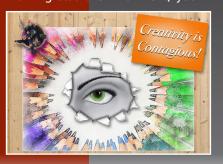


ART, DESIGN AND VISUAL COMMUNICATIONS



JOIN THE **NEW AGE** DESIGN PROFESSIONALS!

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



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 Layout and Composition Fundamentals Elements and Principles of Design Color Theory and Application Typography / Anatomy of Letterforms Concept Development Workplace Safety and Health Professionalism and Work Ethics Client Work Experience
Character and Team Building
Portfolio Development
Digital Design / Computer Graphics
Digital and Traditional Illustration
Creative Application of Traditional and
Digital Media
Project-Based Career Exploration

Desktop Publishing
Basic 2-D Animation
Presentation Graphics
Pre-Production Art / Storyboards
Package Design
Product Concept Development
Advertising Design
Web Design Basics

EDUCATIONAL OPPORTUNITIES

Associate Applied Science Advanced College Standing Baccalaureate Fine Arts



Graphic Artist for Print Materials
Graphic Artist for Web
Advertising Designer
Production Artist
Illustrator / Cartoonist
Fine and Commercial Artist
Animator
Technical Illustration

Technical Illustration Textile Designer Industrial Designer Product Developer



Storyboard Artist for TV or Film
Environmental Graphics and Design
Photo Retouching / Restoration
Museum Technician
Art Director
Set Designer
Product Stylist
Interior Design
Web Design

Medical Illustrator

Calligrapher

Typographer
Tattoo Artist
Make-Up Artist
Muralist / Custom Painting
Fine Artist
Art Therapy
Art Educator
Art Historian
Curator
Art Conservator

ADDITIONAL INFORMATION

