



GRAPHIC DESIGN

PATHWAY



PATHWAY OVERVIEW

The Graphic Design pathway helps students build knowledge and hands-on skills in technical knowledge, professional skills, and career readiness.

Through Introduction to Graphics & Design, Graphic Design & Production, and Advanced Graphic Design, students prepare for postsecondary education, industry credentials, and work-based learning experiences connected to the field.



CAREER CLUSTER

Arts, Entertainment & Design

COURSE SEQUENCE + WORK-BASED LEARNING

1

Introduction to Graphics & Design

Develops typography, color, layout, branding, digital-imaging, illustration, and portfolio skills using industry-standard design tools. Beginning levels of Adobe.



2

Graphic Design & Production

Develops typography, color, layout, branding, digital-imaging, illustration, and portfolio skills using industry-standard design tools. Intermediate levels of Adobe.



3

Advanced Graphic Design

Develops typography, color, layout, branding, digital-imaging, illustration, and portfolio skills using industry-standard design tools. Advanced use of Adobe.



Work-Based Learning (Capstone Experience)

Strengthen employability skills through supervised workplace experiences, career exploration, internships, and community-based learning aligned to the student's goals.

LEADERSHIP + INDUSTRY CONNECTIONS

CAREER & TECHNICAL STUDENT ORGANIZATION



COMPETITION OPPORTUNITIES



- Screen Printing Technology
- Advertising Design
- Photography
- Prepared Speech
- Pathway technical events

CHAPTER ACTIVITIES



- Student production project
- Portfolio showcase
- Industry tour
- Service Projects
- Mock interviews

CO-CURRICULAR / INDUSTRY EXPERIENCES



- Adobe Certified Professional
- Portfolio development
- Job shadowing & internships
- Studio & media-production experiences
- Cross-curricular projects

SCHOOLS OFFERING THIS PATHWAY

Chattahoochee | Creekside | Langston Hughes
North Springs | Tri-Cities | Westlake

CAREER OPPORTUNITIES

CAREERS

Graphic Designer

UX/UI Designer

Brand Designer

ATLANTA-AREA EMPLOYERS



POSTSECONDARY OPPORTUNITIES



LOCAL / REGIONAL INSTITUTIONS

- Atlanta Technical College
- Georgia State University
- Gwinnett Technical College
- Kennesaw State University
- Savannah College of Art and Design — Atlanta



DUAL ENROLLMENT

Metro-area dual enrollment options may include film/video production, graphic design, animation, digital media, audio/video technology, visual communications, or design programs; verify through Georgia Futures.

