

NORTH MONTCO TECHNICAL CAREER CENTER

COMMERCIAL ART

The Commercial Art Program offers instruction encompassing a broad spectrum of art related occupations. The number of commercial art jobs is expected to increase, especially in areas utilizing desktop publishing/computer generated art. Growth in illustration, design and other techniques will create a demand for skilled artists far in excess of qualified workers.

What you will learn:

- Advertising and Layout Design
- Computer Art and Design (Adobe Software)
- Drawing/Illustration
- Publication and Book Design
- Typography and Graphic Design

Physical criteria:

- Manual dexterity
- Strong eye/hand coordination
- Good depth and color perception

Career possibilities:

- Desktop Publisher
- Advertising Designer
- Production Artist
- Web Page Designer
- Art Director
- Graphic Designer

Career possibilities with additional education:

- Packaging Designer
- Publication Designer
- Creative Director
- Multimedia Designer
- Technical Illustrator

Equipment list:

(With approximate costs)

- Color Markers (\$40)
- 2 Ebony Pencils (\$2)
- #2 Pencils (2) (\$1)
- Kneaded Eraser (\$1)
- 2 Brushes (\$4)
- 2 Fine Line Pens (Sharpie-black) (\$3)
- 2 Fine Line Pens (Sharpie-red) (\$3)
- Art Box (to carry tools) (\$10)
- White Eraser (\$1)
- Colored Pencils (\$27)
- USB flash drive (also known as a jump drive or memory stick) (\$15-30)
- 2" white binder with dividers (\$10)

Class of 2010 graduation plans:

- 82% plan to continue their education in this field
- 9% plan to continue their education in another field
- 9% found employment in another field

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