



This program offers excellent career opportunities for both male and female students.

Special Features

Students will be exposed to current industry trends in the area of graphic communications.

Leadership and work-based learning opportunities available.

Credits, Articulations & Prerequisites

Credits:

Cross credit with some high school academic courses (including one 4th year math credit, one VPAA credit, one science credit, one online credit and a second year of foreign language) may be available after the successful completion of two years of Graphic Communications (C or higher in each segment).

In addition, articulation agreements with several Michigan colleges provide an opportunity to transfer Graphic Communications credits meaning LESS college tuition.

Articulations include:

- Ferris State University
- Macomb Community College
- Washtenaw Community College
- Wayne County Community College District

Program Description

This program is great for students who enjoy, and are passionate about artistic creation, computer-related design, printing technology, and or website design. It also prepares students for entry-level employment into the Graphic Arts/Printing fields and or to advance their studies in Graphic Arts through further education and or technical training.

During the Graphic Communications two-year program, students build an all-inclusive design portfolio that contains a complete record of their project work and later becomes useful for employment and scholarship opportunities.

To accomplish this, students learn how to use Adobe CC software programs such as Illustrator, Photoshop, InDesign, and Dreamweaver. The course provides the skills necessary to produce quality design for both screen viewing projects such as web design and motion graphics as well as for print production. Throughout the course, students have access to a full lab of Mac computers, and equipment such as screen-printing presses, dye-sublimation printers, heat transfer equipment, large format printers/cutters, offset and digital presses and folders. Students utilize the software and equipment in the room to design and print projects such as Illustrations, logo designs, t-shirts, hoodies, mouse pads, mugs, key-chains, magnets, invitations, business cards, calendars, brochures, children's books, labels, vinyl window graphics and clings, posters and note-pads.

STATEMENT OF COMPLIANCE

The Downriver Career Technical Consortium complies with all federal laws and regulations of the U.S. Department of Education. It is the policy of the Downriver Career Technical Consortium that no person on the basis of race, color, religion, national origin or ancestry, age, gender, marital status, disability or limited English proficiency shall be discriminated against or excluded from participation in any program or activity to which it is responsible or for which it receives financial assistance from the U.S. Department of Education. Furthermore, the consortium will encourage participation by all of the above.