



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
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 Teacher Certification, Graphic Design, Media Production, Strategic Communication and Studio Art.

> Major/Minor/Certificate List

Art Program Majors

- Graphic Design
- Studio Art
- Teacher Certification

Minors

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

Mass Communication Majors

- Advertising & Public Relations
- Media Production
- Strategic Communication

Certificates

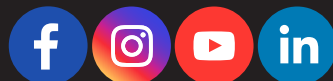
- Mass Communication
- Social Media Marketing



East Central University

1100 E. 14th St.

Ada, Oklahoma 74820



www.ecok.edu/ADMC • 580-559-5482

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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 and 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 and 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.



AD+MC

Dean: Dr. Mark Walling
Dept. Chair: Ms. Sarah Engel
Degree: Bachelor of Fine Arts
Bachelor of Science

Concentrations: 6

Minors: 5

Faculty: 5 full-time

Scholarships: 15

Location: 134 HBFFAC

ECU at a Glance

Undergraduate Enrollment:
3,300

Undergraduate Majors: 58

Student to Faculty Ratio:
17 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: 35+

Athletics: NCAA Division II

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

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



To prepare students for tomorrow's world through a dynamic & diverse learning experience.

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