



# Bridges Career Academy

## Graphic Arts

### *Pillager High School*

Acquire fundamental skills in digital photography, desktop publishing and web design to design and create multimedia projects. Develop an understanding of the demands in the workplace, and how to create and evaluate work that meets customer expectations. Use a variety of software programs such as InDesign, Photoshop and Adobe Illustrators to create materials for personal and school use.

### Academic Courses

- Digital Photography-Special Topics
- Desktop Publishing-Page Layout
- Webpage Design
- Graphic Design
- Computer Applications


### Career Experiences

- Tour local businesses
- Listen to industry speakers
- Participate in Community Arbor Day celebration
- Attend the Bridges Career Exploration Day or other regional career fairs

### Completion Standards

COMPLETE

**3 of 5 courses**

GRADES **B** 

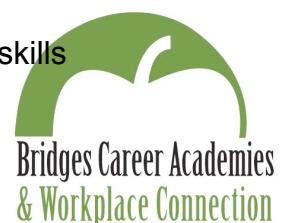
Earn a **certificate** and **green cord** at graduation



### Job Skills

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

- Active listening and speaking skills
- Complex problem solving
- Oral and written communications skills
- Objective analysis skills
- Ability to work with customers



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# Graphic Arts Career Academy

## Pillager High School

The Graphic Arts Academy offers fundamental skills in digital photography, desktop publishing and web design to design and create multimedia projects. Students develop an understanding of the demands in the workplace, and how to create and evaluate work that meets customer expectations. While using a variety of software programs such as InDesign, Photoshop and Adobe Illustrators, students will create materials for personal and school use. Students with creative skills and are interested in being part of the ever-changing media industries should enroll in this Academy.

### ACADEMY COURSES

#### **Digital Photography-Special Topics** —1 High School and/or 3 College Credits

Students will be introduced to the fundamentals of digital photography, composition, and presentation. Students will learn about the history of photography, how to purchase a camera and the ethics of photo manipulation. Photoshop software and digital cameras will be used to create and manipulate photos.

#### **Desktop Publishing-Page Layout** — 1 High School and/or 3 College Credits

Students will create using InDesign, Photoshop, and Adobe Publisher to create and produce a variety of forms including flyers, brochures, advertisements, and business forms. Posters will be created to be used for Arbor Day and other school and community events.

#### **Webpage Design-COMP 1101** —1 High School and/or 3 College Credits

Learn web page design principles that address the needs of various audiences. Students will use HTML and Web GUI, PowerPoint, Publisher, Photoshop, and other graphic software with digital cameras and scanners. The final project will be to design and publish a web page.

#### **Graphic Design** — 1 High School Credit

Expand knowledge of layout and composition when creating commercial type art. The class includes digital photography, page layout, packaging design, typography and students will create their own logo. Projects will be created in Photoshop. Students will take part in group evaluation and exhibitions.

#### **Computer Applications** —1 High School Credit

Gain experience in desktop publishing, presentation software (PowerPoint and Prezi), spreadsheet applications (Excel) and Google Docs. Projects include creating brochures, flyers, calendars, advertisements, slideshows, templates, charts, graphs, and working with Arbor Day promotions.

### COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete 3 of the 5 courses and earn a “B” or better in each course.

### CAREER EXPERIENCES

Students will listen to various area experts, tour the Franklin Arts Center, meet with photographers, and participate in Community Arbor Day Celebration. In addition, students will explore media careers by attending the Bridges Career Exploration Day event and other regional career fairs.

### JOB SKILLS

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

- Active listening and speaking skills
- Complex problem solving
- Oral and written communications skills
- Objective analysis skills
- Ability to work with customers

**CAREER OPTIONS:** [www.careerwise.minnstate.edu/careers](http://www.careerwise.minnstate.edu/careers)

**JOB OUTLOOK:** [www.careerwise.minnstate.edu/jobs](http://www.careerwise.minnstate.edu/jobs)

**POSTSECONDARY PROGRAMS:** [www.careerwise.minnstate.edu/education](http://www.careerwise.minnstate.edu/education)



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[www.BridgesConnection.org/Pillager](http://www.BridgesConnection.org/Pillager)