NORTH MONTCO TECHNICAL CAREER CENTER
ADVERTISING DESIGN

The Advertising Design Program offers instruction encompassing a broad spectrum of art and design related occupations. Students are introduced to the tools and techniques needed to become successful advertising artists and designers. Growth in illustration, design and other techniques will create a demand for skilled artists and designers far in excess of qualified workers. The core curriculum focuses on advertising design, digital imaging, illustration and the principles of creating good advertising. Hands-on learning will provide students with the background needed to develop a viable portfolio.

Equipment list:
(With approximate costs)
- Color Markers-8 color set ($15)
- 2 #4B pencils ($2)
- #2 Pencils (2) ($1)
- Kneaded Eraser ($1)
- 2 Fine Line Pens (Sharpie-black) ($3)
- 2 Fine Line Pens (Sharpie-red) ($3)
- Art Box (to carry tools) ($10)
- USB flash drive ($15-30)
- 2” white binder with dividers ($10)
- Activity Fee ($20)

Career possibilities with additional education:
- Advertising Designer
- Illustrator
- Animator
- Concept Artist
- Graphic Designer
- Web Page Designer
- Production Artist/Designer
- Desktop Designer
- Package Designer
- Publication Designer
- Art Director
- Multimedia Designer
- Creative Director

What you will learn:
- Adobe Software
- Advertising Layout and Design
- Drawing/Illustration
- Digital Art and Manipulation
- Typography
- Color Theory and Application
- Printing and Production Processes

Physical criteria:
- Manual dexterity
- Strong eye/hand coordination
- Good depth and color perception
- Ability to concentrate
- Attention to detail

Class of 2018 graduation plans:
- 40% plan to continue their education in this field
- 20% plan to work in this field
- 40% will be working in a different field

Certifications students can earn:
- Adobe Photoshop, Certified Associate
- Adobe InDesign, Certified Associate
- PrintED/SkillsUSA Certification