

Campus Location

Lemley Campus @ Memorial Complex

Occupational Focus

If your creativity is matched with excellent artistic and communication skills, Tulsa Tech's Advertising Design program will open the doors to a range of good wage jobs with every opportunity for advancement. You will learn to combine creativity and technical ability to produce a graphic message that will influence people to purchase a product or service. You will study theory, technique, and use of tools and equipment needed to carry an idea to a layout through the various stages to a final product and in a variety of medium. Taught by a skilled professional, you will not only have opportunities to work on live projects, but also develop a portfolio to showcase work and promote your employability. This program would be a great start for those of you interested in the following career paths: graphic designer, commercial artist, production artist, illustrator, cartoonist, magazine layout artist, creative director, vinyl sign maker/designer, advertising production manager, art director, animation artist, or silk-screen artist/printer. You may choose to enter the job market after completing this program or apply credit toward an associate degree and beyond. Whatever your choice, you will have a solid foundation for success in this multi-million dollar industry.

For information concerning working conditions, physical requirements, employment and job outlook please refer to the Occupational Outlook Handbook (OOH), 2010-11 Edition at <http://www.bls.gov/oco/>.

Who Can Attend?

High school students
Adults

Prerequisite(s)

None

Scheduling Information

One to two year program
Check with Admissions Office at 918.828.5260 for start dates.
Three to six hours daily
--Morning session - 7:55 - 10:40 am
--Afternoon session - 11:55 - 2:40 pm

Tuition

No charge for high school students within Tulsa Tech District
Adult - \$2.50/hour*

*Tuition subject to change without notice

Career Majors

Visual Communication Artist - 600 Hours*

This career major enhances natural artistic abilities and allows students opportunities for future artistic endeavors. It provides more advanced artistic training and basic software exploration to obtain skills required of a visual communication artist. Students will gain skills in page layout, portfolio development, illustration, proofing, and necessary Macintosh training to work in any creative field.

Advanced Visual Communication Artist - 600 Hours*

This career major takes students from concept to creation in all areas of visual design. Students will delve into screen printing, vinyl design and production. Through indept Macintosh training, students will create magazine illustration and layout, corporate identity development and photographic image manipulation. Students will also build an extensive professional portfolio, both in print and online, necessary for scholarships, internships and job placement.

*Career major, courses and hours are subject to change without notice

Books/Supplies

No textbook charge for high school students within Tulsa Tech District
Adult see campus bookstore

College Credit

College credit is available for the majority of Tulsa Tech's full-time programs through Rogers State University, Oklahoma State University-IT or Tulsa Community College. Advanced standing credit may also be granted for some of our programs. The number of hours varies depending on the program length, the college granting the credit, and the student's plan of study. Check with your Tulsa Tech counselor for more information.

Credentials/Industry Certifications

Completion certification

Employment Opportunities

Commercial or Graphic Designer, Illustrator, Cartoonist

Tulsa-Area Salary

\$8.00 - \$16.46/hour

Financial Aid

Scholarships are available for eligible students. Call 918.828.5280 or email financialaid@tulsatech.org. For the most up-to-date and complete information on scholarships and grants please visit www.tulsatech.edu.

Application Process

High school students see Tulsa Tech career counselor or sending school counselor.

Adults contact Tulsa Tech Admissions and Enrollment office at 918.828.5260, email admissions@tulsatech.org or check out our website at www.tulsatech.edu.

NOTE: Some programs have additional admissions criteria. For specific program requirements and applicable prerequisites, contact Admissions at 918.828.5260.

Courses by Career Majors

Visual Communication Artist - 600 Hours*

Introduction to Graphic Communications
Introduction to Macintosh
Design & Layout
Typography
Basic Illustration I
Basic Illustration II
Basic Computer Illustration
Design & Color Principles
Digital Image Manipulation
Professional & Personal Development
Job Readiness

Advanced Visual Communication Artist - 600 Hours*

(Prereq: Visual Communication Artist)

Project Management Conceptual Design Process
Copyright Law
Page Layout Advertising Design
Screen Printing and Vinyl Art Preparation
Image Capture
Digital Typography
Computer Illustration
Environmental Applications of Graphic Design
Workbased Learning Capstone/OJT
Portfolio Development I

**Career major, courses and hours are subject to change without notice*

Tulsa Tech does not discriminate on the basis of race, color, religion, national origin, gender, age, marital or veteran status, or disability.

Tulsa Tech is accredited by the Oklahoma Department of Education, the Oklahoma Board of Career & Technology, & the North Central Association--Commission on Accreditation & School Improvement.

Also, where available, our programs are accredited by the specific industry standards associated with their industry.

To remain current with the demands of business and industry, curriculum is periodically revised. The revision may change the number of Tulsa Tech classes that apply toward the college credit. The number of credit hours identified in the agreement the year the student completes the class will determine the credit hours the student receives. Conditions are based on the actual agreements and are subject to change annually.