Video and Graphics Game Developers

Course Overview: Encompass entry level, technical, and professional careers related to the design, development and support of hardware, software, multimedia, and systems integration services.

Career Goal (O*NET Code): (49-9052) - Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions.

Student Name:_____
Grade: _____
School: _____

SUGGESTED COURSEWORK

Middle School	**8th**	**HS Courses:**	(Local districts may list high school credit courses here)
High School	**9th**	**Courses*:**	English I — World Geography — Fine Arts Algebra I or Geometry — Foreign Language I Biology — Physical Education or Athletics
		Career-Related Electives:	Principles of Information Technology
	10th	**Courses:**	English II — World History — Elective Geometry or Algebra II — Foreign Language II Chemistry — Elective
		Career-Related Electives:	Digital & Interactive Multimedia
	11th	**Core Courses:**	English III — United States History — Elective Algebra II or Pre-Calculus — Foreign Language III ** Physics — Professional Communications or Speech
		Career-Related Electives:	Web Technologies
	12th	**Core Courses:**	English IV — Government/Economics Pre-Calculus or Calculus — Elective 4th Science — Elective
		Career-Related Electives:	Research in IT Solutions

How to Become a Graphic Designer

A bachelor's degree in graphic design or a related field is usually required for jobs in this field. Candidates should demonstrate their creativity and originality through a professional portfolio that features their best designs. Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs.

EXTENDED LEARNING EXPERIENCES

Curricular Experiences*:
Business Professionals of America
Future Business Leaders of America
SkillsUSA
Technology Student Association

Career Learning Experiences:
Apprenticeship
Career Preparation
Internship
Job Shadowing

Extracurricular Experiences:
Academic Decathlon
Computer Tutor
Language Immersion Programs
School Newspaper
Student Council
UIL Academic Competitions
Yearbook

Service Learning Experiences:
Boy Scouts of America
Campus Service Organizations
Community Service Volunteer
Girl Scouts of the USA
Peer Mentoring / Peer Tutoring

COLLEGE CREDIT OPPORTUNITIES -- High School

Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.

Postsecondary

Texas Southmost College	South Texas College	Texas State Technical College
		Digital Media Design Technology (CERT) Digital Media Design Technology (AAS)

the University of Texas at Brownsville	The University of Texas - Pan American	
	Graphic Design (BFA)	

Carrer Options
(Sample of reported job titles)

- Graphic Designer
- Graphic Artist
- Designer
- Creative Director
- Artist
- Design Director
- Composing Room Supervisor
- Creative Manager
- Desktop Publisher
- Graphic Designer/Production

Professional Associations:
- The Professional Association for Design
- Graphic Artists Guild
- National Association of Schools of Art and Design

* Students must meet local & state high school graduation requirements. ** Required course for the Distinguished Graduation Plan (in addition to other measures). *** Based on campus availability. Students may select other elective courses for personal enrichment purposes.

This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2009. All plans meet high school graduation requirements as well as college entrance requirements.

TEA Industry Cluster	Computer/IT
SOC Code	-
Identified by	Tech Prep Occupations
Projected Growth (2018)	-
BISD Magnet School Available	No

Source: Demand Occupations by Cluster, updated *June 27, 2012*

Description

What Graphic Designers Do

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions.

Duties

Graphic designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics and visual or audio images for product illustrations, logos, and websites
- Create designs either by hand or using computer software packages
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them

Graphic designers combine art and technology to communicate ideas through images and the layout of web screens and printed pages. They may use a variety of design elements to achieve artistic or decorative effects. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a page or screen, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables.

Graphic design is becoming increasingly important in the sales and marketing of products. Therefore, graphic designers, also referred to as graphic artists or communication designers, often work closely with people in advertising and promotions, public relations, and marketing.

Frequently, designers specialize in a particular category or type of client. For example, some create credits for motion pictures, while others work with print media and create signs or posters.

Graphic designers also need to keep up to date with the latest software and computer technologies to remain competitive.

Some individuals with a background in graphic designers teach in design schools, colleges, and universities. For more information, see the profile on postsecondary teachers.

Training Opportunities Linked to Those Jobs
(Degree Types and Colleges/Universities)

How to Become a Graphic Designer
A bachelor's degree in graphic design or a related field is usually required for jobs in this field. Candidates should demonstrate their creativity and originality through a professional portfolio that features their best designs.

Education
A bachelor's degree in graphic design or a related field is usually required. However, those with a bachelor's degree in another field may pursue technical training in graphic design to meet most hiring qualifications.

The National Association of Schools of Art and Design accredits about 300 postsecondary colleges, universities, and independent institutes with programs in art and design. Most schools include studio art, principles of design, computerized design, commercial graphics production, printing techniques, and website design. In addition, students should consider courses in writing, marketing, and business, all of which are useful in helping designers work effectively on project teams.
Many programs provide students with the opportunity to build a professional portfolio of their designs. This means collecting examples of their designs from classroom projects, internships, or other experiences. Students can use these examples of their work to demonstrate their design skills when applying for jobs and bidding on projects. A good portfolio often is the deciding factor in getting a job.

Students interested in graphic design programs should take basic art and design courses in high school, if the courses are available. Many bachelor's degree programs require students to have had a year of basic art and design courses before being admitted to a formal degree program. Some schools require applicants to submit sketches and other examples of their artistic ability.

Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs.

Advancement
Beginning graphic designers usually need 1 to 3 years of work experience before they can advance to higher positions. Experienced graphic designers may advance to chief designer, art or creative director, or other supervisory positions.

Important Qualities
Artistic ability. Graphic designers must be able to create designs that are artistically interesting and appealing to clients and consumers. They produce rough illustrations of design ideas, either by hand sketching or by using a computer program.
Communication skills. Graphic designers must communicate with clients, customers, and other designers to ensure that their designs accurately reflect the desired message and effectively express information.
Computer skills. Most graphic designers use specialized graphic design software to prepare their designs.

Creativity. Graphic designers must be able to think of new approaches to communicating ideas to consumers. They develop unique designs that convey a recognizable meaning on behalf of their clients.

Teamwork. Graphic designers often work on projects with other graphic designers and marketers, business analysts, writers, and programmers. They must collaborate to produce successful websites, publications, and other products.

Time-management skills. Graphic designers often work on multiple projects at the same time, each with a different deadline.

Texas Southmost College	South Texas College	Texas State Technical College	The University of Texas at Brownsville	The University of Texas - Pan American
		Digital Media Design Technology (CERT)		Graphic Design (BFA)
		Digital Media Design Technology (AAS)		

Local Employers

Abs Corporate Apparel	**Harlingen**		**Krgv**	**Harlingen**
All Valley Communications	**LA Feria**		**Lamar Outdoor Advertising**	**San Benito**
Calvary Baptist Church	**Harlingen**		**Port Isabel-South Padre Press**	**Port Isabel**
Holdar Engineering CO	**Brownsville**		**South Texas Tropical Weather**	**Brownsville**
Intertek Testing Svc	**Brownsville**		**Wesley United Methodist Church**	**Harlingen**

Career Options
(Specific Job Types)

- Graphic Designer
- Graphic Artist
- Designer
- Creative Director
- Artist

- Design Director
- Composing Room Supervisor
- Creative Manager
- Desktop Publisher
- Graphic Designer/Production

Salary Ranges

Wages for **Graphic Designers**

Location	Pay Period	2011				
		10%	25%	Median	75%	90%
United States	Hourly	$12.60	$16.06	$21.16	$28.56	$37.20
	Yearly	$26,200	$33,400	$44,000	$59,400	$77,400
Texas	Hourly	$12.06	$15.09	$19.13	$25.93	$33.84
	Yearly	$25,100	$31,400	$39,800	$53,900	$70,400
Brownsville-Harlingen, TX MSA	Hourly	$8.82	$10.86	$13.36	$17.53	$22.92

Location	Pay Period	2011				
		10%	25%	Median	75%	90%
	Yearly	$18,300	$22,600	$27,800	$36,500	$47,700
McAllen-Edinburg-Mission, TX MSA	Hourly	$11.37	$13.92	$17.21	$22.94	$28.29
	Yearly	$23,600	$29,000	$35,800	$47,700	$58,800

Professional Associations linked to the Careers

For general career information about graphic design, visit

The Professional Association for Design

Graphic Artists Guild

For general information about art and design and a list of accredited college-level programs, visit

National Association of Schools of Art and Design

Sources

The information provided in this document was collected from the following sources:

- Occupational Outlook Handbook (http://www.bls.gov/ooh/)
- O*NET OnLine (http://www.onetonline.org/)
- Texas CARES (http://www.texascaresonline.com/)
- CareerOneStop (http://www.careeronestop.org/)