

Curriculum Overview

Purpose of this course is to provide students with an overview of a career as a Graphic Designer. Students will explore a day in the life of a Graphic Designer to gain an understanding of the job responsibilities, expectations, and day-to-day tasks performed by professionals in the field. The goal of this course is to help students find their career interest through an immersive environment that exposes teens to challenges they would face in the profession to help them determine the best career path for them.

Learning & Performance Goals

By the end of this jam course, students will be able to demonstrate an understanding of the following:

- 1.1 Explain what a graphic designer does
- 1.2 Explore different careers within the graphic design industry
- 1.3 Describe different job settings that graphic designers can work in
- 1.4 List the educational requirements, training or experience needed to become a graphic designer
- 1.5 Assess the skills that graphic designers possess
- 1.6 Identify tools or software graphic designers use
- 1.7 Summarize a “day in the life” of a graphic designer
- 1.8 Perform a task that a graphic designer would perform on the job

Curriculum Framework & Map

Learning Goals	Instructional Strategies		
1.1	1.1.1 Students will watch a video overview of a career as a graphic designer	1.1.2 Students will listen to a mentor/guide explain their experience working as a graphic designer	1.1.3 Students will drag-n-drop various visuals/artwork that would be created by different types of graphic designer