

Graphic Design

The Graphic Design program of study focuses on occupational and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. The program of study includes designing clothing and accessories and creating special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in computer games, movies, music videos, and commercials.

Courses for High School Credit

Level 1	• Principles of Arts, Audio/Video Technology, and Communications
Level 2	• Graphic Design and Illustration I • Entrepreneurship
Level 3	• Graphic Design and Illustration II
Level 4	• Practicum in Graphic Design

Aligned Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Shadow an art director at a branding firm or design agency
- Intern in the marketing and communications department of a technology company

Expanded Learning Opportunities

- Participate in SkillsUSA or TSA
- Participate in Student Television Network
- Join a related co-curricular or extracurricular club such as web development or computer coding



Aviation



Example Postsecondary Opportunities

Associate Degrees

- Graphic Design
- Digital Arts

Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Design and Visual Communications

Master's, Doctoral, and Professional Degrees

- Game and Interactive Media Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

Additional Stackable IBCs/License

- Certified Textile Designer (CTD)

Example Aligned Occupations

(Based on statewide employment data)



Software Developers

Median Wage: \$127,000
Annual Openings: 12,350
10-Year Growth: 36%

Graphic Designers

Median Wage: \$53,100
Annual Openings: 1,758
10-Year Growth: 10%

Art Directors

Median Wage: \$80,944
Annual Openings: 1,025
10-Year Growth: 18%



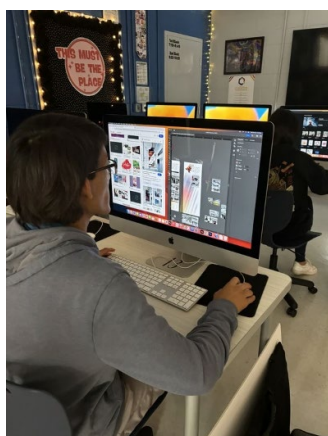


Graphic Design Course Descriptions:

Prin of Arts,Audio/Video Tech,and Comm-APV1000 (1 credit)

Level: 1 Course Fee: None
Prerequisites: None GPA Weight: Regular

The goal of this course is that the student understands arts, audio/video technology, and communications systems. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.



Graphic Design and Illustration I-GDI1000 (1 credit)

Level: 2 Course Fee: None
Prerequisites: None GPA Weight: Regular

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

Entrepreneurship- BUS1220 (1 credit)

Level: 2 Course Fee: None
Prerequisites: None GPA Weight: Regular

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.



Graphic Design and Illustration II w/LAB-GDI2020 (2 credit)

Level: 3 Course Fee: None
Prerequisites: Graphic Design I GPA Weight: Regular

Within this context, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills.

Course taught exclusively at the Tomball Innovation Center

Practicum of Graphic Design-GDI3000 (2 credits)

Level: 4 Course Fee: None
Prerequisites: Graphic Design II GPA Weight: Regular

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

Course taught exclusively at the Tomball Innovation Center

