PROJECT: **The Industry**

MEETS FLORIDA STANDARDS:

1. Demonstrate proficiency in art and design skills.
2. Demonstrate an understanding of type design.
3. Demonstrate proficiency in layout.
4. Demonstrate proficiency in applied design.
5. Demonstrate proficiency in graphic art computer skills.
6. Demonstrate proficiency in graphic production.
7. Demonstrate an understanding of employability in commercial art and graphic media.
8. Demonstrate an understanding of entrepreneurshi

### CHALLENGE: **Find out more about your chosen profession**

**What Jobs Exist? How Much Can I Earn?**   
Research At Least Three Jobs in Pinellas County that interest you and which you may be qualified for or would need more training to be qualified for.

**What You Need To Do. Answer the following and document and format your findings. When complete, turn in as .WORD Document to Focus.**

1. Discover and Document at least three job listing resources online.
2. Search for as many jobs as you’d like, both local and national.
3. Pinpoint your area of study and what jobs are related to your field
4. Search for jobs within your skillset and beyond.
5. Determine what skillsets employers are looking for. Search jobs ads for this information.
6. Determine how much entry level and experienced positions pay
7. Determine if this is an on-site position, distance position, freelance / contract only position

Check the website for other specifics as they are available.

WORK FLOW:

1. Pinpoint your area of study and what jobs relate to your field
2. Research best online sites for open jobs
3. Search for jobs within your skillset and beyond.
4. Determine what skillsets these employers are looking for.
5. Determine how much entry level and experienced positions pay
6. Determine if this is an on-site position, distance position, freelance / contract only position

RESOURCES:

* [Remote Work vs. On-Site Work: What’s It Going To Be?](https://www.omnesgroup.com/remote-vs-on-site-work/)
* [US Bureau of Labor Statistics: Graphic Designers](https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm)

OUTCOME:

Students will research and discover practcial salaries and monies paid to graphic designers in the area.

**Grading Rubric – 3 points**

An ***A*** grade will look like: 3 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The content is personal, of your choice and designed to professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A ***B*** grade will look like: 2.5 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. May contain a few typos.

A ***C*** grade will look like: 2 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing. Possible formatting issues as well.

A ***D*** grade will look like: 1 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It’s minimal or even too much. The content is not of professional standards yet and should be corrected if giving this to a client. You have spelling and usage issues. Maybe does not make much sense or contain all things asked for.

A **Failing**grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.