



NEW YORK CITY COLLEGE OF TECHNOLOGY

March 10, 2014

NYC College of Technology
300 Jay Street
Brooklyn, NY 11201

To Whom It May Concern:

The advertising design industry is expressed as a creative and progressive field in the United States. This field offers many jobs, but as student in City Tech interested in advertising art and graphic designing, and illustrating, I plan to receive a degree in Advertising Design at City Tech. An advertising student at City Tech uses digital technology, printed and crafted media to communicate with the audience.

City Tech students are offered a wide range of courses such as figure drawing, design and color, typography, photography, digital media, video, animation, graphic design, advertising, illustration, web design, packaging design and an advertising design internship. They will be capable of using software applications like InDesign, Photoshop and Illustrator; and by the time they graduate they will be using these applications for work such as desktop publishing, digital imaging, and vector art and web design.

The skills that I have learned from all of this includes knowing about lettering and type, how to classify them, learning about kerning, tracking, leading, resizing and placing type, layout designs and knowledge of drawing, painting and color. This has helped me to create designs such as article layouts, interactive spreads, typographic posters and illustrations. City Tech helps to equip students with the right skills and knowledge to get a job and use them in a professional workplace.

Having a graduate as an employee from this degree program can help a company tremendously by, building up the company's reputation and brand and improving sales. An important way this can be achieved is when the graduate as an employee, creates a logo for the company and it is placed everywhere. For example, placing it on posters, to business cards, to articles, to household items like cups, and even for apparel like T-shirts. Getting consumers to know the company's name is top priority. Graduates will be able to use their skills to produce printed, electronic media and presentations to communicate the company's service or message to people. New designers will come up with new media approaches to establish the message reaches the target audience.

City Tech goal is to prepare students to get a career. Students build a portfolio of their work in order to get jobs. There is a lot of competition in this field but, as long as you are confident in your work, eager to experience more, open to new ideas and working with other, you are well on your way to becoming a great designer.

Sincerely,

Brittany Gilkes