



Bridges Career Academy

Graphic Arts

Crosby-Ironton High School

Participate in the advertising and marketing industry while developing advertising and promotional tactics across different media channels. Learn about the different types of media, such as the cameras, films, the internet and digital forms. Learn new software and develop writing skills to design and create multimedia projects.

Academic Courses

- Digital Photography I
- Digital Photography II
- Multimedia/Graphic Design Projects
- Web Design
- Video Production

Career Experiences

- Listen to industry speakers
- Attend the Bridges Career Exploration Day or other regional career fairs
- Use professional software and equipment

Completion Standards

COMPLETE

3 of 5 courses



Earn a **certificate** and **green cord** at graduation



Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Ability to work with customers and coordinating with other employees
- Critical thinking, problem solving and decision-making skills
- Managing equipment and software
- Employing necessary academic skills, such as math, grammar and technology
- Listening skills



- Explore types of careers**
www.careerwise.minnstate.edu/careers
- Review the local job outlook**
www.careerwise.minnstate.edu/jobs
- Find postsecondary programs**
www.careerwise.minnstate.edu/education

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www.BridgesConnection.org/CrosbyIronton

Graphic Arts Career Academy

Crosby-Ironton High School

The Graphic Arts Academy offer students an opportunity to be a key player in the advertising and marketing industry of today as they develop advertising and promotional activities across different media channels. Students will learn about the different types of media, such as the cameras, films, the internet and digital forms. Learning new software and developing writing skills will allow students to acquire the basic tools necessary to design and create multimedia projects. Students with creative skills and interested in being part of the ever-changing media industries should enroll in this Academy.

ACADEMY COURSES

Digital Photography I — .5 High School Credit

This course is designed to engage students in the lifelong hobby of photography. Students will learn to capture unique images using photography concepts like composition, lighting, and exposure. Students will use a free and open source program called GIMP to edit images and create projects. Other multimedia software may be used as well.

Digital Photography II — .5 High School Credit

This course is designed to prepare students who are interested in becoming a serious amateur photographer or pursuing a photography career. Students will learn about advanced photography concepts like Aperture, Shutter Speed, ISO, and their relationship to one another. Students will use GIMP and other multimedia software to enhance their images and design creative projects.

Multimedia and Graphic Design Projects — .5 High School Credit

In this course students will learn to use a variety of software to create and design print and digital multimedia projects. Students will be exposed to topics such as presentations, video slideshows, video editing, desktop publishing, 3D animation, and Web design. Through these projects, they will learn to work with, edit, and combine images, audio, and videos. Some of the software used in this class will be GIMP, Audacity, Scribus, WeVideo, LibreOffice, Windows Movie Maker, Blender, and Webley.

Web Design — .5 High School Credit

Do you ever wonder how the Internet works? Have you ever thought of making your own Web page? This hands-on computer class shows you both! Students will learn HTML and use a variety of Web design software to create sites with appealing design and meaningful content. Students will create Web pages for personal, school and business use.

Video Production — .5 High School Credit

Video Production is an introductory course that focuses on creating short movies. Students in the course will produce short videos, taking each project from preproduction, through shooting, to post-production and editing. Students will learn how to work with cameras, equipment, and various editing software. Students will work individually and in groups to write, shoot, and edit projects. To be successful in this course, students will need to work cooperatively in small groups.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete the three of the five Academy courses. In addition, students must maintain a grade point average of 'C' or better in each course.

CAREER EXPERIENCES

Students will explore and research careers with industry speakers and attend the Bridges' Career Exploration Day event and other regional career fairs. Through a variety of hands-on projects, students will be exposed to software and equipment used in these career fields.

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JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Listening skills
- Ability to work with customers and coordinating with other employees
- Critical thinking, problem solving and decision-making skills
- Managing equipment and software
- Employing necessary academic skills, such as math, grammar and technology

CAREER OPTIONS: www.careerwise.minnstate.edu/careers

JOB OUTLOOK: www.careerwise.minnstate.edu/jobs

POSTSECONDARY PROGRAMS: www.careerwise.minnstate.edu/education



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