adobe Illustrator, InDesign, Photoshop and Acrobat tutorials. This course covers the following areas of study: advanced digital computer layout, design, electronic pre-press desktop and electronic publishing, formatting and manipulating text and graphics, vector artwork design, 3D vector artwork, perspective drawings, animation, formatting, enhancing, correcting, and manipulating images, for print and the web. Students will participate in their CTSO further to develop their technical and leadership skills utilizing advanced tutorials and projects supporting the graphics school projects. A cumulative electronic portfolio is produced upon completion of this course.

1 hour

0.5/0.5 credit

9278/9279 GRAPHIC DESIGN 3A BC / 3B BC

Gr 11-12

Prerequisite/Recommendation: Graphic Design 1A/1B and Graphic Design 2A/2B with a 2.0 or higher and teacher/administrative recommendation.

This course provides hands-on and consulting skills for students to hone their employability and job skills needed for graphic design in industry and/or higher education. Students will produce independent assignments for district jobs, public and private sector requests using Adobe Creative Suite. Students will serve as "Graphics Consultants" providing design, layout, and production of school and community jobs such as tickets, posters, signs, banners, programs, note pads, brochures, pamphlets, flyers, business cards, hand-outs, logo designs, and web layouts. Communication, teamwork, problem solving, self-management, planning and organizing skills will be integrated in these "consulting" assignments as well as participating in the Graphics CTSO. A cumulative electronic portfolio is produced upon completion of this course.

1 hour

0.5/0.5 credit

9251/9252 GRAPHIC DESIGN INTERNSHIP 1/2

2 hour

9253/9254 GRAPHIC DESIGN INTERNSHIP 1A/1B

1 hour

Prerequisite: Introduction / Intermediate and concurrently enrolled in an Advanced or Beyond Completer (BC) course. 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 work 10 hours per week and provide their own transportation.