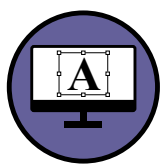# Career Technical Education
Visual Communications and Digital Marketing Programs

The Visual Communications and Digital Marketing programs prepare students for entry-level jobs in graphics and web design and digital marketing support.

From print and web design to digital marketing, This series of courses prepares students who are creative and want jobs that demand design skills.

The scope of a digital marketer's role encompasses a wide range of digital media, including social media, search engines, email, content creation and online advertising. The primary goal is to connect with target audiences, drive engagement and achieve business objectives through digital means.

Students learn through a series of guided lessons and then display their skills in unique projects at the end of their courses. This builds the important portfolios needed for job hunting in graphic, web and digital marketing.

Students learn to use the basic Microsoft Office applications (Word, Excel, etc.) and keyboarding skills. They then move to the Adobe suite of products (Photoshop, Illustrator, InDesign etc.) that are important to their fields of study. Other courses include: HTML, SEO, E-commerce, website management, CSS, social media and online advertising, as well as Google Analytics to track 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)

Financial Aid Available
to those who qualify

ELEMENTS:

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

OPTIONAL COURSE ENHANCEMENTS:

- Word Processing 2

Software: Microsoft programs including Windows, Word, Excel, and PowerPoint; Adobe programs including 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
E-mail Marketer

COURSE INFORMATION:

For the student who wants a career in graphics and digital marketing, this program offers basic instruction in using a computer to draw, to correct and enhance photographs, to create publications and slide shows to promote products, and to then create social media ads and meaningful web pages.

All students learn to use Microsoft Word, Excel, and PowerPoint, which form the basis of most jobs, as employers assume that applicants can use these programs to create documents.

Students then move into the Adobe suite of products, where they learn vector graphics with Illustrator; brochures, ads, catalogs, books, and other promotional materials for professional use with InDesign; enhance and correct photographs, create artistic graphic designs, and save them for use in print or on web pages with Photoshop.

Students learn to create and edit web pages using WordPress, Shopify, HTML coding and Dreamweaver. They also learn Digital Marketing which includes social media, pay-per-click ads, display ads, e-mail and content marketing; Google Analytics for website tracking and reporting; the basics of search engine optimization, or SEO and CSS.

CBEDS Code 5757 Desktop Publishing

Digital Communications

Financial Aid Available
to those who qualify

18 weeks (630 hours)

ELEMENTS:

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

OPTIONAL COURSE ENHANCEMENTS:

Word Processing 2
Desktop Publishing 1 (InDesign)
Office Graphics 1 (Illustrator)
Web Page Design 1 (Dreamweaver)

Software: Microsoft programs including Windows, Word, Excel, and PowerPoint, Adobe Photoshop, WordPress, Shopify, HubSpot CRM

EMPLOYMENT OPPORTUNITIES:

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

COURSE INFORMATION:

For the student who wants a career in graphics and digital marketing, this program offers basic instruction in using a computer to enhance photographs, to create slide shows, and to then create social media ads and administer web pages.

All students learn to use Microsoft Word, Excel, and PowerPoint, which form the basis of most jobs, as employers assume that applicants can use these programs to create documents.

Students then move into Photoshop to enhance and correct photographs, create artistic graphic designs, and save them for use in print or on web pages.

Students learn to create and edit web pages using WordPress, Shopify, HTML/CSS coding and Dreamweaver. They also learn Digital Marketing which includes social media, pay-per-click ads, display ads, e-mail and content marketing; Google Analytics for website tracking and reporting; the basics of search engine optimization, or SEO.