

## ABOUT OUR SCHOOL

Since 1970, SoMoTech has provided comprehensive career and technical training for high school and adult students in a multi-county area of south central Missouri and north central Arkansas. Our mission is "to develop a high-quality workforce." Once a student completes a course, we expect them to have the skills to enter a trade at an equitable wage or continue their education at an institution of higher education. To ensure we accomplish our mission, SoMoTech utilizes industry standards, state competencies, and local advisory committees to ensure students receive relevant training. All of our programs are scheduled to be completed in twelve months or less. All other institutional policies are available in the Adult Education Handbook, Practical Nursing Handbook, and Surgical Technology Handbook available at [www.scccwp.edu](http://www.scccwp.edu).

## OUR MISSION...

The mission for Southern Missouri Technical Institute is to develop a high-quality workforce.

## OUR VISION...

Southern Missouri Technical Institute will provide the West Plains and surrounding region with training that utilizes industry standards and technology.

Southern Missouri Technical Institute will provide our students employability skills and a desire to be life-long learners.

## OUR EXPECTATIONS...

When a Southern Missouri Technical Institute student completes a program of study, they will:

- Earn a professional certificate within their career and technical field.
- Demonstrate work ethic skills appropriate to their field.
- Have the technical and academic skills required for employment at an equitable wage.
- Possess the skills necessary to pursue a degree from an institution of higher education.

**EDUCATION**  
**Your Door To The Future**

## CONTACT US

Southern Missouri Technical Institute

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Website: [www.scccwp.edu](http://www.scccwp.edu)

Southern Missouri Technical Institute is accredited by the Commission of the Council on Occupational Education. Council on Occupational Education, 7840 Roswell Road, Building 300, Suite 325, Atlanta, GA 30350, Telephone: 770-396-3898 / FAX: 770-396-3790. [www.council.org](http://www.council.org).

Disclaimers:

Information provided in this brochure is subject to change.

SoMoTech does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups.

REVISED JUNE 2023

**Commercial  
and  
Advertising Art**



**SOUTHERN MISSOURI  
TECHNICAL INSTITUTE**

407 W. THORNBURGH ST. WEST PLAINS, MO 65775 • 417.256.6152

# Commercial & Advertising Art

## ABOUT THE PROGRAM

The Commercial and Advertising Art program will prepare the student for entry level employment in areas such as graphic design, sign making, vehicle graphics, t-shirt design/printing, and promotional graphics production. Students will learn how to design the graphic on computer then produce the output as needed, perhaps as a decal, a vinyl banner, an etched glass mug, a t-shirt, graphic, full color poster or by screen printing. Advanced skills will be taught, such as an introduction to video production, digital photography, and multiple page layouts (publications). A professional portfolio will be assembled to aid the student in obtaining employment after graduation.

Employment Requirements: While each employer and specific position will have their own expectations (such as high school completion, drug testing, background checks, experience in the field, lifting ability, etc.), this program's graduates may also be required to have artistic ability, computer skills, and experience with design applications.

## CURRICULUM

### Computer Basics

Introduction to the MAC operating system  
Basic computer terms and components  
Software types and their functions and features

### Design

Basic design terms and concepts  
Understanding design concepts  
Managing design  
Designing with color  
Multiple page layout for publications  
Laser engraving/cutting

### Software

Photoshop tools and navigation  
Illustrator tools and navigation  
InDesign tools and navigation

### Digital Photography and Video Production

Image capturing, scanning and editing  
Video shooting and editing

### Vinyl Sign Making

Designing for vinyl  
Cutting and application

### T-Shirt Design and Production

Heat transfer methods  
Screen printing process

*Southern Missouri Technical Institute will issue a Certificate of Completion when the student graduates from this program.*

## APPLICATION PROCEDURE

- Completed, signed, and dated application form available at [www.scccwp.edu](http://www.scccwp.edu) under Admissions
- Non-refundable application fee \$50.00 (\$130 for Electric Line Technology, Practical Nursing and Surgical Technology)
- Financial arrangements must be made prior to program start date. Program cost information is available at [www.scccwp.edu](http://www.scccwp.edu) under Admissions
- Copy of government-issued, photo identification (such as driver's license, passport, etc.)
- Copy of high school original diploma or official transcript, official results from the HiSET exam, or other state-approved high school equivalency exam
- Pre-Admissions TEAS Testing for Electric Line Technology, Practical Nursing and Surgical Technology; cost of first exam covered by application fee
- Practical Nursing and Surgical Technology students must provide a copy of state-issued birth certificate

## SCHEDULE

The Commercial and Advertising Art program is a nine month (900 clock hour) program in session from August to May. Class is held Monday through Friday from 9:00 a.m. - 3:00 p.m. Schedule is subject to change.

## FINANCIAL AID

South Central Career Center recognizes the need for financial aid to assist students in reaching their educational goals. Students must complete the Free Application for Federal Student Aid (FAFSA) to be considered for eligibility for Title IV, HEA programs.\* The school is an approved institution for the following types of funding:

- Access Missouri Student Financial Assistance Programs
- Federal Pell Grants\*
- Federal Direct Subsidized and Unsubsidized Loans\*
- A+ Funds
- Workforce Innovation Opportunity Act
- TRA/TAA
- Vocational Rehabilitation
- Veteran's Educational Assistance

Financial assistance and payment arrangement information may be obtained through the Financial Aid Office at 407 W. Thornburgh or call 417.256.6152.

## How do I register for classes?

Generally, our adult programs are open to anyone who has received a high school diploma or an approved high school equivalency. Specific information including program applications can be found at [www.scccwp.edu](http://www.scccwp.edu). Students must pay a non-refundable application fee and meet with our financial aid office to make financial arrangements. We may also request a copy of your photo id and high school diploma or approved high school equivalency. Additionally, information on our withdrawal/refund policy can be found in the adult education handbook under the Current Students tab on our school website.

## How much does it cost?

Southern Missouri Technical Institute is committed to providing affordable training. Each year, we determine the cost of providing our programs and set tuition based on our costs and the anticipated wages of your field. All 900-hour programs (those running from August to May) have the same tuition while the Electric Line Technology, Practical Nursing, and Surgical Technology (one-year) programs differ. Current tuition rates can be found at [www.scccwp.edu](http://www.scccwp.edu) under the Admissions tab. Any additional required fees or supplies are also noted on that page. Financial aid is available to those who qualify. SoMoTech participates in the Missouri A+ Scholarship Program and the Access MO grant program. Additionally, high school graduates that earned a SoMoTech two-year completion certificate may be eligible for an institutional scholarship.

## Will I get a job by coming to SoMoTech?

We pride ourselves on close alliances with industry, great placement rates, and experienced faculty members. That being said, the ability to get a job is in your hands. We give you the tools to build the house, but we can't build it for you. One of the four components of our program evaluation is ensuring you get a placement. This can include getting hired in a related field, joining the military, or entering postsecondary education. Information on our adult enrollment, completion, placement, and licensure rates can be found at [www.scccwp.edu](http://www.scccwp.edu) in our Annual Report.

## What is an "Articulation Agreement"?

Southern Missouri Technical Institute has entered into an agreement for our 900 clock hour programs with Missouri State University-West Plains to offer 24 hours of college credit to completers from those programs. There are other articulation agreements and bridge programs in place for students that complete Practical Nursing and Surgical Technology programs. The program coordinators can provide additional information regarding these agreements.