

Art + Design: Media + Communication

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES



With a Degree in A.D.M.C.:

Advertising Director
App/Web Designer
Art/Creative Director
Audio Engineer
Chief Executive Officer
Design Educator
Digital Illustrator
Graphic Artist
Graphic Designer
Marketing Director
Motion Designer
Multimedia Animator
UX/UI Designer
Video Editor
Video Engineer
Videographer
Art Historian
Studio Technician
Art Therapist
Curator
Gallery Director
Print Shop Assistant
Editor
Journalist
Newscaster
Social Media Marketer
Public Relations Officer
Advertising Director
Videographer
Event Planner
...and so much more!



School of
Fine Arts

East Central University's Department of Art + Design : Media + Communication encourages collaboration across disciplines and offers major and minor programs in Advertising & Public Relations, Art Teacher Certification, Graphic Design, Media Production, Strategic Communication and Studio Art.

> Major/Minor/Certificate List

Art Program Majors

- Graphic Design
- Studio Art
- Teacher Certification

Mass Communication Majors

- Advertising & Public Relations
- Media Production
- Strategic Communication

Minors

- Art
- Mass Communication
- Media/Graphic Art
- Art Therapy Prep
- Game Design and Art

Certificates

- Mass Communication
- Social Media Marketing



\$how Me the Money!

Graduates with a graphic design degree typically earn between \$50,000 and \$62,000 for entry-level jobs. As a college graduate, you can earn an average of 75% more than those with only a high school degree, per *The Chicago Tribune!*

(NACE 2010 Salary Report)

East Central University
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Ada, Oklahoma 74820

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580-559-5820

Campus Tours:
ecok.edu/take-a-tour
580-559-5628
ecutiger@ecok.edu



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> Degree Options

Advertising & Public Relations

The concentration in Advertising & Public Relations is part of the Bachelor of Science in Mass Communication. This concentration is designed for students who are interested in working with businesses, non-profit organizations and corporations to help build their public brand and image through creative strategy and design, and custom messaging. The opportunity to work with real clients via class projects, extracurricular activities and internships serves as professional development to help prepare students for careers that include social media management, event planning, creative production, content creation, crisis management, account management, media planning and buying, and audience & market research.

Art Teacher Certification

The Teacher Certification concentration is a Bachelor of Fine Arts degree that prepares students for careers as art teachers with certificates to teach pre-kindergarten through grade 12. Students in this concentration work with a variety of media, but emphasize utilizing their artistic skills to assist children to develop their artistic vision.



Media Production

The Bachelor of Science in Media Production is a professional undergraduate degree in interdisciplinary media that allows students to work across various avenues of production including audio, photography and video. They develop skills and theoretical understanding for capturing, recording, editing, mixing and publishing works for concerts, digital distribution, events, print, radio and television broadcast, social media and web-streaming.

Studio Art

The Bachelor of Fine Arts in Studio Art is a professional undergraduate degree in interdisciplinary visual art. This concentration allows students to work across a variety of media including ceramics, drawing, painting, printmaking and sculpture. They develop a personal, aesthetically based, problem-solving approach to the visual arts, acquiring skills in analog and digital modes of these media. The Studio Art concentration focuses on student-driven studio practice and critique while preparing students for a career in visual art.

Strategic Communication

The Bachelor of Science in Strategic Communication is a professional undergraduate degree. Students in this concentration learn to inform, persuade, and effectively disseminate ideas in an evolving media landscape. Employment opportunities in this field include social media management, public and media relations, and careers in political, health, and public safety communication.

Graphic Design

The Graphic Design concentration is a Bachelor of Fine Arts degree that prepares students for careers in visual design for art, business, media - anywhere! Students in this concentration work with color, imagery, typography and layout to create logos, packaging, websites, cell phone apps, posters, billboards, motion graphics, animations, interactive experiences and other visuals we encounter every day.



AD+MC

Dean: Dr. Kate Lang
College of Liberal Arts
& Social Sciences

Department Chair: Ms. Sarah Engel

Degree: Bachelor of Fine Arts
Bachelor of Science

Concentrations: 6

Minors: 5

Faculty: 5 full-time

Scholarships: 15

Location: 134 HBBFAC



ECU at a Glance

Undergraduate Enrollment: 4,000+

Undergraduate Majors: 70+

Student to Faculty Ratio: 18 to 1

Average Class Size: 22

Faculty with PhDs: 65%

States Represented: 28

Countries Represented: 30+

Year Founded: 1909

Campus Size: 140 Acres

Area Location: Ada, Oklahoma



Tiger Spirit

Mascot: Roary the Tiger

School Colors: Orange & Black

Student Organizations: 60+

Athletics: NCAA Division II

| | | |
|--------|------------|---------------|
| Men's: | Football | Cross Country |
| | Baseball | Track & Field |
| | Basketball | |

| | | |
|----------|------------|---------------|
| Women's: | Basketball | Soccer |
| | Volleyball | Cross Country |
| | Softball | Track & Field |

We educate and empower students to understand and transform our world.

East Central University, in compliance with Title VI and Title VII of the Civil Rights Act of 1964 (as amended), Executive Order 12816 (as amended), Title IX of the Education Amendments of 1972, Sections 504 and 506 of the Rehabilitation Act of 1973 (as amended), the Americans with Disabilities Act of 1990, the Civil Rights Act of 1991, and other federal and state laws, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, sexual orientation or status on a release in any of its policies, practices or procedures. This includes, but is not limited to, admissions, employment, financial aid, and education services. This publication is printed and issued by East Central University as authorized by Title VI of 18 U.S.C. Section 8751. 200 copies have been prepared and distributed at a cost of \$330.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with Section 1114 of Title 05 of the Oklahoma Statutes, 06/2002.