Graphic Art & Design Pathway
Arts, Media, and Entertainment Industry

PLEASANT VALLEY HIGH SCHOOL

CTE Course Sequence

Graphic Arts 1 or Digital Photo ➔ Graphic Arts 2

Course Descriptions

**Graphic Arts & Design 1 (Concentrator)**
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.

**Digital Photography (Concentrator)**
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

**Graphic Arts & Design 2 (Capstone)**
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 in Graphic Design
- Graphic Design
- Photography

CSU, Chico
BA, Communication 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: SkillsUSA
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