

- Baker College
- Center For Creative Studies
- Central Michigan University
- Davenport University
- Delta College
- Ferris State University
- Grand Valley State University
- Kendall College of Art & Design
- Kirkland Community College
- Lansing Community College
- Michigan State University
- Mott Community College
- Northern Michigan University
- Northwood University
- Oakland University
- Saginaw Valley State University
- St. Clair Community College
- University of Michigan
- Western Michigan University



**“Tell me and I will
forget. Teach me and I
will remember. Involve
me and I will learn.”**

-Benjamin Franklin

In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans with Disabilities Act of 1990, it is the policy of the Tuscola Intermediate School District that no person shall, on the basis of religion, race, color, national origin, sex, disability, age, marital status, height, weight, arrest record, and familial status be excluded from participation in, be denied the benefits of, or be subjected to discrimination during any program or activity or employment. Inquiries regarding this policy should be directed to the Tuscola ISD Superintendent, 1385 Cleaver Road, Caro, Michigan 48723, (989) 673-2144.

ART & Digital Design

Tuscola Technology Center

1401 Cleaver Rd., Caro, MI 48723

Phone: (989) 673-5300

Fax: (989) 673-4228

www.tuscolaisd.org



Art & Communications
Pathway

What You Will Learn:

In the Visual Imaging Cluster at the Tuscola Technology Center, students learn to communicate to mass audiences, promoting products and ideas. Students use design principles, typography, illustration and computer skills to produce effective graphic communications.

From cereal boxes to web sites, the visually compelling display of information dominates our modern lives. Never before has art & digital design been so important and so pervasive.

At the Tuscola Technology Center, you will develop the problem-solving skills and conceptual thought processes that will prepare you for professional success in this dynamic area that spans many careers in the visual imaging field.

In our visually oriented society, graphic designers benefit from an array of career opportunities in advertising, web design, publishing, and other communication fields. The Art & Digital Design program trains artists to creatively solve problems while acquiring the specific skills and experience needed to design magazine layouts, brochures, packaging, corporate logos and web sites.

Computer skills are learned as a way to augment, not replace, artistic talent and ability. Students learn to develop their creativity through fun hands-on projects.

ART & DIGITAL DESIGN

Prepare for an exciting career in art and digital design, where you will develop creative approaches to promote products, services, and ideas for commercial use and learn about and develop:

- Computer graphics programs
- Studio tools, equipment, & procedures
- Typography
- Layouts for magazines, brochures, & posters
- T-shirts, web sites, & animation
- Illustrations using colored pencils, markers, pen and ink, & designer's gouache
- Photographic and printing processes, including screen printing & block printing
- Package design
- Brainstorming skills
- Decision making skills
- Teamwork and employability skills
- Adobe Photoshop, Illustrator, InDesign, Flash, & Dreamweaver

Traits You Should Possess:

- Ability to meet deadlines
- Aptitude for detail work
- Willingness to cooperate
- Openness to constructive criticism
- Neatness and accuracy in work
- Patience
- Trustworthiness

Where You Can Go From Here:

Listed below are a few of the careers you can pursue in the Visual Imaging Cluster at the Tuscola Technology Center.

- Animator
- Art Director
- Web Designer
- Desktop Publisher
- Graphic Designer
- Package Designer
- Layout Artist
- Photographer
- Printer
- Sign Maker
- Screen Printer
- Tattoo Artist



Regardless of your career choice the skills learned in this award-winning class will carry over into any field of interest.