



Advertising Art



ADVERTISING ART is for students that are interested in the field of graphic design and advertising art. Students explore concepts in print and computer media, such as illustration (traditional and digital), lettering, layout design, logo images, advertising animation and portfolio development and setup. Students develop strong graphic design skills and gain artistic confidence to pursue college or entry-level jobs in advertising. This course is excellent for students who are interested in artistic/visual design and want a creative experience working with computer design software and graphic design tools.

Work Environment

Most advertising artists work as staff or freelance artists for advertising departments of large companies, printing and publishing firms, textile companies, photographic studios, media studios, and a variety of other businesses.

Job duties include creating graphic concepts for print, multi-media design and web media. Other aspects of the job may include: developing advertising campaigns; designing logos, lettering designs, brochures, ads, stationery packages, commercial and industrial displays, and cartooning as well as preparing for art reproduction.

Career Opportunities

Advertising Artist Art Teacher
Graphic Designer Fine Artist
Multimedia Artist

Advanced Standing Available*

Art Institute of Pittsburgh
Boston University
Briarcliffe College
Dowling College
Nassau Community College
SBI Campus
Pennsylvania College of Technology

*Advanced Standing may be available to those who successfully complete this Tech course. See Articulation Agreements on page 49.

Employment Outlook

One anticipated area of growth is in visual advertising such as computer graphics, television graphics, packaging displays, and multimedia. The expanding field of design and presentation requires qualified artists to

create two and three dimensional artwork with creative design concepts

According to Newsday, the average annual salary is \$33,000 to \$100,000 for experienced artists.

Student Supplies (approx. \$25)

1. #2 Pencils
2. Several erasers
3. One steel 12" or 14" graphic art ruler (pica and inches)
4. One plastic 10" (30-60 degrees) triangle

Academic credits integrated:

- Technical Math
- Technical Science
- English 12
- Economics/Participation in Gov't
- Art

CTE Endorsement

In order to be granted the Technical Diploma endorsement, students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, including Career and Financial Management (CFM), and pass the following national certification exam: National Occupational Competency Testing Exam (NOCTI) - Advertising and Design Exam.

Course Outline

- Art Foundations
 - Lettering
 - Illustration
 - Perspective
 - Color Theory
 - Drawing
 - 2-D Design

- Job Interviewing
- Portfolio Development
- Graphic Design
- Layout
- Typography
- Photography for advertising
- Art Preparation
- Electronic Design
- Flash
- Macintosh OS

Consider these classes at Tech

- Audio Production
- Cosmetology
- Cosmetology*
- Design and Production Technology*
- Drafting/ Computer Aided (CAD)
- Fashion Merchandising/Design
- Floriculture
- Photography
- Printing*
- Video Production
- Web & Internet Technology

All placements are based upon individual needs and approval from the district and parent/guardian.

*Smaller class size.