

HUNTERDON COUNTY POLYTECH CAREER ACADEMY

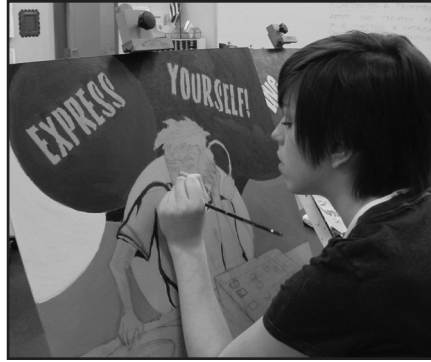
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COMMERCIAL ARTS & ADVERTISING DESIGN

Having a hard time convincing people you can make a living as an artist? Well, look no more. Commercial Arts prepares you for the industry by exploring your career options and giving you the specifics on how and where to get a job. Prepare a portfolio filled with drawings and paintings, while gaining amazing computer skills by using Photoshop, QuarkXPress, InDesign, and Illustrator. Create marketable projects such as magazine advertisements, posters, greeting cards, package designs, and children's book illustrations. Participate in contests, field trips, college preparation and workshops with guest speakers. Portfolio review and interview with instructor is required for admission. Articulation agreements and PrintEd certification available.

WHY POLYTECH?

This class is ideal for talented and creative students who desire to be or consider themselves to be artists. The experience they will gain and opportunities that will meet them at Polytech are specialized and unique. Students work with community organizations to complete murals and community service work. They participate in Rotary's *Bridging the Gap* program and interview with companies for freelance jobs at our annual job fair. This gives them their first paid art/design job and printed piece for their portfolios. Students can earn up to 18 college credits at the Art Institute of Philadelphia and become PrintED certified in Advertising Design.



CAREER OPTIONS

Students will be exposed to a variety of career options. In preparation, they will research companies, employment requirements, salaries, and contracts. They will also explore which colleges can offer majors leading to these careers. Examples below:

3-D Modeler/ Animator
Advertising Designer
Amusement Park Designer
Architect
Art Educator
Automobile Designer
Caricaturist/ Cartoonist
Children's Book Illustrator
Comic Book Artist
Fashion Designer/ Illustrator
Graphic Designer
Greeting Card Illustrator/ Designer
Industrial Designer
Interior Designer
Jewelry Designer
Medical Illustrator
Mural Painter
Package Designer
Photographer
Sign maker
Toy Designer
Typography Specialist



ALUMNI TESTIMONIAL



Hi, my name is Amanda Dixon. I went through the Polytech Commercial Art program as a junior and senior in High School in 2003-2004.

Since completion of the Commercial Art program I have received my Bachelors of Fine Arts degree in Graphic Design from Kansas State University. I currently work for Verizon, in Basking Ridge as a Product Manager with emphasis on design elements for FiOS TV and entertainment products. And have done many freelance design jobs.

I can say without the Commercial Art program I would not have accomplished any of this. I always hated the thought of going to college or even going to high school, but Mrs. De Sapio's program gave me something to look forward to everyday. She introduced us to many different forms of art and mediums. Through her teaching we also experienced art through different cultures. The program was not just a class that I took it became my foundation for the future. Through the class I found that I was capable in many forms of design. This confidence helped me graduate college with a degree in Graphic Design. I am one of very few students who went into college knowing their focus and with only one major in mind. This was because of Mrs. De Sapio's influence, program, and teaching.

Let me talk for a second about Mrs. De Sapio. She was the only teacher who gave me the courage to apply for college and showed me that if you want to succeed it requires hard work, dedication and a focus. I should let you know that I have dyslexia. Because of this reading, math and science, among other things, did not come easy for me, during my high school years. Fortunately, Mrs. D. taught

my classmates and me that we could succeed if we stayed focused and worked hard. This became apparent to us as we began to complete tasks and earn awards for our work. In most school settings you take a test and that is supposed to tell teachers if you know the materials or not. Well, what happens if you are an artist? What if numbers appear backwards? What happens if you cannot read fast enough to complete a test in the allowed time? Am I out of luck? Well, not in this program. That's because it highlights and grows the individual's strengths and gives ALL the students an opportunity to have accomplishments, succeed and have confidence to face the future.

I know that without this program I would not have gone on to college. And I would not be where I am today; working for a fortune 500 company doing what I love. One of the main reasons I got here was by taking Commercial Art from a teacher that worked hard and showed me how to set goals and work to reach them.

I graduated from High School with a GPA of around 1.4 and graduated from college with a GPA of 3.2.

I know from my experience that this program and the facilitator, Mrs. De Sapio, are not replaceable.

GRADUATES

The majority of students from this program go on to 2 or 4 year schools majoring in art. Graduates are currently employed as a Disney animator, art educator, fashion designer, interior designer, fine artist, and 3D digital sculptor. Many are also freelance illustrators and graphic designers. Students can receive college credits or advanced standing for good grades, attendance, and a completed portfolio while at Polytech.