

ARTS, MEDIA AND ENTERTAINMENT SECTOR GRAPHIC DESIGN



IS THIS FOR ME?

Do you enjoy creating visual art, such as drawings, digital illustrations, or designs?

Do you enjoy making things look polished and professional, such as organizing layouts or improving existing designs?

TOP INTERESTS:



- ARTISTIC



- REALISTIC

WHAT IS IT?

Graphic design is the art and practice of creating visual content to communicate messages or ideas. It involves combining elements like images, typography, colors, and shapes to design materials such as logos, websites, advertisements, packaging, and digital media. Graphic designers use software tools to create these visuals, focusing on aesthetics and functionality to engage audiences and convey information effectively.

WHAT WILL I DO?

Students will learn to use industry-standard software like Adobe Photoshop and Illustrator while mastering design principles such as color theory and typography. They will create graphics for print and digital media, build a portfolio, and explore branding, marketing, and advertising. Students will also develop problem-solving and collaboration skills, preparing for careers in graphic design, web design, and related fields.

LEADS TO THESE CAREERS

- Graphic Designer
- Designer
 - Advertising
 - Brand
 - Logo
 - Multimedia
 - UX/UI
 - Web
- Art Director
- Illustrator

& more...

OUSD HIGH SCHOOLS WITH THIS PATHWAY:



HOW TO BECOME A PATHWAY COMPLETER:

To be considered a Career Technical Education (CTE) Pathway completer, students must complete an 02 and 03 CTE course within the same pathway. Students must obtain a D- or higher in the 02 course and a minimum of a C- or higher in the 03 course.

Students will receive a tassel to wear at graduation for each pathway completed.

FEATURED CAREER PATHWAY

GRAPHIC DESIGN



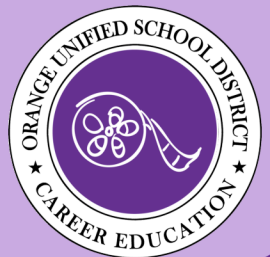
Students gain valuable skills from the expertise and industry experience of Career Technical Education credentialed teachers in Graphic Design. Through project-based learning, industry certifications, and career-focused training, they connect classroom knowledge to real-world applications, building technical proficiency and professional readiness. After completing their pathway courses, students are prepared to pursue internships, gaining hands-on experience preparing them for college and career.

Big Growth Ahead!.

Orange County's Arts Media & Entertainment sector specific to graphic design is set to **grow by 2.9%, adding nearly 1,700 jobs in the next five years.** Opportunities are expanding in entertainment and tech industries.

Who am I learning from...

Career Technical Education (CTE) teachers bring the real-world industry experience into the classroom to help students gain the academic foundation and hands-on skills to ensure students graduate high school college and career ready. CTE instructors hold a specialized CTE teaching credential. CTE instructors connect students to future careers through industry-based projects, certifications, and college and career readiness training.



Salary Range

\$35,000

\$90,000



Start of Career

Professional

NEXT STEPS



IF YOU ARE INTERESTED IN PURSUING A CAREER IN GRAPHIC DESIGN..

talk to your high school counselor or teachers about what classes to take.

Orange Unified School District is committed to providing equal opportunities for all students in all academic programs and school activities. We do not discriminate on the basis of race, color, national origin, sex, religion or disability.

Questions Contact: CTE Coordinator, Ashley Higuera ahiguera@orangeusd.org;

504 Coordinator, Kristine Nelson. knelson@orangeusd.org; Title 9 Coordinator, Dr. Dipali Potnis, dpotnis@orangeusd.org

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