



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 Creative 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!



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 Teachers Certification, Graphic Design, Media Production, Strategic Communications 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 Communications

Minors

- Art
- Mass Communication
- Media/Graphic Art
- Art Therapy Prep
- Game Designer

Certificates

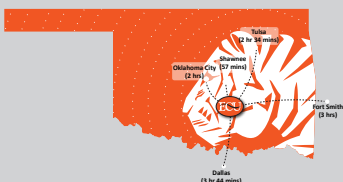
- Mass Communication
- Social Media Marketing Certificate



\$how Me the Money!

Graduates with a graphic design degree typically earn between \$30,000 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 2021 Salary Report)



East Central University
1100 E. 14th St.
Ada, Oklahoma 74820

www.ecok.edu/admc
580-559-5820

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



Art + Design: Media + Communication

> 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.



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.

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 and acquire skills in both 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

Communication studies the ways human communication impacts individuals, societies and the world. Communication majors participate in a broad variety of activities to increase experience in the field of communication.



AD+MC

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

Department Chair: Mr. Michael Maxwell
Degree: Bachelor of Fine Arts
Bachelor of Science

Concentrations: 6
Minors: 5
Faculty: 8 full-time & 6 part-time
Scholarships: 14
Location: 134 HBFFAC



ECU at a Glance

Undergraduate Enrollment: 3,000
Undergraduate Majors: 70+
Student to Faculty Ratio: 13 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 11246 (as amended), Title IX of the Education Amendments of 1972, Sections 503 and 504 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 as a veteran 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 70 OS 1981, Section 3903. 500 copies have been prepared and distributed at a cost of \$200.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with Section 3-114 of Title 65 of the Oklahoma Statutes. 08/2021