



Bridges Career Academy

Graphic Design

Staples-Motley High School

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

Academic Courses

- Art Basics
- World Art
- Graphic Design
- 2D Design
- Drawing
- Photography/Photoshop

Career Experiences

- Learn from industry speakers
- View career videos & complete team assignments
- Attend the Bridges Career Exploration Day or other regional career fairs

Completion Standards

COMPLETE

3 of the 6 courses

GRADES **B** ↑

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



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Job Skills

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

- Listening skills
- Written and oral communication skills
- Ability to create and make presentations
- Work with costumers
- Ability to think critically
- Ability to apply manage and maintain equipment and software



Supported in part by Sourcewell (formerly NJPA)

www.BridgesConnection.org/StaplesMotley

Graphic Design Career Academy

Staples-Motley 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 are interested in being part of the ever-changing media industries should enroll in this Academy.

ACADEMY COURSES

Art Basics — .5 High School Credit

This developmental art class introduces students to ‘Discipline-Based Arts Education.’ Learning processes and concepts of art, art history, art criticism, aesthetics and production are part of DBAE instruction. Students are exposed to a variety of art mediums to create original art.

World Art — .5 High School Credit

This developmental art class is a survey of Asian, North American, African and Middle Eastern art. The goal is to provide students with the framework for looking at, understanding and appreciating other cultures’ art. Student will also create art that represents these styles using a variety of art mediums.

Graphic Design/Yearbook — .5 High School Credit

This course introduces students to graphic design as a form of visual communication using type, image, form and color. Student will work on the yearbook and create projects that explore the design processes in two and three dimensions. Visual identity and communication, thematic structure and creative problem-solving skills are a framework for projects in this class.

2D Design — .5 High School Credit

Students refine and enhance design skills with experiences in a variety of two-dimensional media. Students explore a variety of media with emphasis on design. Principles of design are explored, assignments may include painting, printmaking collage, graphic design and commercial art.

Drawing — .5 High School Credit

The course is designed to challenge students to improve their abilities in the two-dimensional areas of drawing and developing techniques in design and graphics. Students will learn techniques as they learn to sketch and draw. Students will work with portraits, figure drawing, proportion, perspective, composition and layout. Mediums used are graphite, color pencil, pastels, charcoal and markers.

Photography Photoshop — .5 High School Credit

Students will learn how a camera works, how to care for it and how to take good pictures. Students work with black and white photo chemistry, learning how to develop, and print photos in a darkroom. Students also work in digital format using Adobe Photoshop techniques to manipulate images. These techniques are used to organize and design the layout for the yearbook.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete 3 of the 6 courses while earning a grade of “B” or better in each of the courses.

CAREER EXPERIENCES

Students will view career videos, complete team assignments, explore and research business and/or computer related careers with industry speakers, and attend the Bridges Career Exploration Day event and other regional career fairs.

-OVER-



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JOB SKILLS

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

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



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