

# Advertising, Design & Illustration

## Creating Your Portfolio for Success

One draw is that it starts you on the path to careers such as graphic designer, marketing director or art director, web designer or electronic designer, illustrator, layout artist, package designer, or direct-mail specialist.

Yet another draw of the College of DuPage Advertising, Design & Illustration program is one that perhaps best illustrates its appeal: It attracts those who literally like to draw.

This job-training set-up is one that's both ideal and twofold. You tap your own reservoirs of creativity as you prepare for a rewarding vocation.

"Our purpose is to put a portfolio into your hands," said Anita Dickson, ADSGN coordinator. "We're here for the person right out of high school, for the person who is making a career change, and for those working professionals who want to pick some new skills."

The curriculum includes studies in design, illustration, air brush, water-based media, ink, marker, typography, web design, computer design and illustration. Academic credentials include the Associate in Applied Science (A.A.S.) degree and three professional



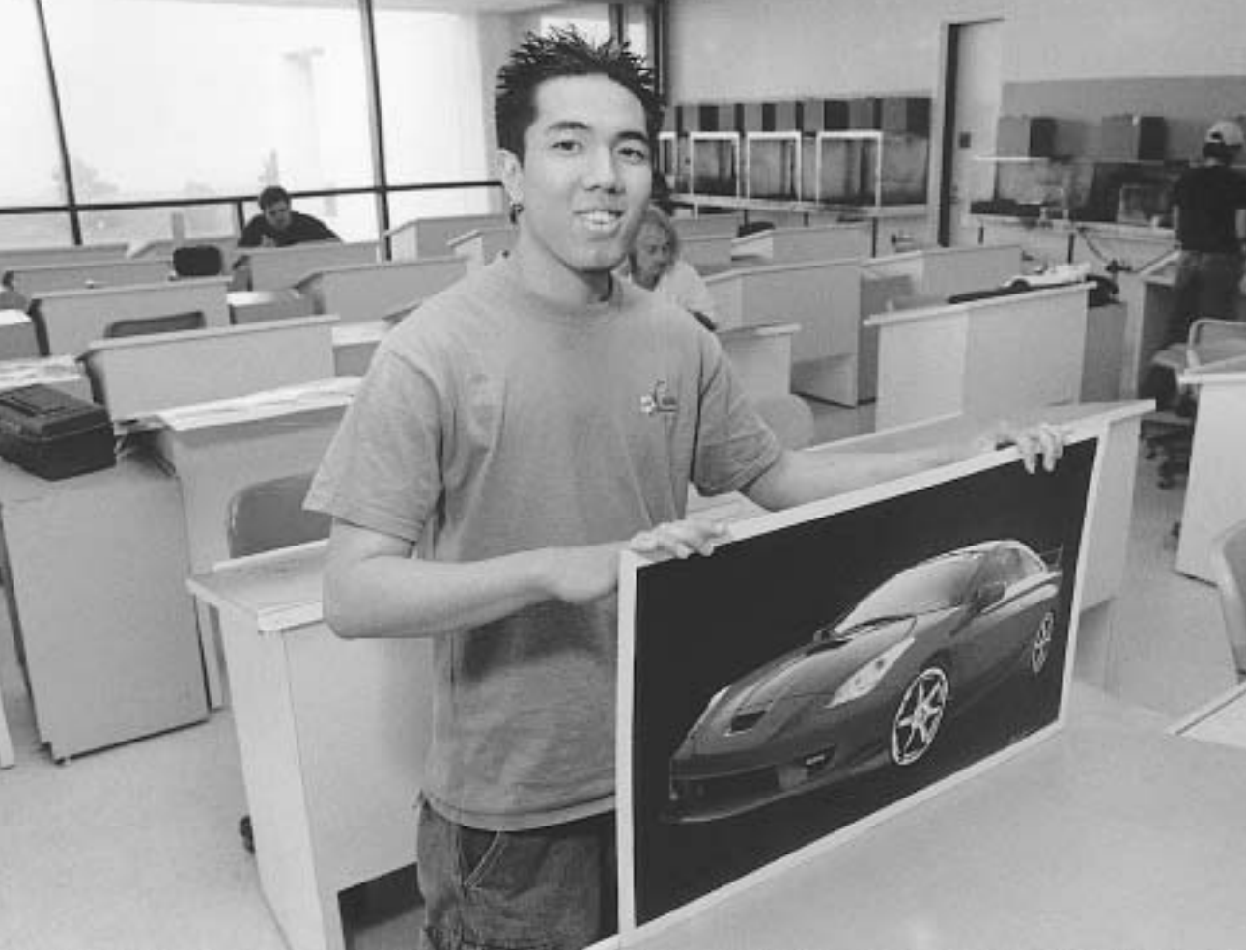
### A program with principle

Anita Dickson, ADSGN program coordinator: "Our purpose is to put a portfolio into your hands."

certificates including the new ADSGN Web Design Certificate (see back page for details).

The program blends the newest in design technology with traditional design and illustration skills.

"One of the major benefits of the program is that it is really good about building your skills so that you can go on to the next step," said Tammy Guzlas, a designer with an extensive freelance background. "I took every



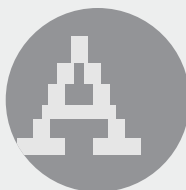
### Creative edge

ADSGN student Joseph Realubit of Westmont displays one of his recent airbrush efforts.



### Knowledge by design

ADSGN program classes, such as this design course taught by David Chu, encourage students to talk about and critique their projects in a friendly atmosphere.



course in the program. It provided a great foundation for me to get that first job.”

ADSGN graduates work in advertising agencies, studios, companies or “in-house,” that is, in corporations with design or promotion departments.

Businesses use advertising agencies, or form their own art departments in-house. Others employ freelance illustrators, designers or other professional artists and production people.

Some employment opportunities require designers with bachelor’s degrees; others call for individuals with professional certificates or associate in applied science degrees.

“I think the best experience I had was working with the professors,” recalled Stephen C. Herner, an ADSGN program graduate, and presently a senior art director with Putman Media in Itasca.

“There was a real talent in their teaching,” said Herner, whose job requires handling extensive design and layout of several four-color business-to-business publications. “They were all working professionals who gave you a real-world view.”

Now a working professional with real-world views of his own, Herner has put his knowledge to work into a field that in return has recognized his talents.

He is among the winners of the 2000

American Society of Business Publication Editors Midwest Region Awards Competition, having earned the silver award for the publication, *Software Strategies*.

“I’m lucky, I get to be creative all day,” Herner said. But he also asserts that with creativity comes responsibility.

“Your clients will always expect professionalism,” he said. “You have a responsibility to your clients and you have to deliver a professionally crafted product for them.”

No matter which career path in design that you choose, having the ability to deliver the best for your clients depends on your training.

“I’ve been in the field for 10 years, and I’ve developed tremendous skills,” Guzlas said. “College of DuPage provided the building blocks for that. Your education is never going to hurt you. It’s going to help you.”

— David Hamilton



### Fine tuning your talents

Through hands-on activities, students learn to explore their own creative skills as Nicole Rosario of Winfield, left, and Bina Trivedi of Westmont are doing in Brian Blevins's computer design course.

# Program Offerings

**Degree:** Associate in Applied Science

**Certificates:** Advertising, Design and Illustration Phase I; Advertising, Design and Illustration Phase II; Web Design

**Total Required Credits for Degree:** Minimum of 96

**General Education Credits:** Minimum of 33

**Major Code Number for Registration:** Degree — 3513. Certificates — Advertising, Design and Illustration Phase I, 4516; Advertising, Design and Illustration Phase II, 4515; Web Design, 4520

#### First-Quarter Possibilities

Students enrolled in 12 credits or more are considered full-time. Courses below are examples of possible choices for the first quarter of study:

Course	Credits
Adsgn 141	5
Adsgn 131	3
Adsgn 161	4
English 101	3

#### Degree Requirements

Code#: 3513

Adsgn 131	Illustration 1	3
Adsgn 132	Illustration 2	3
Adsgn 133	Illustration 3	3
Adsgn 141	Design 1	5
Adsgn 142	Design 2	3
Adsgn 143	Design 3	4
Adsgn 151	Advertising 1	5
Adsgn 152	Advertising 2	4
Adsgn 153	Advertising 3	3
Adsgn 161	ComArt Design 1 (Electronic Design)	4
Adsgn 162	ComArt Design 2 (Electronic Design)	4
Adsgn 163	ComArt Design 3 (Electronic Design)	4
Adsgn 235	Portfolio Seminar	4

#### Program Electives

Select at least 17 credits from these courses below or any other 100- or 200-level ADSGN courses not previously taken.

Adsgn 125	Design for Web	3
Adsgn 205	Fundamentals of Airbrush	3
Adsgn 234	Creative Illustration	3
Adsgn 244	Direct Mail	4
Adsgn 254	Media Campaign Development	4

[Also, select 30 General Education Requirement credits.]

#### Certificates

*Phase 1, Advertising, Design and Illustration, requires 45 credits in the courses listed below: (Code# 4516)*

Adsgn 131	Illustration 1	3
Adsgn 132	Illustration 2	3
Adsgn 133	Illustration 3	3
Adsgn 141	Design 1	5
Adsgn 142	Design 2	3
Adsgn 143	Design 3	4
Adsgn 151	Advertising 1	5
Adsgn 152	Advertising 2	4
Adsgn 153	Advertising 3	3
Adsgn 161	ComArt Design 1 (Electronic Design)	4
Adsgn 162	ComArt Design 2 (Electronic Design)	4
Adsgn 163	ComArt Design 3 (Electronic Design)	4

*Phase 2, Advertising, Design and Illustration, requires 44 credits, 22 in the courses listed below and 22 elective credits in any other ADSGN courses. (Code# 4515)*

Adsgn 205	Fundamentals of Airbrush	3
Adsgn 234	Creative Illustration	3
Adsgn 235	Portfolio Seminar	4
Adsgn 244	Direct Mail	4
Adsgn 245	Package Design	4
Adsgn 254	Media Campaign Development	4

#### Electives

Choose from any other 100- or 200- level ADSGN courses not required for Phase 1 certificate. Other electives require the program coordinator's approval.



### Working toward a design degree

Graphic and Web Designer Viktor Antipenkov of Wheaton transferred from College of DuPage to Columbia College in Chicago to complete his bachelor's degree. He currently works in C.O.D.'s Production Services department.



# @re you interested in Web Design?

## Putting creativity to work

Tammy Guzlas of West Chicago completed all of the ADSGN certificates, giving her a wide range of skills to draw from in her freelance design work.



## ADSGN Web Design Certificate

The Advertising, Design & Illustration (ADSGN) program's Web Design Certificate is a credential that is second to none for those seeking to expand their web design skills for a competitive job market.

Adsgn 125	Designing for the Web	3
[Completion of ADSGN 161 is highly recommended before registering for ADSGN 125.]		
Adsgn 141	Design 1	5
Adsgn 142	Design 2	3
Adsgn 161	ComArt Design 1	4
Adsgn 162	ComArt Design 2	4
Adsgn 163	ComArt Design 3	4
or		
Photo 140	Introduction to Digital Imaging	5
Graph 265	Web Publishing	4
Graph 266	Advanced Web Publishing	4
Electives	Adsgn 265, Electronic Portfolio (Flash) Adsgn 195 or 298, Special Topics in Web Design	3 to 4

[Or choose from any of the above disciplines, CIS, or Multimedia with consent of Adsgn coordinator.]

[This certificate program requires a minimum of 35 credit hours.]

## Annual Portfolio Night



Sponsored by the Advertising, Design & Illustration program  
Held annually every spring in Student Resource Center, Room 2800

The evening includes a panel of professionals from commercial art fields in advertising, graphic design, and web design and illustration, who discuss careers and other employment opportunities.

The program is followed by a presentation of portfolios from students completing or nearing completion of degrees and certificates in the Advertising, Design & Illustration Program. For more details, call (630) 942-3080 or (630) 942-3418.



## Meeting industry professionals

College of DuPage's Advertising, Design and Illustration program each spring presents a Portfolio Night for students and community members to learn about the industry from employers and professionals working in the field.

To learn more about the Advertising, Design & Illustration Program, as well as about the annual "Portfolio Night," call or e-mail any one of the following:



Anita Dickson, coordinator  
Arts Center, Room 255A  
942-3080  
dickson@cdnet.cod.edu

Brian Blevins  
Arts Center, Room 155  
942-3415  
blevins@cdnet.cod.edu

John Callegari  
Arts Center, Room 255  
942-3418  
calleg@cdnet.cod.edu

David Chu  
Arts Center, Room 271  
942-2082  
chudavid@cdnet.cod.edu