

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:

