State-Approved (Chapter 74)
Program Overview

Graphic Communications

Graphic designers are highly valued in advertising and marketing for their ability to create visual communications that inform people and inspire them to take action.

What Students Learn & Do

Graphic Communications students learn to channel their creative ideas into polished final designs. Using a variety of digital technologies, students learn to develop and edit images and design layouts for print and online communications. Students also learn how to produce printed publications, posters, and marketing items such as embroidered or screen-printed clothing and other items.

Skills taught include website design, print layout and design, desktop publishing, offset printing, digital printing, binding and finishing. Students explore creative design principles and color theory as well as fundamental principles of marketing and aspects of copyright laws. Workplace health and safety is also covered in the curriculum.

Graduates of Graphic Communications programs 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. This program also reinforces aspects of English Language Arts, among other areas.

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. Example:

- OSHA 10 hour - General
- Adobe Certifications: Indesign, Photoshop, Illustrator, and Premier Pro
- PrintED

Options After High School

State-Approved (Chapter 74) programs provide precise training needed for entry-level employment. Here are some possible career opportunities for Graphic Communications graduates, and how to get there.

High School Diploma

- Copy Center Machine Operator
- Screen Printer
- Offset Press Operator
- Bindery/Finishing Operator

Bachelor's Degree (4 Years of College)

- Technical Illustrator
- Packaging Designer
- 3D/Multimedia Designer
- Marketing Manager
- Advertising

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

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