

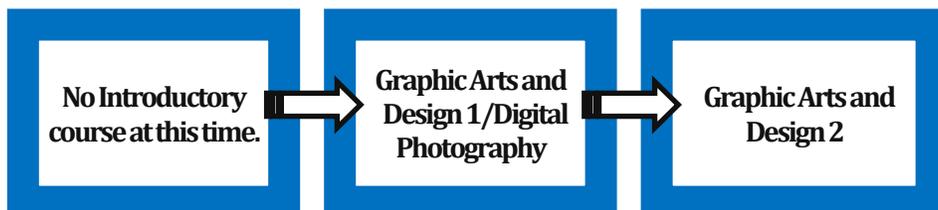
# Graphic Art and Design Pathway

## Arts, Media, and Entertainment Industry



PLEASANT VALLEY HIGH SCHOOL

### CTE Course Sequence



### Course Descriptions

#### Graphic Arts and Design 1 (Concentrator)

*\*A-G "F" Area*

Graphics are all around you — **print media**, Internet, TV, packaging, and the document you are reading now! As our world becomes increasingly **visual**, graphics are impacting how information is delivered. This course provides experiences for students to use image, type, color, illustration, and photography to **create dynamic media** using Adobe Creative Suite. Students will focus on the **design process** needed to **create print and digital media** that effectively communicate messages and information.

#### Digital Photography (Concentrator)

*\*A-G "F" Area*

**Focus** on the art of photography and how to take great photos! Learn to use **composition**, create mood, and develop your creativity using a digital camera and Photoshop! Investigate art genres **through the lens!** Apply your skills in a variety of visual communication opportunities. You will find your unique point of view using the art and design of photography, while developing useful skills in **technology**. Photography I is articulated with Butte College to earn high school and Butte College credits which are also transferable to the CSU and UC systems. This is a foundation course in the art department.

#### Graphic Arts and Design 2 (Capstone)

*\*A-G "F" Area*

In today's world we communicate with visual arts. Let's build on the technology skills gained in GAD1 or Digital Photo 1. **Gain industry experience** by working with real clients developing graphic design projects directed by client's needs. In addition, you will work on individual projects that further explore your graphic art skills. Students will develop a deeper understanding of **how to communicate visually!**



#### LOCAL POST-SECONDARY OPTIONS:

##### Butte College

AS or Certificate in:

- Multimedia
- Mass Media

AA, Digital Arts/Design

- Graphic Design
- Photography

##### CSU, Chico

BA, Communications Design

- Media Arts
- Graphic Design
- Mass Communication
- Interior Architecture

#### HIGH-WAGE CAREERS:

- Art Director
- Animator
- Interior Designer
- Photographer
- Graphic Designer

#### Contact:

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Career and Technical Student  
Organization:

