

LEARN *More*

about
career and technical
education



Northwest
Education
Services

Interested?

- 🗣️ Talk to your high school counselor
- 📞 Call us: 231.922.6273
- 📍 Visit us: 880 Parsons Rd, Traverse City
- 🌐 Browse the web: NorthwestEd.org

Graphic Arts

Explore the print and design industry through drawing, typography, photography, graphic design, illustration, and animation. Learn marketable skills in a studio setting using Adobe Creative Suite, and a print lab that provides hands-on workspace for production. Emphasis is placed on the design process, concept development, and critique to create a portfolio for a career in commercial arts.

Core Skills

- Idea generation & image development
- Design principles & color theory
- Digital & traditional illustration
- Animation & character design
- Self-management & self-promotion
- Graphic design & typography
- Layout & composition
- Photography
- Print production
- Creative problem solving

Future Career Options

- Concept artist
- Animator
- Fine artist
- Art teacher/therapist
- Photographer
- Illustrator
- Museum curator/technician
- Set designer
- Freelance artist

Certifications/Academic Credit

- English and/or math credit
- VPAA elective credit
- PASSES EDGE workplace safety certificate
- Postsecondary articulated credit

Setting Students up for Success

Students engage in active learning on state-of-the-art equipment by working on real projects with actual clients to provide creative solutions through creativity in graphic arts.

Leadership & Scholarship Opportunities

Club participation, competition and leadership can occur with peer mentorship, MITES, National Cherry Festival Art Competition, National Technical Honor Society and Student Council.

21 Career & Technical Programs

Agriscience	Health Sciences
Auto Repair	Information Technology
Business Careers	Power Equipment
Collision Repair	Precision Machining
Construction Trades	Public Safety
Culinary Arts	Robotics & Automation
Early Education	Teacher Academy
Electrical Occupations	Web & App Development
Engineering Academy	Welding
Film & New Media	Writers Studio
Graphic Arts	

Student Support & Guidance

- Career Tech staff teach and reinforce positive work ethic in all students.
- Attendance and academic progress is monitored to guide students toward individual growth and career planning that will establish a pathway to a meaningful life.
- Seminars are provided on college planning, financial aid and scholarship opportunities.

Job Training & Experience

Career Tech programs offer all students a chance to:

- Gain hands-on training
- Use state-of-the-art technology
- Demonstrate leadership, workplace readiness and ethics
- Participate in internships, job shadows, work experience, or paid co-op experience