

# Graphic Design & New Media

could lead to careers in...

Illustration

Desktop Publishing

Digital Photography

Pre-Press Technician

Video Editing

Videography

Web Design



Careers with additional training and education:

Animation

Commercial Photography

Film & Video Production

Graphic Design

Medical Illustrator

Public Relations & Marketing



## How do I enroll?

See your High School Guidance Office

Or

Guidance Office

Cayuga-Onondaga BOCES

315.253.0361

Cayuga-Onondaga BOCES

# Graphic Design & New Media



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## Program Content

The Graphic Design & New Media Program has been developed to offer high school juniors and seniors broad based instruction and intensive applied learning experiences in the visual communications field. Graduates of this program will be prepared to enter college or begin entry-level employment in their chosen field. Students gain experiential knowledge and skills with emerging media technologies that apply to graphic design, illustration, digital photography, marketing, computer animation, web design, and video production. Students are encouraged to pursue continued education and will graduate from our program with a portfolio that demonstrates artistic and technical competency. This portfolio will have a web and video component that displays each student's skills.



## Course Outline

### First Year Students will learn:

- Macintosh OSX & Adobe Creative Suite
- The Elements of Art
- The Principles of Design
- Drawing with Adobe Illustrator
- Graphic Design Basics
- History of Graphic Design
- How to use a digital camera and scanner
- Photo editing (Adobe Photoshop)
- Page Layout (Adobe InDesign)
- History of New Media (From Film to Interactive Websites)
- Basic web design (Dreamweaver)
- Basic animation with Flash
- Basic digital video production (from script to DVD)
- Potential Career Options
- CTE Portfolio Development
- Self-Promotion & Business Networking



### Second Year Students:

(Individual Track Based Systems)

All second year students will continue to learn the extensive range of electronic arts started in the first year. Each student will concentrate on a specific track for their Career and Technical Endorsement. This means the instructor will guide each student through their chosen track to prepare them for their respective internship, NOCTI exam, college and ultimately their career.

#### Track 1 The Graphic Artist/Designer (Print & Web)

- Advanced Adobe Illustrator
- Advanced Digital Photography
- Advanced Adobe Photoshop
- Advanced Typography
- Advanced Adobe InDesign
- Advanced Web Design (Dreamweaver or GoLive)
- Portfolio (Graphic Design) & Website

#### Track 2

The Media Artist/Designer (Web, Video & Animation)

- Advanced Digital Photography
- Advanced Adobe Photoshop
- Advanced Web Design (Dreamweaver or GoLive)
- Advanced Animation (Flash & Adobe After Effects)
- Advanced Digital Video Production (Final Cut Express HD)
- Demo DVD Reel & Website

## Internship Experiences

Students can participate in an internship where they will apply their knowledge while working with professionals in authentic career settings. Students will have an opportunity to dialog with practitioners via guest presentations while developing professional insights and future educational plans.



## Portfolio

All second year students will complete a Career and Technical Education Portfolio that exhibits necessary elements for CTE Endorsement and demonstrates competencies in graphic and visual communications.



Nationally Recognized Certification Available:

NOCTI (National Occupational Testing Institute)  
in Graphic Design