GRAPHIC DESIGN 10.0200.30
Program Description, Industry Credential, Coherent Sequence, and Teacher Certification

PROGRAM DESCRIPTION

The **Graphic Design** instructional program prepares students to use technical expertise, creativity, and esthetic principles to design and create visual concepts that meet specific commercial or promotional needs, as well as inspire, inform, and captivate consumers. Students who successfully complete the **Graphic Design** program's coherent sequence of instruction will develop an in-depth understanding of the operation and maintenance of specialized computer hardware and design-related technology tools; the principles and elements of design; digital imaging; typographical concepts and techniques; page layout and design; and the role of the graphic designer. **Graphic Design** students will explore the history and societal and economic impact of the graphic design industry and will examine legal and ethical considerations and business best practices unique to graphic design and related industries. Throughout the **Graphic Design** instructional program, students learn and practice valuable real-world skills using industry standard graphic design software to create professional-grade design projects.

The **Graphic Design** Career and Technical Education program is delivered as a coherent sequence of courses designed to offer students knowledge and skills that meet the needs of the workplace. The Professional Skills developed by business and industry leaders across Arizona are integrated throughout the program. **Graphic Design** students develop leadership, social, civic, and career skills through participation in the state-recognized Career and Technical Student Organizations, SkillsUSA or FBLA (Future Business Leaders of America).

The **Graphic Design** instructional program prepares students for entry-level employment, further training, and/or post-secondary education for these and other occupations: Advertising Associate, Art Director, Creative Director, Creative Services Director, Design Consultant, Desktop Publisher, Desktop Publishing Specialist, Digital Designer, Freelance Designer, Front End Developer, Graphic Artist, Graphic Designer, Graphics Specialist, Illustrator, Logo Designer, Marketing and Promotions Manager, Marketing Coordinator, Marketing Developer, Marketing Specialist, Multimedia Designer, Package Designer, Prepress Technician, Press Operator, Product Designer, Production Artist, Production Manager, Publication Designer, Social Media Specialist, User Experience Designer, Visual Designer, Web Design Specialist, Web Designer, and Web Developer

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INDUSTRY CREDENTIALS

The following credentials have been approved for the A-F CCR and are CTED eligible for the **Graphic Design** instructional program:

- Adobe Certified Associate (ACA) Creative Cloud – Video Design Specialist
- Adobe Certified Associate (ACA) Creative Cloud – Visual Design Specialist
- Adobe Certified Associate (ACA) Creative Cloud – Web Design Specialist

COHERENT SEQUENCE

10.0200.12 – Graphic Design I, **and**

10.0200.30 – Graphic Design II, **and program may elect to add:**

10.0200.35 – Graphic Design III, **or**

10.0200.4 1 – Graphic Design IV, **or**

10.0200.71 – Graphic Design – DCE (Diversified Cooperative Education) **or**

10.0200.78 – Graphic Design – Internship, **or**

10.0200.85 – Graphic Design – Cooperative Education

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TEACHER CERTIFICATION REQUIREMENTS

CAREER PREPARATION: The instructor must be ADE/CTE certified in one of the following Certificates, PCTIET, SCTIET, or SSCTEIET

Note:

- Graphic Design 10.0200.71 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).
- Graphic Design 10.0200.78 is not required to have a Cooperative Education Endorsement (CEN).
- Graphic Design 10.0200.85 is required to have a Cooperative Education Endorsement (CEN).

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