ADVERTISING DESIGN & GRAPHIC ARTS

WE'VE FOUND A WEAPON OF MASS DESTRUCTION

American Cancer Society®

DEGREE PROGRAMS

AAS: **Art & Advertising Design**

BTech: **Communication Design**

AAS: **Graphic Arts Advertisng Production Management**

BTech: **Graphic Arts Production Management**

Cert: **Desktop Publishing**

NEW YORK CITY COLLEGE OF TECHNOLOGY

WHERE CAN TECHNOLOGY TAKE YOU?

CITY TECH IS CUNY

The Department of Advertising Design & Graphic Arts was founded in 1946 to serve the diverse needs of the graphic communications industry in New York City. During the past 60+ years, the department has continued to meet industry needs by expanding its programs and curricula to include a range of new digital communication technologies including video, web design, 3-D animation, broadcast design, portable document formats, digital color presswork and digital asset management. The department also provides its students with a unique opportunity to integrate graphic design, production and manufacturing in its prepress, press and post-press laboratories.

Specialized Tracks: The communication design program currently offers four tracks: Advertising, Graphic Design, Web Design, and Broadcast Design & Motion Graphics, Illustration, Animation & Game Design Graphics. Students in the upper-level graphic arts program take a core of advanced courses and may select six credits of electives in related areas.

Transfer Students: The department also has articulation agreements with Borough of Manhattan Community College, Bronx Community College and Kingsborough Community College. Many graduates of the both ADGA BTech programs have also earned masters' degrees from colleges and universities including Pratt, NYU, Lehman College and SVA.

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Degree Requirements:
A full, current listing of courses required for the degree can be found at: www.citytech.cuny.edu/catalog/docs/catalog09_11.pdf#page=166

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ABOUT CITY TECH

New York City College of Technology is the college of technology of The City University of New York. Founded in 1946, the college is today home to 15,400 students, who are acquiring the skills and knowledge to own tomorrow's technology. City Tech is located at 300 Jay Street, in downtown Brooklyn, adjoining the MetroTech Center, the heart of the renaissance of Brooklyn.

For additional information about programs at New York City College of Technology/CUNY, or to begin the admission process, please visit the College website at www.citytech.cuny.edu or call 1.718.260.5250.

digital imaging | graphic design | multi-media | advertising design | AD GA | web design | graphic arts production | digital video | 3D animation and modeling

Careers

Advertising Design/Communication Design (AAS/BTech): Graduates may seek careers as art directors, creative directors, graphic designers, web designers, illustrators, animators broadcast design or motion graphics designers. **Graphic Arts Production Management (AAS/BTech):** Graduates may seek careers as graphic arts prepress specialists, digital asset managers, traffic managers, customer service representatives, print buyers, site managers, graphic arts estimators, production managers or manufacturing supervisors.

Distinctive Facilities, Distinctive Approach to Pedagogy: The department's curriculum is based on the integration of theory, technology, laboratory work and experiential learning. Ten computer graphics labs running over 15 current software applications including Adobe CS4, Final Cut Pro, Maya, AfterEffects, Flash, Quark and Extensis Portfolio, support the curriculum. The department also maintains several unique labs used by students in both programs. These include laboratories for color management, impositions/plates/proofs, digital photography, offset lithography, binding and finishing, estimating and digital color printing. The department's Grace Gallery also displays student work each semester as well as other exhibits by alumni, designers, photographers and artists.

Internships, Special Educational Opportunities, Affiliations: The department currently offers students internships in both AD and GA programs. Internships may be taken during the fall, spring or summer. A broad range of companies including The New York Times, Time, Inc., Avon, Colgate-Palmolive, Draft FCB, Conde Nast: GQ, Esquire, Vibe, Hachette-Fillipacchi, Essence Magazine, McCann Erickson Advertising and MTV provide students with opportunities to gain valuable industry experience. Professional affiliations include AIGA, The One Club, The New York Art Directors Club, Partners in Print Production (P3), International Association of Printing House Craftsmen, Printing Industries of America/ Graphic Arts Technical Foundation (PIA/GATF) and IDEAlliance.

Directions

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By Train: R (Court Street) # 2, 3, 4, 5 (Borough Hall); A, C, F (Jay Street)

By Bus: B26, B37, B38, B41, B51, B52, B54, B61, B67 or B75 to Downtown Brooklyn

By Car: see detailed directions at: www.citytech.cuny.edu/aboutus/contactus.shtml

Distinguished Alumni: *Tony Dispigna, Distinguished Professor, Pratt; Walter Kaprielian, Art Director, Grand Masters Award; Simone Hall (GA) Digital Advertising Production Manager, The New York Times Online (NYT.com); Edward Boria (AD) Creative Director, Information Builders; Mario Moore (GA), Prepress Production Manager, Wired Magazine (Conde Nast Publishing)*