



ARTS, A/V TECHNOLOGY & COMMUNICATIONS

ADVERTISING DESIGN

course participates in The SkillsUSA Co-Curricular Club and is a 2 Year Course that provides students with an introduction to the Advertising and Design Industry. Students study Design Composition, Layout, Illustration and Print and Desktop Publishing. Using creativity and knowledge of Advertising Concepts, students produce marketable artwork that includes Illustrations, Ad Layouts and Rendering for Ads, Brochures and Packaging Designs. This course focus strongly on Desktop Publishing Skills such as Graphics and Typography, Digital Illustration, Digital Photography and Animation included. **PREREQUISITES: Previous Art Class and Basic Art Ability; Keyboarding Skills**

PROGRAM CONTENT:

- Demonstrating Workplace Readiness Which Enhances Personal Qualities & People Skills•Professional Knowledge & Skills•Technology Knowledge & Skills
- Examining All Aspects of An Industry
- Addressing Elements of Student Life
- Practicing Lab Safety
- Examining Advertising Design
- Demonstrating Fundamental Skills and Techniques
- Exploring Elements and Principles of Design
- Applying Illustration Theory
- Working with Typography
- Designing and Printing an Advertisement
- Applying Design Skills
- Practicing Photography
- Applying Computer Skills
- Developing Employability Skills



INDUSTRY CERTIFICATIONS

PrintED Graphic Design Assessment•College and Work Readiness Assessment (CWRA+)•Customer Service Examination•National Career Readiness Assessment• Workplace Readiness for the Commonwealth Examination•NOCTI Advertising Design•Adobe Photoshop Certification

POSSIBLE CAREER PATHWAYS

Visual Arts•Graphic Designer•Freelance Illustrator•Communications•Art Director•Web Design•Marketing Manager•Audio/Video Technology•Multi-Media/Animator

COLLEGE & CAREER OPPORTUNITIES

Tidewater Community College	www.tcc.edu
Virginia Commonwealth University	www.vcu.edu
Radford University	www.radford.edu
James Madison University	www.jmu.edu
College Board	www.collegeboard.com
Know How Virginia	www.knowhowvirginia.org
ITT Tech	www.itt-tech.edu



STARTING SALARY

\$38,640-\$50,370 Earnings May Vary By Specialty *Bureau of Labor Statistics, US Department of Labor, 2018 National Outlook Handbook, Graphic Designers <http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>

NORFOLK TECHNICAL CENTER

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