State-Approved (Chapter 74)
Program Overview

Design & Visual Communication

Visual design is everywhere—providing a "look and feel" for websites, posters and signs, book covers and product packaging to name a few.

What Students Learn & Do

Design and Visual Communication programs help students refine their artistic talents while mastering many of the technical softwares used in creative fields such as advertising, publishing, fine arts, and entertainment.

Students spend most of their time creating visual work using industry-standard software. Topics covered include Design Elements and Principles, Color Theory, Typography, Digital Photography, Mobile Design, Advertising Design, Illustration, Website Design, Animation, Poster Design, Digital Filmmaking and Editing.

Students in Design and Visual Communication are required to meet the same high academic standards as their peers in other high school programs. These standards are set by the State of Massachusetts. In addition, design and visual communication reinforces aspects of the English Language Arts curriculum. Workplace health and safety is also covered.

Licenses & Certifications

Programs will prepare students to earn industry-recognized credentials, and typically students will be able to complete one or more before they graduate from high school.

- Adobe Certified Associate (PhotoShop, Illustrator, Premier Pro, InDesign)
- OSHA 10 hour - General
- CareerSafe Cyber Safety Awareness Training

Options After High School

State-Approved (Chapter 74) programs provide precise training needed for entry-level employment, and most programs offer ways to obtain college credit that can be applied towards a degree. Here are some possible career opportunities for Design and Visual Communication program graduates.

High School Diploma

- Design and Production Assistant
- Assistant Illustrator
- Photographers Assistant
- Print Shop Assistant

Advanced Experience, Training or License

- Web Designer
- Associate Designer
- Graphic Designer

Bachelor's Degree (4 Years of College)

- Art Director
- Creative Director
- 3D Animator/Modeler
- User Experience Designer

Questions to Ask a Program You Are Considering

1. **What workplace experiences do you offer to students - at school, or with an employer?**
2. **What are some common next steps for graduates of this program and how do you support them to get there?**

Learn about the differences between State-Approved (Chapter 74) and Local programs:
http://www.doe.mass.edu/ccte/cvte/cte-families/state-vs-local.html

Massachusetts Department of Elementary and Secondary Education
Federation for Children with Special Needs