Pathway Description:
Students will gain knowledge, skills and develop a portfolio needed for employment as a designer. This program involves the use of specialized software combined with creativity, design and problem solving skills to create visual communication.

Employment of graphic designers is expected to grow and demand for graphic design by advertisers, publishers, and computer design firms continues to increase.

Key Competencies:
- Use Adobe Photoshop to manipulate digital images to improve quality, focus of audience, and clarity of concept
- Generate artwork that has the correct resolution and format for a variety of media
- Prepare artwork to be displayed in a design portfolio
- Create artwork and designs that demonstrate a market’s preference to color
- Resample artwork for the best quality graphic

Courses (HS Credits):
Foundation Course:
B019 Business 101 (2)

Specialization Courses:
B620 Digital Imaging (1)
B615 Vector Drawing (1)
B621 Digital Imaging II (1)
B622 Social Media Explored (1)

College Credits: 12

Annual National Average Salary for Entry Level Graphic Designer: $47,600

Career Opportunities:

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<th>Graphic Designer</th>
<th>Multimedia Specialist</th>
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<td>Digital Artist</td>
<td>Creative Director</td>
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<td>Web Designer</td>
<td>Brand Specialist</td>
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