

# Advertising Design CTE Program

Career Tech Student Organization: SkillsUSA-Design Club  
Career Readiness Indicator Credential: Adobe Photoshop

## Introduction to Advertising Design

Course Code: 11051G1001

1 Credit

Prerequisite: None

Course Fee: None

This course is an elective one-credit course available to tenth and eleventh graders that introduces students to a wide range of graphic design related topics. Integrated academics combined with Adobe Photoshop skills provide the framework for a strong foundation regarding graphic design relevant to the twenty first century. This course is the prerequisite for all the Advertising Design courses (including Digital Design and Graphic Illustration). It is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.

## Digital Design (Level 2)

Course Code: 12165G1012

1 Credit

Prerequisite: Introduction to Advertising Design

Course Fee: None

Digital Design is an elective one-credit course that introduces students to a wide range of graphic design related topics. Integrated academics combined with Adobe Photoshop skills provide the framework for a strong foundation regarding graphic design relevant to the twenty first century. This class is the second of three sequential Advertising Design courses. In addition to many projects, we will also prepare to take a standardized test to be officially credentialed as an Adobe Photoshop Certified Associate. This class is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.

## Graphic Illustration (Level 3)

Course Code: 12165G1022

1 Credit

Prerequisite: Digital Design

Course Fee: None

Graphic Illustration is an elective one-credit course that introduces students to a wide range of graphic design related topics. Integrated academics combined with Adobe Photoshop skills provide the framework for a strong foundation regarding graphic design relevant to the twenty first century. This class is the third and final of three sequential Advertising Design courses. It is recommended for students who want to prepare for further study in Graphic Design/Advertising related fields at the postsecondary level.



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