

Discover GRAPHIC DESIGN

Industry Overview

If your art is a lifestyle, consider a future in Graphic Design. Graphic designers communicate ideas and information in creative and inspiring images. Develop advertisements, logos, layouts, package and poster designs. Bring your art to life as characters in animation or with visual effects. Use your passion, talent and creativity to inspire in our rapidly expanding digital world.

Butler Tech Graphic Design Program Overview

Blend your artistic talent with technical skills learned through hands-on training in the Graphic Design pathway. Use the latest technology and design programs to create professional-grade projects from concept to completion. Get your portfolio college and career-ready as you gain real-world experience in our vibrant studio setting.

Learn Graphic Design by actually doing it. Earn high school and college credit for free as you explore a variety of commercial and visual arts specialties to see which one really interests you.

Student Organization

All Graphic Design students participate in Business Professionals of America (BPA), a student business organization which empowers members with a structured program that promotes self improvement, leadership, professionalism, technical and professional career development in Business Management, IT and more.

"Art is my favorite thing in the world. I feel like I'm getting a head start by getting a lot of experience. I want to learn as much as I can in high school."

Junior Student, *Graphic Design*

bt Butler
Tech
in Fairfield City
Schools

Coursework

- Art and design theory
- Drawing, sketching and rendering techniques
- Color theory
- Design software: Adobe Creative Suite (Photoshop, Illustrator and more)
- Graphics software
- Digital photography
- Photo editing
- Design and layout—2D and 3D applications
- Animation and character development
- Large format printing
- Multi-page layout and brochure design
- During senior year, focus on a client-based project with a team
- Enter portfolios into judged contests for possible college credit
- Opportunity to earn college credit in AP 2D Studio Design
- Visual Design—Intro to Graphic Design

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Your PASSION. Your PURPOSE. Your IMPACT.

Skills

Active Listening

Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking

Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Apply creative thinking to solve design problems.

Speaking

Talking to others to convey information effectively.

Deductive

Ability to apply general rules to specific problem.

Inductive

Ability to combine pieces of information to form conclusions among seemingly unrelated events.

Personality

Artistic

People interested in this work like activities that include creating, designing and making your own rules. They do well at jobs that need:

- Achievement / Effort
- Adaptability / Flexibility
- Attention to Detail
- Dependability
- Gets along with others
- Initiative
- Innovation
- Work independently without close supervision

Career Pathways

- Animator
- Graphic Designer
- Production Designer
- Video Producer / Editor
- Web Designer

"My main goal has always been getting portfolios college-ready. The opportunities that exist in the industry and in scholarship money are astounding. A strong portfolio can really open up some doors."

Instructor, Graphic Design



Discover **Graphic Design**
at **Butler Tech** and pursue a
career that's right for you.

Butler Tech connects high school students to career technical education in more ways than ever. Complete your traditional academic courses in your school and enhance your educational experience with career-focused labs and on-the-job training. Each moment in a Butler Tech career technical course is a step toward building your future.



See your guidance counselor
for registration information.

ButlerTech.org

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