



Graphic Communications

Grades 11 & 12

Graphic Communications is a two year program. This program was developed for the practical student, as well as the creative student by combining art, design, technology and production. Students learn the skills involved in the creation and production of graphics projects from print to multimedia. Through project development, students will discover and enjoy the promotional world of advertising and marketing. After students experience multiple areas within the graphic communications field, they will choose their favorite area to focus on and master in their senior year.

Objectives are:

1. To gain an understanding of the multifaceted industry of graphic communications such as: publishing, illustration, package design, advertising, multimedia, web design, photography, sign making, textile/commercial printing, finishing and bindery.
2. To gain foundational skills in the graphic design process, color theory, digital illustration, typography, imaging, visual communications development and production.
3. Develop the skills necessary to convert theoretical ideas into effective communications pieces (Ex. logos, posters, brochures, business cards, advertisements, cover designs, t-shirt designs, packaging, etc.).
4. Gain hands-on industry-specific knowledge in producing graphic communications projects from concept to completion.
5. To apply traditional methods and digital technology in creative expressions.
6. To become proficient in preparing digital artwork for a variety of media for both print and digital environment.
7. To gain an understanding of production procedures (Ex. screen printing, lithography, finishing/bindery techniques).

Applied Academics

Students enrolled in the Graphic Communications program can earn credits that will satisfy core academic requirements in English Language Arts, Math and Science. Through the integration of these core academics, achieving a Regents Diploma remains in reach.

College Agreements

In addition to gaining the skills needed to enter the workforce, this program provides an excellent foundation for students looking to enter a college program. Articulation agreements for college credit are in place with: The Art Institute of Pittsburgh (6 credits), Bryant and Stratton College (9 hours) Erie Community College (13.5 credits) and Genesee Community College (6 credits).

How to Enroll

Orleans/Niagara BOCES partners with local school districts to provide exciting hands-on career and technical training during normal school day. To learn more, speak with your high school counselor or you can contact Orleans/Niagara BOCES Orleans Career and Technical Education Center Principal Mr. Michael Mann at mmann@onboces.org.

Teacher Information

Karen Krull

kkrull@onboces.org

Orleans Career and Technical Education Center

4232 Shelby Basin Road

Medina, NY 14103