

# COMMERCIAL ART TECHNOLOGY

## ASSOCIATE OF APPLIED SCIENCE



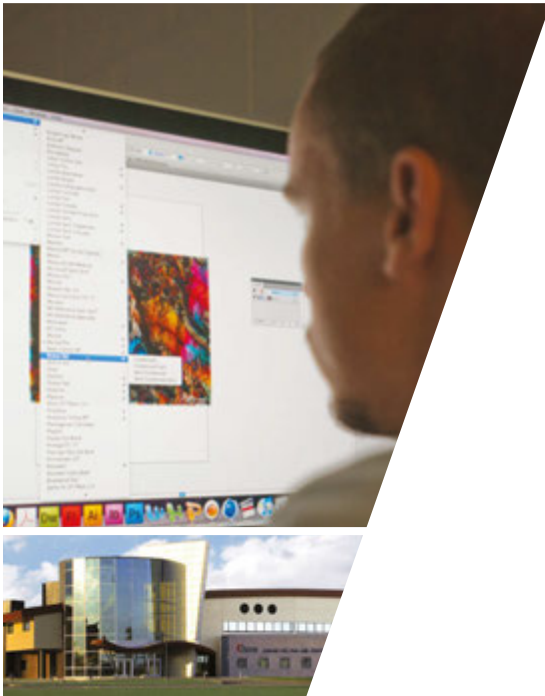
The Commercial Art Technology (CRT) degree provides the training required to succeed in the ever-changing technical graphics and documentation marketplace. Companies need commercial artists and graphic designers to produce layouts, presentations, videos and websites that are completed in an accurate, timely and appealing manner. Students will understand the fundamental principles of typography, vector design, photo manipulation, graphic design, digital video production, electronic page layout, package design, and the knowledge to produce finished interactive multimedia projects and webpages.



Students in the CRT program take courses in Adobe software: Acrobat, After Effects, Dreamweaver, Illustrator, InDesign, Flash, and Photoshop, along with Final Cut Pro. (Subject to change.)

Students also have the opportunity to design for clients either through on-campus service learning projects or the Commercial Art Club.

In the CRT program students create both a traditional and digital portfolios while learning communication skills to prepare for work as a freelance graphic designer or in the field of visual communication.



### POTENTIAL EARNINGS

\$35,000 and up

### LOCATION

Toledo-area Campus

### CAREER OPPORTUNITIES

Advertising Specialist  
Commercial Artist  
Customer Service Representative  
Desktop Publisher  
Electronic Image Preparer  
Graphic Designer  
Graphic Design Illustrator  
Informational Website Designer  
Marketing Specialist  
Page Layout Specialist  
Production Manager  
Sales Representative  
Videographer  
Video Editor

### CLUBS/ORGANIZATIONS



Commercial Art Club  
Facebook: OCC Commercial Art Program

### FACILITIES

Three Mac Computer Labs  
Print Finishing Lab  
Video Production Lab  
Walter E. Terhune Gallery

### STUDENT EXHIBITION

Juried Spring Student Show



### TRANSFER AGREEMENT

Bowling Green State University  
VCT program

@OCCFPA /OCCFPA

[WWW.OWENS.EDU/FPA](http://WWW.OWENS.EDU/FPA) (567) 661-7081



**OWENS**  
COMMUNITY COLLEGE



All Commercial Art (CRT) courses must be completed with a grade of "C" or better to graduate.

CRT 115 or CRT 120 must have completed or be enrolled in CRT 105. It is suggested to take this course in the summer before beginning your regular course load. Please refer to the Testing Center for information on CRT 105 proficiency testing. CRT 115 and CRT 120 must be completed before attempting advanced coursework.

### 1st Semester

ENG 111	Composition I*	Credits: 3(Lec: 3)
CRT 101	History of Graphic Design	Credits: 3(Lec: 3)
CRT 105	Micro Concepts & Apps for Mac	Credits: 1(Lec: 1)
CRT 115	Digital Imaging	Credits: 3(Lec: 2 Lab: 3)
CRT 120	Vector Graphic Design	Credits: 3(Lec: 2 Lab: 3)
ART 106	Fundamentals of Drawing	Credits: 3(Lec: 2 Lab: 3)

### 2nd Semester

CRT 110	Graphic Fundamentals	Credits: 2(Lec: 2)
CRT 125	Electronic Page Layout	Credits: 3(Lec: 2 Lab: 3)
CRT 210	Digital Design and Typography	Credits: 3(Lec: 2 Lab: 3)
_____	Photography Elective	Credits: 3(Lec: 2 Lab: 3)
_____	Select from PHO 103, PHO 121 or PHO 130.	
_____	Mathematics Elective	Credits: 3 to 5(Lec: 3 to 5)

### 3rd Semester

ART 110	Foundations In 2D Design	Credits: 3(Lec: 2 Lab: 3)
CRT 220	Interactive Multi-Media	Credits: 3(Lec: 2 Lab: 3)
CRT 225	World Wide Web Design	Credits: 3(Lec: 2 Lab: 3)
_____	Commercial Art Elective	Credits: 3(Lec: 2 Lab: 3)
_____	Select from CRT 241, CRT 245, CRT 255.	
ENT 111	Entrepreneurial Marketing	Credits: 3(Lec: 3)

### 4th Semester

BUS 101	Contemporary Business	Credits: 3(Lec: 3)
_____	Photography Elective	Credits: 3(Lec: 2 Lab: 3)
_____	Select from PHO 103, PHO 121 or PHO 130.	
CRT 235	Digital Video	Credits: 3(Lec: 2 Lab: 3)
_____	Commercial Art Elective	Credits: 3(Lec: 2 Lab: 3)
_____	Select from CRT 241, CRT 245, CRT 255.	
CRT 295	Portfolio Presentation Credits: 1(Lab: 3)	
_____	Social and Behavioral Sciences Elective Credits: 3(Lec: 3)	

### \*Ohio Transfer Module Course

More information about the Ohio Transfer Module Course can be found at [www.ohiohighered.org/transfer/transfermodule](http://www.ohiohighered.org/transfer/transfermodule)



Magazine Spread Layout Design



Portfolio Website Design



Music CD Insert Design



Advertising Design