

## 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

## Next Ready Skills

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.

Effective Communicator	<ul style="list-style-type: none"><li>Express/explain thoughts and ideas individually and in groups</li><li>Write/document/record information accurately</li><li>Listen/relay accurate information in written/verbal manner</li><li>Read and interpret scope of work documents</li><li>Understand important details in verbal and tabular formats</li><li>Practice professional social communication (social media/workplace conversations)</li></ul>
Critical Thinking	<ul style="list-style-type: none"><li>Ability to quickly perceive similarities and differences (objects/pictures/patterns)</li><li>Apply design rules to specific problems</li><li>Combine pieces of information to form conclusions from various sources</li><li>Apply mathematical logic (geometric shapes/scale/space)</li><li>Understand/decipher what others need to solve problems</li></ul>
Adaptable Navigator	<ul style="list-style-type: none"><li>Work independently with minimal supervision/high attention to detail</li><li>Develop/follow sequenced activities accurately</li><li>Anticipate client needs and respond accordingly</li><li>Respond/adapt to changes in software/scope of work/project needs</li></ul>
Accountable Employee	<ul style="list-style-type: none"><li>Be on time, honest and keep commitments</li><li>Follow ethical work practices including honesty/trustworthiness</li><li>Follow management techniques to organize/maintain/protect digital content</li><li>Participate in class/lab activities/discussions/teamwork</li><li>Connect/network with industry professionals</li><li>Complete work in a timely manner</li></ul>
Skilled Professional	<ul style="list-style-type: none"><li>Critique/evaluate artistic expression using artistic terminology</li><li>Respond to critique positively/revise work based on feedback</li><li>Make informed decisions quickly that benefit project outcomes</li><li>Develop a career path plan</li><li>Build career-focused technical/professional skills</li></ul>

## 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, BrainBuffet	Gmetrix online learning/pretesting platform, Certification preparation
Adobe Creative Cloud	Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Animate
Apple OS Software	GarageBand, iMovie
Internet Browsing	Conduct career-related independent and group research

## Industry Credentials/Certifications

Credentials/certifications demonstrate knowledge and skills. They are typically earned by successfully completing an exam or skill-related 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. Available accommodations are subject to vendor and/or State of Ohio approval. Some credential/certification exams do not allow any accommodations. Contact campus Intervention Specialist for the most up-to-date permitted accommodations.

Permitted accommodations may include:

Extended time

Read-aloud/translation services

## Post-secondary

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

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| 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.

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| Academic strengths | <ul style="list-style-type: none"><li>• Art (use of color/scale/composition)</li><li>• Math (ratios/geometry/size)</li><li>• Oral/written communication</li></ul> |
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| Safety | <ul style="list-style-type: none"><li>• Work safely with electronic equipment (printers/3D printers/cameras)</li><li>• Work safely with sharp tools (precision cutting tools/equipment)</li><li>• Understand confidentiality/ownership of created content (print/digital)</li></ul> |
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| Career expectations | <ul style="list-style-type: none"><li>• Read/understand design publications</li><li>• Develop and maintain a portfolio</li><li>• Prepare illustrations/rough sketches based on client request</li><li>• Create concepts/designs/layouts that follow design principles</li><li>• Learn/use various design software (Adobe Creative Cloud/Microsoft Office)</li><li>• Develop briefings/brochures/multimedia presentation/digital artwork/newsletters</li><li>• Critique/evaluate artistic expression using artistic terminology</li><li>• Use light/color/texture/shadow/transparency to create life-like objects</li><li>• Photograph layouts and create prints for clients</li><li>• Sit and use computers for extended time</li><li>• Use fine motor skills (precision hand tools/small screws/cables/wires/electronic parts)</li><li>• Distinguish details/differences visually</li><li>• Differentiate various sounds</li><li>• Perceive distance/depth of objects in space</li><li>• Recognize tones/shades of color</li><li>• Lift and carry heavy objects/equipment (up to 50 pounds)</li></ul> |
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