

Commercial Graphic Design

FACTS ...

- Growing Career Field —very competitive.
- Among the five design occupations, graphic design expected to have the most new jobs.
- To be successful, this career requires strong self motivation skills.

Abilities, Skills, and Knowledge that are important to be successful in this field!

ABILITIES

- Conceptual thinking
- Visual problem solving
- Professionalism—craftsmanship
- Diligence to see projects through for presentation
- Lifelong learner
- Independent worker, self motivator

SKILLS

- Creativity thinking skills
- Artistic skills
- Computer skills
- Communication skills

KNOWLEDGE/MASTERY OF

- Various software packages
- Computer platforms—Mac & PC
- Self-marketing skills

Fact Sheet

Career Opportunities Include:

- | | |
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| <ul style="list-style-type: none"> • Graphic Design • Web Design • Multimedia & Marketing • Motion Graphics | <ul style="list-style-type: none"> • Interactive, Animation Design • Fashion Design • Gaming Design |
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Graduates of this program have been employed by:

- Boise State University Print Dept.
- Design Firms
- Self-employment
- Entrepreneurship



Employment Outlook & Salary Source: Department of Labor

Salary Ranges						
<u>OCCUPATION</u>	<u>Years of Education Needed</u>	<u>Openings per year</u>	<u>Entry Salary</u>	<u>ID Avg. Salary</u>	<u>NW Avg. Salary</u>	<u>U.S. Avg. Salary</u>
Graphic Design	4	15	\$32,000	\$27,000	\$43,000	\$60,000

**Dennis
Center
Course
Offerings**

Commercial Graphic Design Overview:

PROGRAM/YEARS	CREDITS <i>(2hr. Block)</i>	WEEKS
Graphic Design 1	4	36
Graphic Design 2	4	36
Graphic Design 3	4	36

Program Description:

- Learn to design posters, CD cases, package designs and business identities
- Learn skills to become a designer
- Learn to create flash animation
- Learn how to use the new apple computers
- Understand the way adobe creative suite software is used
- Learn how to create signs and window stickers
- Create a portfolio that can be used to get a job or go to an art school
- Learn how to properly set up pre-press files

Job Shadowing Opportunities:

- Stoltz Marketing
- PBZ Marketing
- City of Boise
- Jedsplit Design

Program Costs:

Students are required to purchase the following at an estimated cost of: \$6.00

- Portfolio

Program Selection Criteria:

Students are selected using the following criteria:

- Attendance
- Highest math level achieved
- Disciplinary actions
- Cumulative GPA
- Other: application, recommendations

Post-Secondary Education:

Tech Prep is a technical and academic post-secondary preparation program that enables students to earn college credits while still in high school. Tech Prep connects learning to career pathways and prepares students with technical skills, knowledge, and attitudes to enter high skill, high wage, or high demand occupations.

Transportation:

- Bus transportation is provided to and from the home high school to off-campus sites. Students who are completing an internship must provide their own transportation.

Contact Us:

For more information about the programs offered by the Dennis Center, please contact us at:

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