Visual Arts (Formerly Advertising Design) CTE Program

Career Tech Student Organization: SkillsUSA-Design Club
Career Readiness Indicator Credential: Adobe Photoshop

Advertising and Graphic Design 1 (Formerly Introduction to Advertising Design)

Course Code: **11154G1001**	1 Credit
Prerequisite: None	Course Fee: None

Advertising and Graphic Design 1 is an elective one-credit course that introduces students to a wide range of graphic design related topics. The class introduces principles, concepts, and skills related to advertising and graphic design. Topics of study include workflow, design, color theory, typography, critical skills, and file preparation and output. This course is the prerequisite for Advertising and Graphic Design 2 and Advertising and Graphic Design 3. It is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.

Advertising and Graphic Design 2 (Formerly Digital Design)

Course Code: **11154G1002**	1 Credit
Prerequisite: Introduction to Advertising Design or Advertising and Graphic Design 1	Course Fee: None

Advertising and Graphic Design 2 extends the content of Advertising and Graphic Design1 by providing instruction in the application of advanced design techniques and processes. Areas of study include legal issues, workflow, advertising and design, color theory, typography, digital photography, and digital file preparation and output. This class is the second of three sequential Advertising and Graphic Design courses. This class is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.

Advertising and Graphic Design 3 (Formerly Graphic Illustration)

Course Code: **12165G1022**	1 Credit
Prerequisite: Digital Design or Advertising and Graphic Design 2	Course Fee: None

Advertising and Graphic Design 3 is the final course in the Advertising and Graphic Design pathway. It provides opportunities for students to pursue software credentials using industry-standard software (if they haven't already in the prerequisite courses), create multimedia design campaigns, and develop a professional design portfolio. It is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.

CTE Lab in Arts, A-V Technology, and Communications

Course Code: **11994G1001**	1 Credit
Prerequisite: Graphic Illustration or Advertising and Graphic Design 3	Course Fee: $15

The CTE Lab in Arts, A-V Technology, and Communications enhances students' understanding and mastery of the program. It serves as a learning lab supporting individual interests and goals, conducted in traditional classrooms, industry settings, or virtual environments. Students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by the Visual Arts CTE Program; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.