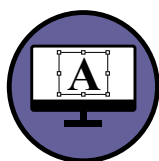


Career Technical Education Graphics and Computer Applications Programs



The Graphics and Computer Applications programs prepare students for entry-level jobs in graphics, web design, and digital marketing support. These courses are ideal for creative individuals seeking careers that require design skills.

Digital Marketers work with a variety of digital media, including social media, search engines, email, content creation, and online advertising. Their main goal is to connect with target audiences, drive engagement, and achieve business objectives through digital means.

Students learn through guided lessons and showcase their skills in unique projects at the

end of their courses. This helps them build important portfolios for job hunting in graphic design, web design, and digital marketing.

The curriculum includes training in basic Microsoft Office applications (Word, Excel, etc.) and keyboarding skills. Students then advance to the Adobe suite of products (Photoshop, Illustrator, InDesign, etc.), which are essential for their fields of study. Other courses cover HTML, SEO, e-commerce, website management, CSS, social media and online advertising, and Google Analytics for tracking website traffic and effectiveness.

“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.”

Milton Glaser

CBEDS Code 5757 Desktop Publishing

Visual Communications and Digital Marketing



34 weeks (1190 hours)

ELEMENTS:

- Business English
- Computer and Internet Fundamentals
- Word Processing 1
- Computer Spreadsheet/Graphics Fundamentals
- Presentation Graphics Fundamentals
- Elements of Design for Web and Print
- Office Graphics 1
- Desktop Publishing 2
- Desktop Publishing 1
- HTML/XHTML/CSS
- E-Commerce Fundamentals and SEO Basics
- Web Page Design 1
- Digital Marketing
- Content Management Systems
- Data Analytics
- Print Production Concepts/Print Portfolio
- Web Project Applications

OPTIONAL COURSE ENHANCEMENTS:

- Word Processing 2

SOFTWARE:

Microsoft programs including Windows, Word, Excel, PowerPoint; Adobe programs Illustrator, InDesign, Photoshop, Dreamweaver; WordPress, Shopify, HubSpot CRM

EMPLOYMENT OPPORTUNITIES:

Graphic Designer
Graphic Artist
Desktop Publisher
Graphic Designer/Production
Web Designer
Digital Marketer
Social Media Specialist
Content Strategist
Digital Content Specialist
E-mail Marketer

COURSE INFORMATION:

This Program is for students interested in a career in graphics and digital marketing. It offers foundational computer skills for illustration, enhancing photos, creating publications and designing social media ads and web pages.

All students will learn to use Microsoft Word, Excel, and PowerPoint, which are essential tools for most jobs. Students will then move on to the Adobe suite of products, where they will learn to:

- Create vector graphics with Illustrator
- Create brochures, ads, catalogs, and other professional materials with InDesign
- Enhance and correct photos, design artistic graphics with Photoshop

They will also learn to create and edit web pages using WordPress, Shopify, HTML/CSS coding, and Dreamweaver. Additionally, the program covers digital marketing topics such as social media, pay-per-click ads, display ads, email and content marketing, Google Analytics for website tracking and reporting, and the basics of search engine optimization (SEO).



For a complete list of program fees, see page 34

CBEDS Code 5757 Desktop Publishing

Digital Communications**18 weeks (630 hours)****ELEMENTS:**

- Business English
- Computer and Internet Fundamentals
- Word Processing 1
- Computer Spreadsheet/Graphics Fundamentals
- Presentation Graphics Fundamentals
- Elements of Design for Web and Print
- Desktop Publishing 2
- E-Commerce Fundamentals and SEO Basics
- Digital Marketing
- Content Management Systems
- Data Analytics

OPTIONAL COURSE ENHANCEMENTS:

Word Processing 2
 Desktop Publishing 1
 Office Graphics 1
 Web Page Design 1

SOFTWARE:

Microsoft programs including Windows, Word, Excel, PowerPoint; Adobe Photoshop; WordPress, Shopify, HubSpot CRM

EMPLOYMENT OPPORTUNITIES:

Desktop Publisher
 Website Administrator
 Digital Marketer
 Social Media Specialist
 Digital Content Specialist
 Content Strategist
 E-mail Marketer

COURSE INFORMATION:

For students interested in a career in graphics and digital marketing, this program provides essential training in computer skills for print design, creating presentations, designing social media ads, and managing web pages.

All students will learn to use Microsoft Word, Excel, and PowerPoint, which are fundamental tools for most jobs. Employers expect applicants to be proficient with these programs to create documents.

Next, students will learn Photoshop to enhance and correct photos, design graphics, and save them for print or web use. They will also learn to create and edit web pages using the popular web builders: WordPress and Shopify.

Additionally, the program covers digital marketing topics, including social media, pay-per-click ads, display ads, email and content marketing, Google Analytics for website tracking and reporting, and the basics of search engine optimization (SEO).

VACE is a great place to update current skills with welcoming and knowledgeable staff!

*Monique G.
 Digital Communications Student, 2024*



For a complete list of program fees, see page 34