

# GRAPHIC

CIP CODE 10.0399

Mr. Polinsky

# COMMUNICATIONS

... any form of communication that relies on visual cues to transmit a message to people.

## CERTIFICATIONS

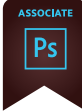


Adobe Certified Associate certification is an industry-recognized credential that effectively validates one's skills in Adobe Creative Cloud software.

Graphic Design and Illustration

Print & Digital Media Publishing

Visual Design



## 3 - YEAR BREAKDOWN

### Year 1

Typography  
InDesign  
Color Theory  
Bindery Applications  
PDF

### Year 2

Illustration  
Photoshop  
Printing Processes  
Vinyl Applications  
Wide-Format Printing

### Year 3

Illustrator  
Photoshop  
Portfolio  
Community Service  
Live Work

## TEACHER BIO

Instructor at EWCTC for over 20 years. He also has 10+ years industry experience in the newspaper and web design fields. He has a passion for aligning classroom projects to current industry trends and building customer service skills through real-world projects to support the community.



"Stand out in the crowd. Do more than what is asked."

## CAREER PATHWAYS

Graphic Designer  
Social Media Designer  
Digital Designer  
Marketing Strategist  
Creative Director  
Print Production

## COLLEGE PATHWAYS

Although most graphic design jobs require a bachelor's degree, it is possible to get a graphic design job with an Associate of Arts degree, particularly if you maintain an excellent portfolio of your work.

Bachelor of Arts, Science or  
Bachelor of Fine Arts  
Associate of Science  
Associate of Fine Arts  
Certificate Programs



## INDUSTRY PARTNERS

Unity Printing	Tribune-Review
Latrobe Bulletin	Top Hat
Pure Red	Meloy Graphics
Laurel Valley Graphics	Kennametal
Off the Wall Graphics	Seven Springs
Level One Graphics	

84% of all marketing strategies use images, popular GIFs, graphics, animations, and signs (among others) to pass information.