

Essential Skills

Creative Path – Communication Arts

This career path focuses on designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. Additionally, designers may use a variety of mediums to achieve artistic or decorative effects.

Creative Path – Communication Arts Programs at Great Oaks

Program	Location
Digital Arts & Design	Diamond, Laurel, Live, Scarlet

Frequently Used Pathway Skills/Abilities

Each career path has a specific set of skills/abilities that employees need for success in the industry. It is recommended that students have, are developing or can develop the skills/abilities listed below.

Sharpness of vision/hearing acuity	<ul style="list-style-type: none"> Distinguish details/differences visually Differentiate various sounds Perceive distance/depth of objects in space Recognize tones/shades of color
Communication	<ul style="list-style-type: none"> Express/explain thoughts and ideas Write/document/record information accurately Listen/relay accurate information in written/verbal manner Follow multi-step instructions in sequence Read and interpret scope of work documents Understand important details in verbal and tabular formats Social communication (appropriate social media/workplace conversations)
Physical mobility/strength Eye-hand coordination/dexterity	<ul style="list-style-type: none"> Sit and use computers for extended time Use electronic equipment and troubleshoot issues Work in small/confined areas and use ladders Fine motor skills (precision hand tools/small screws/cables/wires/electronic parts) Lift and carry heavy objects (up to 50 pounds)
Problem-solving/reasoning	<ul style="list-style-type: none"> Develop/follow sequenced activities accurately Work independently with minimal supervision Ability to quickly perceive similarities and differences (objects/pictures/patterns) Apply design rules to specific problems Combine pieces of information to form conclusions from various sources Apply mathematical logic (geometric shapes/scale/space) Understand/decipher what others need to solve problems

Technology and Software

All career & technical education programs utilize various software and industry-specific equipment to prepare students for careers. Students will independently access and use various online resources, technology, and equipment.

Here is an overview of key online and computer technology used in this pathway:

Vendor	Software/Learning Management System
Certiport	Gmetrix online learning/pretesting platform
Adobe	Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Animate
Microsoft Office	Word, PowerPoint, Excel and Outlook
Internet Browsing	Conduct career-related independent and group research

Industry Credentials/Certifications

Credentials/certifications demonstrate career-ready knowledge and skills. They are typically earned by successfully completing an exam or training program. Exams are developed by industry professionals, not high school educators, and are used to verify that students have the skills needed for work.

Students can earn industry credentials/certifications while at Great Oaks. Accommodations are available but are subject to vendor or State of Ohio approval. Typical accommodations for industry-related credentials/certifications include:

Extended time

Read-aloud/translation services

Post-secondary

Great Oaks offers college credit courses in both academic and career technical programs.

College Credit Plus (CCP) • The CCP program provides Ohio high school students an opportunity to complete college courses and earn transcribed credit.

Career Technical Assurance Guides (CTAGs) • CTAGs award college credit for career-technical coursework to students who complete an approved course and earn a qualifying score on the end of course exam or, in some cases earn an industry credential.

Articulated Credit • Some Great Oaks career-technical programs have agreements with colleges where students can earn credit toward a specific degree.

Additional Pathway Considerations

Some career pathways have additional standards students must meet to fully participate in Great Oaks programs. Programs in this pathway have additional recommendations to fully experience learning opportunities and earn industry credentials/certifications.

Academic strengths • Art (use of color/scale/composition)
• Math (ratios/geometry/size)
• Oral/written communication

Safety • Work safely with electronic equipment (printers/3D printers/cameras)
• Work safely with sharp tools (precision cutting tools/equipment)
• Understand confidentiality/ownership of created content (print/digital)

Career expectations • Prepare illustrations/rough sketches based on client request
• Organize/maintain archives of images/photos/previous work products
• Create concepts/designs/layouts that follow design principles
• Learn/use various design software (Adobe Creative Cloud/Microsoft Office)
• Respond to critique positively/revise work based on feedback
• Develop briefings/brochures/multimedia presentation/digital artwork/newsletters
• Critique/evaluate artistic expression using artistic terminology
• Use light/color/texture/shadow/transparency to create life-like objects
• Read/understand design publications
• Photograph layouts and create prints for clients