Advertising Art & Graphic Design

Herndon Career Center | Video Transcript

Hi, I'm Brock Martin, the advertising art and graphic design instructor here at Herndon Career Center. While in this program, students develop professional design skills and portfolios that set them up for success in either the design industry or for college. Their work ranges from local shops to coast-to-coast companies, and even in internationally recognized businesses.

The students work inside of the Adobe Creative Suite, and allows them to explore Adobe Photoshop, Illustrator, and InDesign. With the first year in this program, you build on the fundamentals of design, whether that's opening the program for the first time or working on client projects. As a second-year student in the program, you take on more responsibility and management when working with clients in either a group setting or as individuals.

In addition to that, they get to expand on their education in the Adobe Creative Suite using programs such as After Effects, Premier Pro, and Lightroom. To get students set up for success, one thing that we do is a constructive criticism feedback with our students. Our students will then present their work in front of their peers, and we'll do kind of a two roses and a thorn conversation about constructive criticism, how to accept constructive criticism, and how to give constructive criticism.

Our print production equipment is state-of-the-art, ranging from 3D printers, laser engravers, and even full-scale apparel production. After successful completion of this program, students receive the Adobe Certified Associate, which is an industry-recognized credential, as well as OSHA 10 training. This program will help you turn your passion for art and design into a career that will set you up for life.