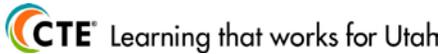


Utah Career and Technical Education Career Pathway

2018-2019 School Year



CTSO Information
 Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.
 SkillsUSA is the CTSO for students in the Commercial Art Career Pathway. SkillsUSA provides quality education experiences for students in leadership, teamwork, citizenship, and character development.

Workforce Trends
 The expanding electronic media and entertainment industries will offer opportunities for animators, illustrators, and graphic artists.
 In Utah, the projected annual employment growth rate for graphic designers is 2.9 percent through the year 2024.

Career Cluster: Arts, Audio/Visual Technology & Communication

Career Pathway: Graphic Design & Communication: Commercial Art

CORE CODE	FOUNDATION COURSES (required)	CREDITS	
40.13.00.00.001	Commercial and Advertising Art *	.50	2.00 credits
40.13.00.00.020	Design and Visual Communications *	.50	
40.13.00.00.030	Industrial Design *	1.00	
ELECTIVE COURSES			
35.02.00.00.075	3D Animation	.50	1.00 credit
35.02.00.00.070	3D Graphics	.50	
32.02.00.00.010	Accounting 1	.50	
40.10.00.00.044	Advanced Production Graphics *	.50	
40.13.00.00.012	Basic Digital Photography *	.50	
32.02.00.00.140	Business Management	.50	
35.02.00.00.010	Digital Media 1	1.00	
40.10.00.00.046	Digital Print Design *	.50	
32.02.00.00.220	Entrepreneurship	.50	
40.10.00.00.040	Graphic Communications, Introduction *	.50	
40.10.00.00.048	Screen Printing Technology *	.50	
41.00.00.00.030	Workplace Skills	.50	
3.00 credits for completion			

* Course can be taken up to 1.00 credit.
 Foundation courses taken beyond the required credits can be used as elective credit.

Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

Commercial Art is:
 > High skill
 > High wage
 > High demand

Sample Occupations Requiring:

- [High School Diploma](#)
- > Fine Artist, including painters, sculptors, and illustrators
- > Photographer
- [Certificate](#)
- > N/A
- [Assoc. or Technical Degree](#)
- > N/A
- [Baccalaureate Degree](#)
- > Art Director
- > Career and Technical Education Teacher
- > Commercial Designer
- > Fashion Designer
- > Graphic Designer
- > Multimedia Animator
- > Multimedia Artist
- [Graduate or Prof. Degree](#)
- > Medical Illustrator
- > Postsecondary Teacher

Student Testimonial
 "All of my CTE teachers have been very informative and helpful in guiding me to an interest of study after my high school years. CTE classes have prepared me to be more self-sufficient, goal-oriented, and confident in my skills. CTE classes have helped me be a better student. I am very excited for my future."
 Hannah Jensen

HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade	1-Year Certificate	2-Year Associate or Technical Degree	4-Year Bachelor's Degree	More Graduate or Prof. Degree
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.		An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2015-2016, 73 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).		

Utah Business and Industry Facts
 According to the Utah Department of Workforce Services, graphic designers work in a variety of businesses. From public to private companies, graphic designers are in high demand, especially those who have skills in various types of media—websites and print publications.

CTE Skill Certificates
 Competency-based student assessments, measured by core standards and competencies needed to be successful in the workforce.

UtahFutures: College and Career Planning
 Visit UtahFutures.org for salary projections, labor market demand, and training options.

In 2016-2017, 105,691 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.