

Commercial Art

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Why Commercial Art?

Art, especially art in its commercial form, colors our perception of the world—from the products we buy to the television shows we enjoy. The commercial arts—from graphic design to photography to illustration—play an important part in our day to day lives and in the business world. In today's crowded marketplace, good design can be the difference between getting noticed and succeeding, or disappearing beneath all the other messages

competing for consumer attention.

If you have an artistic streak and you enjoy solving problems by thinking creatively, you should consider a major in Commercial Art. As a commercial artist, you'll create visual solutions to communications problems using methods such as color choice, typography and photography. Piedmont Tech's Commercial Art program will give you the foundation to get started in this exciting field.

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PIEDMONT
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Commercial Art

What will I do on the job?

As a commercial art professional, you'll work to find the most effective way to get messages across in print, electronic and film media using a variety of methods such as color, type, illustration, photography, animation and various print and layout techniques.

You could design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays or logos. You could also work for service agencies such as commercial printers to set up and prepare material for printing presses, including prepress functions like compositing, typesetting, layout, paste-up, camera operating, scanning, film stripping, and photoengraving.

What skills will I use on the job?

Depending on your career path, some of your responsibilities could require you to:

- Confer with clients to discuss and determine layout design.
- Create designs, concepts and sample layouts based on knowledge of layout principles and design concepts.
- Develop graphics and layouts for product illustrations, company logos and Web sites.
- Draw and print charts, graphs, illustrations and other artwork, using a computer.
- Study illustrations and photographs to plan presentation of materials, products or services.
- Use computer software to generate new images.
- Analyze originals to evaluate color density, gradation highlights, middle tones and shadows, using densitometers and knowledge of light and color.

How much can I earn?

Graphic Designer:

S.C. Earnings Range: \$23,200 - \$59,300 **S.C. Average:** \$35,900

Prepress Technician:

S.C. Earnings Range: \$19,100 - \$38,500 **S.C. Average:** \$27,600

Photographer:

S.C. Earnings Range: \$17,000 - \$48,000 **S.C. Average:** \$27,200

* Based on employment statistics from South Carolina Wage Information and the Bureau of Labor Statistics. Visit our Web site for more information.

Who will hire me?

Career opportunities are available in advertising agencies, commercial printing businesses, newspapers, fabric printing businesses, publishing companies, photography studios and various business and industry graphic design departments.

About 25 percent of commercial art professionals are self-employed; many do freelance work in addition to holding a salaried job in design or in another occupation. A strong knowledge of computer design software is essential. Opportunities will be particularly good for those with Web site design and animation experience.

Recent graduates have found work at: Bridgestone/Firestone, Ellett Brothers, Grace Community Church, Office Max, Index Journal and many more.

Associate Degree:

- A.A.S., Major in Occupational Technology

Certificates:

- Photography
- Illustration
- Desktop Publishing
- Advertising Design

For more information about the Commercial Arts Department, including course requirements and salary ranges, visit our Web site.

