



# Graphic Design



## ABOUT THE PATHWAY

Visual artists create art to communicate ideas, thoughts, or feelings. This Pathway is focused upon 2 dimensional design as is found in items which sell a message through images and words, rather than through sound or video. They use a variety of methods and materials. Career preparation with skills acquired may lead a students towards a career to serve commercial clients, such as major corporations, retail stores, and advertising, design and publishing firms.

### Incorporation of Art

Art is a foundational part of this pathway; however, this career cluster is focused on the technical use of art in two specific high need areas of graphic design and interior and textile design. Two Art courses are found within the Visual Arts pathway with specific competencies in foundational technical design. They are Intro to Drawing and Principles of Illustration. These are not the traditional fine art courses, but rather technical in nature.

Follow the Graphic Design Pathway to explore these exciting careers:

- Illustrator
- Graphic Designer
- Commercial Artist
- Advertising Designer
- Digital Photographer
- And Many More!

\$ Annual wage range: \$33,000-\$75,000

## PATHWAY LOCATIONS

East, Heights, North, Northeast Magnet, South, Southeast, West & Wichita Alternative High Schools

## STUDENT ORGANIZATIONS

## PROGRAM COURSES

*\*Dual credit opportunity with WSU (offered to 10th-12th grade students)*

*\*\*Courses count as Fine Arts credit*

INTRODUCTORY: Computer Essentials, Introduction to Drawing

TECHNICAL: Principles of Illustration, Photo Imaging, Fundamentals of Graphic Design, Computer Graphics, Graphic Design

APPLICATION: Workbased Experience-Media Tech & Graphic Design



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