



# Advertising/Graphic Design

Approved by New York State Education Department (NYSED)



ADVERTISING/GRAPHIC DESIGN is an excellent choice for a student with a background in art, and is interested in advancing their artistic and visual design abilities. The student will be developing strong board design skills, along with computer-generated design skills. Students are encouraged to develop strong design proficiency, to gain creative knowledge and develop a portfolio to pursue a college pathway in the field of design.

## Work Environment

Most graphic artists work as staff or freelance artists for advertising departments of companies, printing and publishing firms, textile companies, media studios, and a variety of other businesses.

Job duties include creating graphic concepts for print, multi-media design and web media. Other aspects of the job may include: developing advertising campaigns; designing logos, lettering designs, ads, stationery packages and illustrations.

## Career Opportunities

Graphic Designer/Art Teacher  
Multimedia Artist/Fine Artist  
Package Designer/Illustrator

## Advanced Standing Available\*

Five Towns College  
New England Institute of  
Technology  
SUNY Canton  
SUNY Cobleskill  
Dual Enrollment–Farmingdale State  
College

\*College credits may be earned by meeting the criteria of articulation agreements (see listing in Handbook) Tech has established with SELECT colleges. In addition, check directly with the post-secondary institutions for any additional credits they may offer.

## Academic Credits integrated:

Tech Math, Eng 12, Art, CFM,  
Comp App

## Helpful Preparatory Courses

- Digital Art
- Drawing
- Painting
- Studio Art

## CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following exam: SkillsUSA Career Essentials Assessment: Graphic Design Exam.

## Student Supplies

Additional supplies will need to be purchased for this program including drawing supplies and flash drive.

## Average Annual Wage

Salaries are subject to market fluctuations.

For the most current updates on local & national wages go to job search engines on the internet and [www.careerzone.ny.gov](http://www.careerzone.ny.gov)

## Course Outline

- 2-D Design & Layout
- Advertising Flash Animation
- Color Theory
- Design Production & Output
- Digital Image Editing
- Foundations in Art & Design
- Graphic Design Layout
- 2-D Animation
- Illustration
- Job Skills
- Perspective
- Portfolio Development
- Typography – board/digital