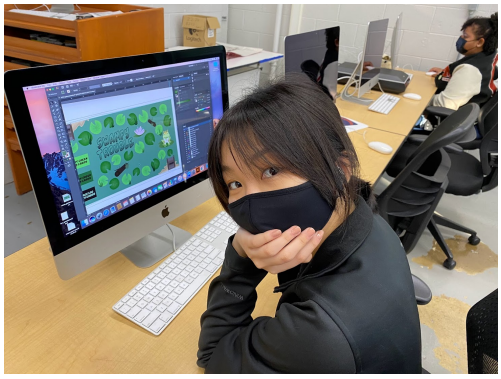
Somerset County Vo-Tech Program Overview

Graphic Communications



With the increasing use of the Internet, companies are increasing their digital presence and graphic designers will be needed to help create visually appealing and effective layouts of websites. The median income for Graphic Designers in 2020 was $53,380 per year.

(Source: United States Bureau of Labor Statistics)

The Graphic Communications Program combines graphic design and printing skills. Students receive instruction in both a graphic design studio and a print shop environment. Seniors will have the opportunity to do live work in the PawPrints production shop and/or gain real world experience through cooperative education opportunities. Students not only use their design & printing skills in live work, but also obtain soft skills, communication skills, and office administration skills including QuickBooks software, job management, and customer service. Students who complete the full four year curriculum also gain the NJ required 5 credits in visual and performing arts instruction.

Curriculum:

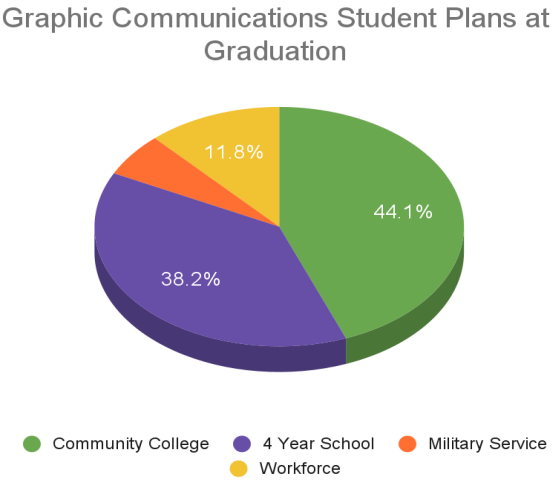
Year 1: History of graphic communications, safety, careers, Adobe Creative Suite software, animation, motion graphics, typography, and basics of screen-printing

Year 2: Adobe Creative Suite software, File formats, page layout techniques and concepts, logos, packages, t-shirts, animation, motion graphics, press operations and maintenance, bindery, large format printing, sign making and advanced screen-printing.

Year 3: Advanced software design skills, animation, motion graphics, booklets, invitations, editorial spreads, screen and offset printing, digital printing, dye sublimation printing, direct to garment printing

Year 4: Creating portfolios, animation, motion graphics, production work in Paw Prints or cooperative education

Classes meet for 3 periods/2 hours per day, 5 days a week
Average number of new students accepted per year: 13
Opportunity for professional certifications: NO
Opportunity to earn college credits: NO



Future Careers	
Production Manager	Marketing Specialist
Graphic Artist	Web Designer
Illustrator	Digital & Sublimation Printer
Layout Designer	Art Director

Recent Student Post-Secondary Destinations

Fairleigh Dickinson University
Advertising Agency Internship
Montclair State University
Rutgers University
Maryland Institute College of Art
Raritan Valley Community College

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SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA helps each student excel by providing educational programs, events and competitions that support career and technical education (CTE) in the nation's classrooms.

SCVTHS students have the opportunity to compete for state and national recognition in the annual SkillsUSA competitions

Recent Awards

2015	Gold Medal	NJ State Screen Printing Technology Competition
2016	Bronze Medal	NJ State Screen Printing Technology Competition
2016	Gold Medal	NJ State Pin Design Competition
2019	Gold Medal	NJ State Custom Automotive Painting

All Somerset County Vocational & Technical School programs are supported by a community advisory panel. The Graphic Communications advisory panel members include:

Cynthia Dailey	Owner, Dailey Creative
John Bistis	Printer, B&B Press
Daniel Farkas	Beacon Graphics
Andrew Fresco	Owner, East Coast Media
Ken Schwarz	DuCret School of Art

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