

DESIGN AND MULTIMEDIA ARTS: GRAPHIC DESIGN AND ILLUSTRATION

PROGRAM OF STUDY

The Design and Multimedia Arts: Graphic Design program of study explores the occupations and educational opportunities associated with designing graphics to meet specific commercial or promotional needs, such as advertisements, packaging, or logos. This program of study may also include exploration into designing clothing, creating animation, or the generation of other visual media for video, web, and interactive applications.

Texas Data: Collected by TEA October 2019

INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

Adobe Certified Associate (ACA)– Photoshop, Illustrator

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

WORK-BASED LEARNING EXPERIENCES

Industry Guest Speakers; Field Trips; Industry Observations/Interviews; Industry/Community/Campus Collaborative or Service Projects; Internships.

CAREER AND TECHNICAL STUDENT ORGANIZATIONS

SkillsUSA; National Technical Honor Society (NTHS); UIL



The Arts, A/V Technology and Communications (AAVTC) Career Cluster® focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, fashion design, and entertainment services. Careers in the AAVTC Career Cluster® require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.

Non-Discrimination Statement

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.



RECOMMENDED COURSE SEQUENCE

- 1 LEVEL** Principles of Arts, A/V and Communications
- 2 LEVEL** Graphic Design and Illustration I
- 3 LEVEL** Graphic Design and Illustration II/Lab
- 4 LEVEL** Practicum in Graphic Design and Illustration

NOTE: See reverse for additional course sequence options and endorsement requirements. Course descriptions and details can be found in the course catalog.

DESIGN AND MULTIMEDIA ARTS: GRAPHIC DESIGN AND ILLUSTRATION

BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for the Design and Multimedia Arts program of study are listed below.



4 CREDITS REQUIRED

Required Courses:

- Graphic Design and Illustration I
- Graphic Design and Illustration II/Lab

Choose additional credits from the following:

- Principles of Arts, A/V and Communications
- Practicum in Graphic Design and Illustration
- Fashion Design I
- Animation I
- Audio/Video Production I
- Advertising/Social Media Marketing
- Marketing
- Professional Communications or Entrepreneurship
- Career Preparation
- Project-Based Research

INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

An Adobe/Autodesk certification is an industry-recognized credential that effectively validates one's skills in Adobe digital-media software. An individual earning this certification has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with core features and capabilities, as well as relevant career concepts.

The Adobe Certified Associate Photoshop exam measures the following domains: working in the design industry, project setup and interface, organizing documents, creating and modifying visual elements, and publishing digital media.

The Adobe Certified Associate Illustrator exam measures the following domains: working in the design industry, project setup and interface, organizing documents, creating and modifying visual elements, and publishing digital media.

NOTES:
