

GRAPHIC AND WEB DESIGN 10.0200.30

Program Description, Coherent Sequence, and Certification Information

PROGRAM DESCRIPTION

The **Graphic and Web Design** instructional program prepares students to apply technical knowledge and skills to the layout, design, and typographic arrangement of printed and/or electronic graphic and textual products. The **Graphic and Web Design** program includes instruction in the operation and maintenance of specialized computer hardware as well as the professional use of industry-standard software applications. The **Graphic and Web Design** program includes instruction in digital imaging, print preparation, page layout and design, desktop publishing, and applicable principles of graphic design and web page design as well as an in-depth examination of graphic and web design's role in various commercial, industrial, and entertainment enterprises.

Students who successfully complete the **Graphic and Web Design** program's coherent sequence of instruction will develop an in-depth, practical understanding of the three phases of the media creation process: pre-production, production, and post-production. The **Graphic and Web Design** program includes instruction in business best practices and the economic impact of the media industry, intellectual property law, data capture and manipulation, media management, and media distribution and delivery. Embedded within the **Graphic and Web Design** instructional program are verbal and nonverbal communication skills, writing skills, and mathematical skills required by the media industry. Throughout the **Graphic and Web Design** instructional program, students will learn and practice valuable skills using real-world computer hardware and industry-standard graphic design and page-layout software to create high-quality, professional-grade media products.

The **Graphic and Web Design** instructional program is designed to prepare students for postsecondary education and/or entry-level employment and/or to successfully earn the following industry-validated credentials: Adobe Certified Associate (ACA), PrintED/SkillsUSA Student Certification, and others.

The **Graphic and Web Design** instructional program is designed and delivered as a coherent sequence of school-based and work-based supervised learning.

Graphic and Web Design students develop leadership, social, civic, and career skills through participation in a state-recognized Career and Technical Student Organization **SkillsUSA** or **FBLA (Future Business Leaders of America.)**

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COHERENT SEQUENCE

10.0200.12 Graphic and Web Design I

and

10.0200.30 Graphic and Web Design II

and program may elect to add:

10.0200.35 Graphic and Web Design III

or

10.0200.70 Graphic and Web Design – DCE (Diversified Cooperative Education)

or

10.0200.75 Graphic and Web Design - Internship

or

10.0200.80 Graphic and Web Design – Cooperative Education

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TEACHER CERTIFICATION REQUIREMENTS FOR THE GRAPHIC AND WEB DESIGN PROGRAM	
CAREER PREPARATION: The instructor must be CTE certified according to the following table	
Graphic and Web Design	CERTIFICATES
	Types: PCTIET, SCTIET, SSCTEIET
Note: <ul style="list-style-type: none"> ▪ Graphic and Web Design 10.0200.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 10.0200.75 is not required to have a Cooperative Education Endorsement (CEN). ▪ Teacher/Coordinator 10.0200.80 is required to have a Cooperative Education Endorsement (CEN). 	

CERTIFICATE ABBREVIATIONS FOR THE GRAPHIC AND WEB DESIGN PROGRAM	
Certificate Types	
PCTIET	Provisional Career and Technical Education Industrial and Emerging Technologies
SCTIET	Standard Career and Technical Education Industrial and Emerging Technologies
SSCTEIET	Standard Specialized Career and Technical Education Industrial and Emerging Technologies