7 skills of the outstanding marketing professional
SINCE 1970, Specs Howard School of Media Arts has offered hands-on experience and project-oriented learning right here in Metro Detroit. Today, Specs Howard programs prepare students for careers in broadcast media, audio and video production, digital media creation, graphic design, web design, motion graphics and more.

With facilities in Southfield and Farmington Hills, Michigan, Specs Howard students learn by doing — taking classroom theory into the studio and out in the field, gaining invaluable skills and experience along the way.

Specs Howard school’s three 12-month programs offer training across the broad spectrum of Media Arts.

**Broadcast Media Arts** provides an introduction to the fundamentals of radio, television and new-media broadcasting, including on-air and on-camera presentation, news and feature writing, lighting techniques, camera operation, voice work, field production, digital editing, live broadcasts, and graphics for broadcast, as well as interview skills and portfolio preparation.

Considering one of Detroit’s graphic design schools? Specs Howard’s **Graphic Design** program students are immersed in image creation and manipulation - from digital imaging, web design, document creation, branding and logo creation, to motion graphic, graphics for the web, camera and lighting techniques, and portfolio design.

The **Digital Media Arts** program trains students in digital video and image production, editing and technical operation, offering career preparation and hands on experience in areas from project management, script writing, feature and news stories production, to image manipulation, HD camera operation, pre- and post-production work, and creating media for the web.

Contact us today and get your hands on a future in media arts.

To learn more about studying at Specs Howard School of Media Arts, request information or schedule a tour, please call us:

866-61-SPECS
7 skills of the outstanding marketing professional

**Number One:**

**Writing**

The written word rules. Developing clear, concise, and, most importantly, compelling text for multiple media — from traditional print to blogging — is critical.

**Business Savvy**

Learn to understand the business — its purpose, revenue growth and risks, issues and priorities. It is imperative to be able to connect the dots and maintain credible conversations that help clients and yourself.
3: Analytical Thinking

Understanding the ROIs and the metrics used in your field is half the battle. Outstanding marketers will use this data to influence decision makers and get projects approved.

4: Project Management

Basic organizational skills are useful, but on larger projects having a firm grasp of project management fundamentals is crucial. Those who can manage the design aspect of a project have an edge over another who needs to be told what to do and when to do it and waits for input.

5: Technological Understanding

Possessing knowledge of the field’s tools, applications and technologies will help the savvy marketer to quickly translate ideas into reality.
6: Sociological Understanding

Understanding the customer is a given, but it’s necessary to understand society more broadly – how it impacts the behavior and choices of individuals; the what, why, when and where – to remain relevant.

Marketing is an ever-changing game. With each new business quarter there is a new tool to learn. Those who beat the learning curve are those with the most success. As most employers will tell you, the more you know; the more you can grow. At Specs Howard we are always focused on teaching the newest software, and techniques for the creative marketer.

7: The Drive to Keep Learning

Want to find out how you can increase your skill set?

If you’re interested in improving your marketing skills, and improve your potential, then take a tour of Specs Howard School of Media Arts Graphic Design Program.

Follow the three steps below:

• Contact a Specs Howard Admissions rep
• Take the tour, and sign up for classes
• Start Learning!

Request a tour today!
specshoward.edu
Originally working in automotive electronics, Steve knew that with economic changes he wanted to pursue something that made him happy. He always wanted to do something creative, so the Graphic Design program was a natural next step. As a Specs student he says that “from idea conceptualization to constructive criticism of my work, I felt like I was in a real-world career situation in class.” Everyday is different and Steve wouldn’t have it any other way.

How has Specs Howard prepared you for the workforce?

Specs Howard introduced me to many areas of graphic design and creative thinking. The courses ran as though you were in a real-world career position from Creative thinking, conceptualization, and constructive criticism to general opinions and possible outcomes of your designs.

How did you get started working where you are now?

I applied; I built a portfolio from freelance work, internships and while working in the Design Center at General Motors. I continuously strive to make every single thing I did as perfect (a relative term) as possible. I never want to present something I am unhappy with – so I made absolute certain I only presented my best work while trying to show a range of different material. Now, I am on the Custom Projects team, concepting, sketching, dreaming, creating large scale murals, displays and designs for colleges, universities, corporations, events and various other organizations. Everyday is different.

What do you love most about your job?

There are many things I love: being able to create something from nothing, working with an awesome team, the environment in general. I have created for various universities, major Detroit events and well-known businesses around the area.
Regional Web Master and Graphic Designer, Greater Media Detroit

**WORKING IN RADIO** doesn’t always mean what it used to these days. Just ask grad, Amber Beitler. Amber first came to Specs Howard with a desire to work at a radio station. She attended the Broadcast Media Arts program and interned for Greater Media Detroit in the promotions department. Keeping with her desire to work in radio, Amber saw an opportunity to work in the web department. She returned to Specs Howard to study graphic design, and now works as Greater Media’s Regional Webmaster and Graphic Designer.

User Interface Designer
Detroit Media Partnership

**WE ALL CAN** see how the web is shaping the future, but who shapes the web? User Interface Designers like Gregg Phelps are key to what you see when you go online. On a daily basis, he takes others ideas and makes them a reality with his graphic design skills. Gregg is grateful for his Specs Howard experience as “aside from learning the essential software,” he says, “I learned who I am as a designer and felt proud when I realized I was on an even playing field with my co-workers.” Gregg feels like he is prepared for whatever is thrown in his direction at work, which has allowed him to move up the ladder within Detroit Media Partnership.