



GRAPHIC DESIGN-A **DESIGN IT!**

Course Description:

In **Graphic Design A** students take an idea from concept to completion through developing a creative process that blends visual communication, critical thinking, problem-solving and concept development. Students also learn the fundamentals of design including typography, color, layout and imagery.

- Use your creativity to become a resourceful designer. Start by sketching with pencil and paper and then move into creating digital designs.
- Work collaboratively, take risks, and experiment, while investigating digital and print media and effective messaging.
- Create in a state-of-the-art lab with all the tools, resources, and support you'll need to see your vision come to life.
- See the design process from start to finish by learning how to translate your ideas into packaging design, social media graphics, logos, advertisements, and more.

NOTE: Students do not need to take Graphic Design A before Graphic Design B. They are interchangeable.

High School Credit: Students will earn elective credit at their high school upon completion of this course. Please see a high school counselor (based on district decision) for eligibility towards 4th-year math-related credit, VPAA credit, and waived credits for third year science and second year world language.

College Credit: Students in the Graphic Design A program have the opportunity for dual enrollment direct credit with Ferris State University for 3 credits.



Careerline
Tech Center

Students who are creative, like creating visuals, want to learn more about designing, and would like to enhance or build their own design portfolio would enjoy Graphic Design A.

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GRAPHIC DESIGN-A

LENGTH OF PROGRAM

1 year

Graphic Design A Instructor:

Amanda Berry
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ParaPro:

Emily Newell
enewell@oaisd.org

Related Careers with 2022 Median Annual Pay from O*Net

- Graphic Designer \$ 57,990
- Art Director \$105,180
- Advertising and Promotions Manager \$127,830
- And many more

Experience the CTE Difference!



TO ENROLL

bit.ly/CTCenroll



QUESTIONS?

Contact Jannette Bole
jbole@oaisd.org



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Course Outline:

1st Semester: Elements and Principles of Design, Color Theory, Layout and Composition, and Photo Manipulation.

2nd Semester: Advertising Design, Print and Digital Media, Branding & Identity, Publication Design, Package Design.

Resources Used:

Software: Adobe Creative Cloud

Textbooks: Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design, Graphic Design: The New Basics, Thinking with Type.

Postsecondary Partners:

Students in the Graphic Design A Program have the opportunity for dual enrollment direct credit with Muskegon Community College for 3 credits.

Kendall College of Art and Design meets with our students and provides portfolio reviews and feedback every year.

Work-Based Learning: All students at CTC have the opportunity to participate in experiences (such as guest speakers, tours, and work experiences) that connect them with local employers in their program area.

WBL Partners: Co-Op (Culture Works), Client Work, Contests.

Safety Trainings Provided: OSHA 10-Hour General Industry

Student Leadership Opportunities: Students can participate in activities with classmates and outside community partners to strengthen their leadership skills through PBL Design Thinking often with outside clients and non-profits and collaboration with Graphic Design B on projects and lab work.

Capstone: Upon course completion and with teacher recommendation, qualifying students may extend their learning through Capstone. This highly independent course has rigorous attendance and employability requirements. Enrollment starts in May. See your work-based learning coordinator for more information.