



## JOIN THE **NEW AGE** DESIGN PROFESSIONALS!

**T**he art and design field knows no boundaries. Nearly every product around us, from the books we read to the clothes we wear, is influenced by the work of artists and designers. Today's artist needs to be prepared and skilled in a variety of tools, techniques as well as in design theory. The Art, Design and Visual Communications program provides opportunities with REAL clients and work experience. In this working studio environment, you will become familiar with the tools, techniques



and theory needed to succeed. Through design projects, collaborative activities with related career classes and actual work experience, students are exposed to all facets of design and a multitude of career paths, allowing them to create a well-rounded portfolio and valuable entry-level employment skills as well as preparation for higher education. Today's artists are the problem-solvers of tomorrow and the Art, Design and Visual Communications class is where that successful future begins.



*Advanced college/trade school credit is available to qualifying students from the following institutions:*

## COURSE TITLE: **ART, DESIGN AND VISUAL COMMUNICATIONS**

### COURSE DESCRIPTION

Through career related, project-based and hands-on experiences, students enrolled in this creative class will develop a portfolio and foundation skill sets needed to enter various design fields and creative industries. Students will learn the basics of illustration with traditional and digital media, composition, design and color theory, team building and communication skills, as well as industry standard design software programs needed on any designer's resume. The combination of the skills developed and applied, along with hands-on client work experiences, will enable students to create a portfolio worthy of college acceptance and entry-level work positions. Students also have the opportunity to earn industry recognition and college credit.

### COURSE CONTENT

|                                     |   |                                  |
|-------------------------------------|---|----------------------------------|
| Use of Studio Tools and Equipment   | Client Work Experience                                | Desktop Publishing               |
| Layout and Composition Fundamentals | Character and Team Building                           | Basic 2-D Animation              |
| Elements and Principles of Design   | Portfolio Development                                 | Presentation Graphics            |
| Color Theory and Application        | Digital Design / Computer Graphics                    | Pre-Production Art / Storyboards |
| Typography / Anatomy of Letterforms | Digital and Traditional Illustration                  | Package Design                   |
| Concept Development                 | Creative Application of Traditional and Digital Media | Product Concept Development      |
| Workplace Safety and Health         | Project-Based Career Exploration                      | Advertising Design               |
| Professionalism and Work Ethics     |   | Web Design Basics                |

### EDUCATIONAL OPPORTUNITIES

Associate Applied Science  
Advanced College Standing  
Baccalaureate Fine Arts



### CAREER OPPORTUNITIES

|                                    |                                   |                            |
|------------------------------------|-----------------------------------|----------------------------|
| Graphic Artist for Print Materials | Medical Illustrator               | Typographer                |
| Graphic Artist for Web             | Storyboard Artist for TV or Film  | Tattoo Artist              |
| Advertising Designer               | Environmental Graphics and Design | Make-Up Artist             |
| Production Artist                  | Photo Retouching / Restoration    | Muralist / Custom Painting |
| Illustrator / Cartoonist           | Museum Technician                 | Fine Artist                |
| Fine and Commercial Artist         | Art Director                      | Art Therapy                |
| Animator                           | Set Designer                      | Art Educator               |
| Technical Illustration             | Product Stylist                   | Art Historian              |
| Textile Designer                   | Interior Design                   | Curator                    |
| Industrial Designer                | Web Design                        | Art Conservator            |
| Product Developer                  | Calligrapher                      |                            |

### ADDITIONAL INFORMATION

|                              |   |
|------------------------------|---|
| COST .....                   | Approximately \$50 to \$70 for various art supplies, sketchbook and SkillsUSA professional membership fee |
| LENGTH OF COURSE .....       | 1 or 2 years  |
| LOCATION .....               | Gary D. Bixhorn Technical Center  |
| CTE/ACADEMIC CREDIT .....    | Please see chart on pages 4 and 5 for updated details   |
| INDUSTRY CERTIFICATION ..... | Adobe Illustrator®  |

