

BERKELEY UNIFIED SCHOOL DISTRICT

TO: Dr. Brent Stephens, Superintendent
FROM: Baje Thiara, Associate Superintendent
Juan Raygoza, Vice-Principal BHS
DATE: August 23, 2019
SUBJECT: New Course: CTE Graphic Design

BACKGROUND INFORMATION

Berkeley High School is requesting Board approval for a year-long course *entitled CTE Graphic Design*. This course has already been approved by UCOP as a Visual Arts “F” course offering as of July 25, 2019.

The purpose of the course is to facilitate the continued growth of our CTE classes in the visual arts and the Digital Media Pathway. There are rigorous academic possibilities for students to engage in digital communication in a variety of programs such as Adobe InDesign & Adobe PhotoShop. This course would be situated as a stand-alone class that could feed into our current Adv. Digital Photography class, Yearbook, Jacket, or into the AP Studio – 2-d track which was approved by UCOP.

This is a vital course for students who are seeking to broaden their understanding of the visual arts, as well as providing a hands-on course that prepares students for internships, assistantships, and provides students with the tools to start their own graphic design business.

This course would be taught by a CTE instructor who is bringing in real-world challenges for students to engage with the course materials.

A sample of some of the course units are as follows; File Management & Document Preparation, Elements of Design Challenges, Typography Poster Designs, Identity Package Design & Branding, Professional Client Product Branding, Independent Design Challenges, as well as tutorials all leading to the production of a year-long student portfolio. Together, these units allow the students to learn real-life, post-graduation skills that they are sure to use outside of high school.

POLICY/CODE:

Ed Code 51054

Board Policy 6141

FISCAL IMPACT

None

STAFF RECOMMENDATION: Approve *CTE Graphic Design* to be offered as a course for 2020-2021. It was offered in the course catalog as pending for the 2019-2020 school year.