

ONONDAGA-CORTLAND-MADISON BOCES Career & Technical Education

GRAPHIC COMMUNICATIONS at McEvoy

Graphic Communications is a two-year, project-based program for students who want to develop 21st century career and communication skills in graphic design and artistry. Macintosh computers and Adobe software are featured, as are projects in the form of multimedia advertisements, logo design, business cards, computer illustrations, digital imaging, multimedia and web design. Field visitations to advertising agencies, printing companies and colleges are embedded into the program. Dual credit courses are an integral component of the program and are offered through Tompkins Cortland Community College, where students may earn up to six college credits in Art and Communications. Prior to completion, students are also provided with internship experiences and the opportunity to earn a Career and Technical Endorsement on their diploma by successfully passing an industry-standard technical assessment.

AVAILABLE ACADEMIC CREDITS

- 3 CTE per year
- 1 science or math per year
- 6 college credits through Tompkins Cortland Community College

CONTINUING EDUCATION PARTNERS

- Tompkins Cortland Community College
- Onondaga Community College
- Bryant & Stratton College
- Mohawk Valley Community College
- Herkimer Community College

TECHNICAL SKILLS

- Adobe Creative Suite software
- Vector- and raster-based graphics
- Digital photography
- Video production
- Marketing & advertising
- Macintosh OS
- Typography
- Pre-flight professional printing
- Flash animation



CAREER OPPORTUNITIES

- Photography
- Advertising design & layout
- Television, film, radio, social & print media*
- Graphic design*
- Computer graphics*
- Marketing & advertising*
- Video production*
- Publishing*
- Animation*
- Industrial, visual, web & interior design*

*Advanced Employment – Additional training may be necessary

**TOMPKINS
CORTLAND**
COMMUNITY COLLEGE

FOR MORE INFORMATION

For more information about the Graphic Communications program, see your high school guidance counselor or call our OCM BOCES guidance counselors at our McEvoy Campus, 1710 NYS Route 13, Cortland (607) 758-5260.

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Committed to Your Success

