yesprep PUBLIC SCHOOLS

VISUAL TECHNOLOGY PATHWAY

Turn Ideas into Impact

This pathway is for students who enjoy creating, designing, and using technology to communicate ideas. Students learn how visuals are used to tell stories, build brands, and solve real-world problems across digital platforms. Through hands-on projects, students develop skills in digital design and media creation using professional software. They create original work, earn industry-recognized certifications, and build a portfolio for college and career opportunities. The pathway connects to careers in marketing, business, entrepreneurship, and information technology, giving students flexible options for the future.

WHAT STUDENTS GAIN

- Experiences that help students make informed college and career decisions
- Expertise using industry-standard design software
- Opportunity to earn an Adobe industry-recognized certifications
- A portfolio of projects showcasing their skillset
- Skills that support entrepreneurship

CLASSES YOU CAN TAKE

Level I	• **Digital Media**
Level II	• **Graphic Design and Illustration I*** • **Yearbook Design and Production**
Level IV (Advanced)	• **Digital Design and Development Capstone**

INDUSTRY-BASED CERTIFICATIONS (IBCS)

Earning an Industry-Based Certification (IBC) or a certificate means has a student has learn specific skills and passes an exam or requirement that meets professional, industry standards. IBCs aligned to this pathway are:

***Adobe Certified Professional in Visual Design Using Adobe Photoshop**

CAREER-CONNECTED LEARNING EXPERIENCES

Work-Based Learning Activities	• Shadow an art director at a branding firm • Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	• Join a related co-curricular or extracurricular club such as web development, coding, or business • Showcase your work an exhibitions and submit to design competitions

Texas CTE Career Cluster: Arts, Audio Visual Technology and Communications

Texas CTE Program of Study: Graphic Design and Interactive Media

Endorsement: Successful completion will fulfill the requirements of the Business and Industry endorsement.

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

- **Lone Star College System** – *Associate of Applied Science (AAS) in Visual Communication*
- **University of Houston** – *Bachelor of Science in Digital Media*
- **Texas A&M -** *Bachelor of Science in Visualization*
- **Texas Tech University** — *Bachelor of Arts in Digital Media & Professional Communication*

EXAMPLE CAREERS

Software Developers
Median Wage: $133,282
Annual Openings: 12,350
10-Year Growth: 47%

Graphic Designers
Median Wage: $60,247
Annual Openings: 1,758
10-Year Growth: 16%

Other Computer Occupations
Median Wage: $113,248
Annual Openings: 5,280
10-Year Growth: 29%

Art Directors
Median Wage: $94,993
Annual Openings: 1,025
10-Year Growth: 19%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 1/25/2026



COURSE DESCRIPTIONS

COURSE	DESCRIPTION	PREREQUISITES
Digital Media J5608 (1 credit)	**Foundational Design Course** Students explore the basics of visual design and digital media. They learn how images, color, text, and layout work together to communicate ideas. Using Adobe Photoshop, students create eye-catching projects like ads, posters, and digital graphics while building strong design habits. • **Big idea:** Good design is intentional—every choice matters.	none
Graphic Design & Illustration I J5638 (1 credit)	**Design Skills + Certification Prep** Students take their design skills to the next level. They create more advanced projects using Adobe Photoshop and begin developing their own design style. With more independence and creative choice, students start thinking like designers—not just following steps. • **Big idea:** Designers make purposeful choices. • **Industry Based Certification (IBC):** Adobe Certified Professional in Visual Design Using Adobe Photoshop	Digital Media
Yearbook Design and Production J5000 (1 credit)	**Real-World Design** Students apply their design skills to real publishing projects. They design and produce the school yearbook and create media such as social graphics, videos, and promotional materials using tools like Canva. The course emphasizes teamwork, deadlines, and designing for a real audience. • **Big idea:** Design tells stories and builds community.	none (can be taken at any time in the course sequence)
Digital Design & Development Capstone J5006 (1 credit) *Honors GPA Weight*	**Portfolio + Professional Practice** This student-driven course allows students to plan, create, and showcase a portfolio of original work. Students work independently, manage projects, and present their designs like professionals. The course prepares students for college, careers, and creative opportunities beyond high school. • **Big idea:** Designers communicate ideas through visuals, writing, and presentation.	3 courses from the list above, including Digital Media

PLAN YOUR PATH

	8th Grade	9th Grade	10th Grade	11th Grade	12th Grade
Example 1	Algebra I	**Yearbook Design & Production**	**Digital Media**	**Graphic Design & Illustration I**	**Digital Design & Development Capstone**
Example 2		Algebra I	**Digital Media AND Yearbook Design & Production**	**Graphic Design & Illustration I**	**Digital Design & Development Capstone**

Taking Algebra I in 8th grade opens elective space in 9th grade, letting students begin their pathway earlier.

More Than One Way To Engage Students can take 1–2 courses to explore the pathway or go deeper by committing to a 2-4 year sequence and earning a distinction.

EARN CTE DISTINCTIONS

CONCENTRATOR

Earn at least 2 credits from 2+ courses in this pathway

ENDORSEMENT ("CTE COMPLETER")

Earn at least 4 total credits in the pathway by taking
- 3+ pathway courses
- 1+ advanced course

CAREER-READY GRADUATE

Earn:
- CTE Completer status (Endorsement)
- an IBC