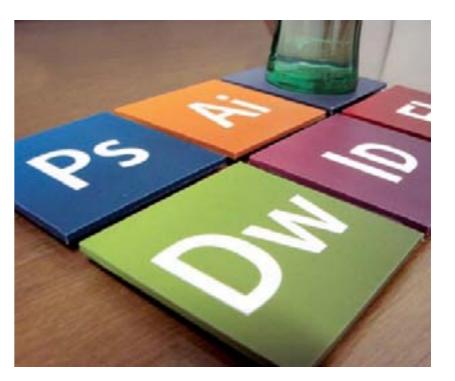# What is Graphic Design?
-Learning at Digital Design & Production Academy

When companies that sell products need a way to showcase their items on the outside of their packages, they rely on the expertise of a Graphic Designer. For example: A toy collectable company named "Hot Toys" has released the new Iron-Man 3 realistic collectables. We can be sure the photography is going to be excellent and the boxes will need illustrations as well.

The job of a Graphic Designer or Multimedia Illustrator is to make normal images look extraordinary.

Software products such as Adobe Photoshop, Illustrator and Adobe InDesign are a must learn for a Graphic Artist. *WE HAVE THIS SOFTWARE HERE AT CVHS ready for you to learn!*

Hot Iron:
-A fan Gallery

Well, maybe not a gallery of pictures but an awesome gallery of what makes Photoshop soo important or valuable for the Graphic Designer.

FIRST
Adobe Photoshop is the world-wide leader in graphics. People around the world use Photoshop to manipulate images for print and for the web. Now with the newest versions you can also make videos with Photoshop!

SECOND
Digital effects. Layers have styles that and effects that make images stand out from the rest. You'll learn these effects for images and for type!

THIRD
File formats. Photoshop can handle different file formats. Why is that important you ask? Because just like everyone in the world has different computers, Adobe Photoshop must be able to handle multiple image formats at once. To Open, Edit and Save them (for the web!)

**-By the way:
Robert Downey Jr.
IS Iron-Man!**

Flowers after every performance? Right, not for me please... {Robert Downey jr.}

Magazine quality pages like these ones were created using Adobe InDesign. The program itself is easy to use but gets complicated after you've learned what else is possible to make with it. For instance: These pages are saved as a PDF (Portable Document File) but interactive; -you could CLICK on the images on the bottom and they'll automatically transport you to the pages that correspond by number! Try it!

They are called "buttons" inside InDesign. Your navigation buttons can be any size, color and picture format. All you have to do is assign them one by one.

Adobe InDesign can help you create books, magazines, web pages and more!

(*MORE? YES! MORE!* like pages for iPad, and iPhones for instance.)

OK, I want to Join!

-Requirements for Digital Design & Production Academy

Q: What requirements are needed to join the Digital Academy here at CVHS?

A: Ready to join? GOOD! you must be:

-High School Freshman
-Make a School year-long commitment to the academy
-Maintaing a satisfactory grade point average (2.0 GPA)
-Be on time to all classes during schoolyear
-Have no more than 5 unexcused absences
-Display appropriate behaviors
-Dress: Academy shirts on Tuesdays and Wednesdays. "Dress for Success" on Thursdays
-Attend or Participate in Academy activites during the year (Field Trips, meetings etc.)
-Complete 30 hours of approved community service

Who is my teacher, Mr. Perez ?
-Digital Design & Production Academy instructor

M r Perez is a Graphic Designer with over 10 years teaching experience. He was the Senior Graphic Artist for the Sap Reosrt Casino in Palm Springs culminating his career by winning the first ever ADDY award for the Casino. Having worked in the professional industry for over 12 years, Mr Perez has shifted his talents to developing apps for Android and iPad devices while implementing digital lessons for the students of all levels to understand.

At the Core of it -his passion is graphics.

How? can we make graphics better, energetic and clean
When? do we meet the deadlines and earn grades
Why? do we learn at the pace we do

Our Lessons are like 'projects' that students work on and finish on time. The process is slowly at first (to make sure the students get the basics) then the pace picks-up faster and faster. In the real world deadlines must be met and this can only be accomplished with keyboard computer short-cuts and software knowledge.

Learning is fun at room #103 and the Academy life is rewarding!

Our field trips have included visits to Universal Studios, the Beach and also multimedia design colleges in the Los Angeles area such as the professional Woodbury College of Design.

There's never been a better time to get our Digital Career going than right now!

-Contact your Counselor for more info.