

# ADVERTISING, DESIGN AND ILLUSTRATION

## Is Advertising, Design and Illustration for me?

*The field is for you if you ...*

- Want to get a job in the arts.
- Like web design, graphic design and advertising.
- Like to draw and create illustrations.
- Enjoy being creative.
- Are an idea person.
- Have artistic talents and skills.
- Can communicate your ideas both in writing and orally.
- Enjoy a variety of creative projects.
- Can assume responsibilities and develop creative projects.
- Want to develop a professional quality portfolio.

## What skills will I need for this field?

*You will need to have ...*

- A professional quality portfolio.
- Artistic talent.
- The ability to visualize concepts and ideas.
- Good oral communication skills.
- Computer skills, particularly those in the area of web and graphic design.
- Knowledge of popular web/graphic design and illustration software.
- The ability to meet deadlines.
- The ability to develop sketches and layouts.
- The ability to develop concepts, sketches and layouts.
- Good rendering skills.

## What is the work atmosphere like?

Work environment includes advertising agencies or design studios handling a variety of creative projects and campaigns. Work with clients, writers, editors and media specialists in TV radio, film, web and print. Freelance designers and illustrators may work out of their homes or studios, and have extensive contact with clients and vendors.

## What are my degree options?

### **Certificates**

Certificates in Advertising, Design and Illustration  
Graphic Design & Illustration: Foundation  
Graphic Design & Illustration: Advanced  
Web Design  
Advertising  
Illustration

### **Associate's Degree**

Associate in Applied Science (AAS)

### **Bachelor's Degree**

Bachelor's degrees are available by transferring to four-year colleges and universities. College of DuPage's Ad Design program offers an affordable two-year program that transfers readily to Columbia College, Chicago, and The Illinois Institute of Art in Schaumburg and Chicago.

Other art and design schools in the area include American Academy of Art, UIC School of Art and Design, and School of the Art Institute of Chicago.

## What are my career opportunities?

One or two years of experience can open the door to further opportunities in advertising and design. You can be:

- Graphic Designer
- Part of a creative team in an advertising agency
- Web Designer
- Creative Director
- Art Director
- Marketing Director
- Account Executive
- Illustrator
- Senior Designer
- Package Designer
- Direct Mail Specialist
- Layout Artist
- Computer Artist
- Cartoonist

Talented, responsible individuals can move into supervisory positions. Some illustrators and designers work for themselves as free-lancers or open their own advertising agencies or design businesses.

## What can I do with these degrees?

*If you have completed ...*

### **High School Diploma**

Graphic Design Assistant, Graphic Design Trainee, Intern, Junior Artist, Junior Production Artist, Production Assistant

### **Associate in Applied Science Degree**

Web Designer, Advertising Artist, Book Designer/Illustrator, Cartoonist, Computer Artist/Designer, Exhibit Designer, Graphic Designer, Illustrator, Junior Art Director, Layout Artist, Marketing Assistant, Package Designer, Presentation Designer, Production Artist, Typographer

## How can I prepare now?

*Recommended courses ...*

### **Math**

Business Math

### **Science**

Computer and Physical Science

### **Communications**

Business Writing, Speech, Writing

### **Liberal Arts Electives**

Art History, Drawing, Life Drawing, Painting, Sculpture

### **Recommended Supporting Electives**

Keyboarding, Computer Graphics, Desktop Publishing and supporting software programs, Marketing

### **Certificate**

Web Designer, Graphic Designer, Graphic Operator, Illustrator, Layout Artist, Production Artist, Computer Designer, Typographer

### **Bachelor's Degree**

Advertising Artist, Art Director, Computer Artist/Designer, Creative Director, Exhibit Designer, Graphic Designer, Illustrator, Layout Artist, Medical Illustrator, Package Designer, Production Manager, Senior Designer, Technical Illustrator, Typographer, Web Master/Designer

## What about my articulated credit?

Check with your high school coordinator to see if you are eligible for articulated credit at College of DuPage.

## What should I take in my first semester at C.O.D.?

ADSGN 1100: Drawing for Design I

ADSGN 1102: Design I

ADSGN 2203: Design for Advertising

GRAPH 1102: Intro to Graphic Publishing Apps

Gen Ed English 1101 or 1105

## Whom can I talk to for more information?

Liberal Arts Division

(630) 942-2047

For more information on the Associate in Applied Science Degree curriculum, see your program coordinator, or go to [www.cod.edu](http://www.cod.edu).