



# Advertising & Graphic Design

The Advertising and Graphic Design Center of Excellence is for high school juniors and/or seniors who want to prepare for entry-level employment in the field of commercial art or who would like to prepare to enter a college commercial art programs after graduation. This program is organized into two one-year programs. The student may take one or both years.

## What will I learn?

- Adobe Creative Suite: Illustrator, InDesign & Photoshop
- Branding Identity
- Color Theory
- Publication Design
- Typography
- Creation of Vector Art
- Portfolio Development
- Presentation Skills
- Critiquing Skills
- Employability Skills
- Development of Client Work

## Employment Opportunities:

According to O\*Net Online, the job outlook for the Graphic Design field should grow 4% by 2026. The 2017 average national pay was \$48,700 annually. The job outlook for Art Directors shows a field growth of 5% to 9% by 2026 with a 2017 average national pay of \$92,500.

## College Credit:

Students can earn 8 college hours with the Metropolitan Community College through an articulation agreement. Students enrolled in the 2nd year of the program have the opportunity to earn AP Studio Art: 2D Design credit by submitting a portfolio for review.

