

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

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

TRANSFER AGREEMENT

Bowling Green State University
VCT program

LOCATION

Toledo-area Campus

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

OWENS.EDU



Office of Admissions

Toledo-area Campus - (567) 661-7777
Findlay-area Campus - (567) 429-3509

Fine and Performing Arts

(567) 661-7081
owens.edu/fpa



OWENS
COMMUNITY COLLEGE

PROGRAM CURRICULUM

COMMERCIAL ART TECHNOLOGY

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1ST SEMESTER

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.

ENG 111	Composition I *	Credits: 3(Lec: 3)
or		
ENG 111P	Composition I Plus *	Credits: 4(Lec: 4)
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

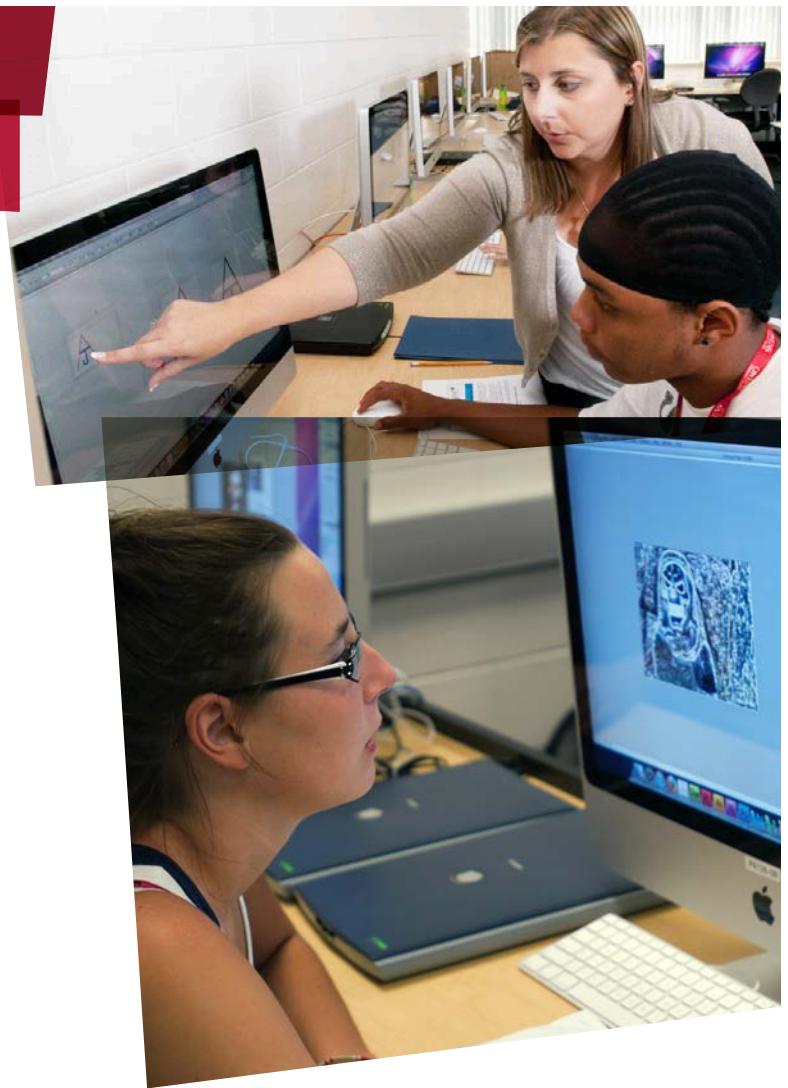
CRT 110	Graphic Fundamentals	Credits: 2(Lec: 2)
CRT 125	Electronic Page Layout	Credits: 3(Lec: 2 Lab: 3)
CRT 210	Digital Design and Typography	Credits: 3(Lec: 2 Lab: 3)
_____	Photography Elective	Credits: 3(Lec: 2 Lab: 3)
	*Select from PHO 123, PHO 121 or PHO 130.	
_____	Mathematics Elective	Credits: 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.	
MKT 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 123, 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

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Your *Success* Starts Here.



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