



Art + Design: Media + Communication

SCHOOL OF FINE ARTS

With a AD:MC Degree, we are:

App/Web Designer
 Art/Creative Director
 Chief Creative Officer
 Design Education
 Digital Illustrator
 Graphic Artist
 Graphic Designer
 Marketing Director
 Motion Designer
 Multimedia Animator
 UX/UI Designer
 Video Editor
 Art historian
 Studio technician
 Art therapist
 Curator
 Gallery Director
 Print shop assistant
 Editor
 Journalist
 Newscaster
 Social Media Marking
 Public Relations Officer
 Advertising Director
 Event Planner

...and so much more!

\$how Me the Money!

Graduates with a graphic design degree typically earn between \$30,000 and \$47,000 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

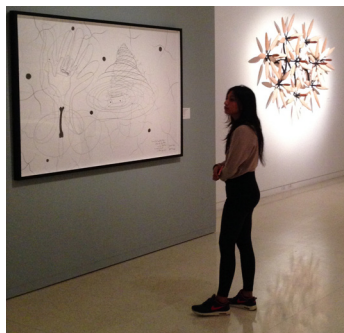
The Chicago Tribune!

(NACE 2018 Salary Report)



East Central University's Department of Art + Design : Media + Communication encourages collaboration across disciplines and offers major and minor programs in Art, Communication, and Media. In art, students develop a personal, aesthetically based, problem-solving approach to the visual arts and acquire skills in drawing, painting, design, sculpture, ceramics, and digital media. Lecture courses are designed to engage students in the contextuality of art as a historical dialogue.

> Hallie Brown Ford Fine Arts Center



Facilities include state-of-the-art studios for drawing, painting, printmaking, ceramics, sculpture, digital imaging and foundations. The department can access more than 50,000 images via database for art history. It houses a state-of-the-art digital imaging laboratory and audio, photo and video studios, including the William C. Thrash television studio, which is now a 4K studio. The sound studio is a state of the art 32 channel recording studio. Three computer labs in the HBFFAC can run high quality media programs. Other equipment



in the building includes high fire, raku, and salt glazing kilns for ceramics; metal working equipment; a ceramic shell foundry; a CNC machine; 3D printer; wood and stone carving equipment for sculpting; and equipment for etching, lithography, serigraphy, and relief printmaking.

East Central University

1100 E. 14th St.
 Ada, Oklahoma 74820

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



Campus Tours:

ecok.edu/take-a-tour
 Begin at ECU Admin, 102
 580-559-5628
ecutiger@ecok.edu



Arts + Design: Media + Communication

> DEGREE OPTIONS

Studio Art

The Bachelor of Fine Arts with a studio art concentration is a professional undergraduate degree in visual art. This interdisciplinary degree allows students to pick and choose from a variety of media including ceramics, digital and electronic arts, drawing, painting, printmaking, and sculpture. Students focus on specific media in their junior and senior years. The program of study includes rigorous studio training, critique, and professional development. Students with this degree are prepared for careers in visual art.



Graphic Design



Graphic Design is a quickly expanding field that visually informs almost every aspect of our lives. Graphic designers use color, imagery, typography, and layout to create logos, packaging, websites, cell phone apps, posters, billboards, environments, .gifs, motion graphics, animations, interactive experiences, and other visuals we encounter every day. East Central University's concentration in graphic design prepares students for career fields where these skills are applicable.

Mass Media

The Mass Media concentration in Mass Communication prepares students to pursue careers in the ever-changing world of converged media. Mass Media majors learn how to navigate the worlds of print, broadcast, and digital media through theoretical perspectives and with hands-on activities.



Communication



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

AD / PR

The Mass Communication degree with a concentration in Ad/PR is designed for students interested in representing businesses, organizations, corporations and industries in the public area.



We Are
ECU



AD:MC

Dean: Dr. Kate lang,
College of Liberal Arts & Social Sciences
Program Chair: Mr. Mike Maxwell
Degree: Bachelor of Fine Arts
Bachelor of Science
Concentrations: 5
Minor: 2
Faculty: 8 full-time & 6 part-time
Scholarships: 14
Location: 178 HBFFAC



ECU at a Glance

Undergraduate Enrollment: 3,500+
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 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. 08/2020