

# ADVERTISING DESIGN

## Campus Location

Lemley Campus

## 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 2008-09 Occupational Outlook Handbook (OOH) at <http://www.bls.gov/oco/>.

## Who Can Attend?

High school students  
Adults

## Prerequisite(s)

None

## Scheduling Information

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

## Career Majors

### Visual Arts Production Artist - 600 Hours\*

This major offers the essential, base knowledge and skills needed for commercial art careers. Students will express their creativity and apply their art skills while learning theory, technique, and tool usage. Students will also utilize industry-recognized graphics and page layout programs to produce various projects.

### Advertising Designer - 1200 Hours\*

This major prepares students to design layouts and create elements for advertisements in various media. Students will demonstrate their creativity and technical art skills, as well as communication and marketing skills to produce appropriate messages for a target audience. During their studies, student will build a strong portfolio of varied work that can help them get noticed by prospective employers.

### Illustrator - 1200 Hours\*

This major provides students the opportunity to create illustrations for use in various media to explain or adorn a message. Students will use their creativity to determine the style, technique, and medium best suited to produce the desired effect. Student will hone their technical art skills while building a strong portfolio of work.

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

## Tuition

No charge for high school students within Tulsa Tech District.

Adult - \$2.50/hour\*

*\*Tuition subject to change without notice.*

## Books/Supplies

No textbook charge for high school students within Tulsa Tech District.

Adult supplies/tools \$150

## 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.

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## Credentials/Industry Certifications

Completion Certificate

## 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](mailto:financialaid@tulsatech.org) for detailed information.

## 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](mailto:admissions@tulsatech.org) or check out our website at [www.tulsatech.edu](http://www.tulsatech.edu).

## Courses by Career Majors

### Visual Arts Production Artist - 600 Hours\*

Safety I  
Graphic Design Mathematics  
Copyright Law  
Computer Fundamentals  
Introduction to Graphic Communications  
Typography  
Digital Page Layout  
Digital Image Manipulation  
Digital File Prep  
Professional and Personal Development  
Workforce Staging

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## Courses by Career Majors

### Advertising Designer - 1200 Hours\*

Safety I  
Graphic Design Mathematics  
Copyright Law  
Introduction to Graphic Communications  
Typography  
Computer Fundamentals  
Design and Color Principles  
Digital Typography  
Digital Page Layout  
Digital Image Manipulation  
Digital File Prep  
Project Management Conceptual Design Process  
Page Layout Publication Design  
Basic Computer Illustration  
Portfolio Development I  
Workbased Learning Capstone/OJT  
Professional and Personal Development  
Workforce Staging

### Illustrator - 1200 Hours\*

Introduction to Graphic Communications  
Safety I  
Copyright Law  
Graphic Design Mathematics  
Computer Fundamentals  
Typography  
Digital Page Layout  
Digital Image Manipulation  
Digital File Prep  
Professional & Personal Development  
Workforce Staging  
Project Management Conceptual Design Process  
Basic Illustration  
Design & Color Principles  
Screen Printing & Vinyl Art Preparation  
Computer Illustration  
Page Layout Advertising Design  
Portfolio Development I  
Workbased Learning Capstone/OJT

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