

- **Business/
Accounting
Areas**
- **What can I
do with a
major in?**
- **Average
salaries, job
demand
and skills
required**

INSIDE:

Graphic Designers

Art Directors

**Multimedia Artists
and Animators**

Curators

Send any specific
career questions
or requests for
topics to:

hays@morningside.edu

Career Chronicles

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Careers in Art

A career in Art can mean many different things...Some occupations will require a degree in art, while other occupations appreciate the creativity and originality that a major or minor in Art can bring.

At Morningside, you have a couple different options in Art. Currently, the Art Department offers majors in Studio Art, Graphic Design, Photography and Art Education. You can also meet your graduation requirements by completing a cluster in Art History, Graphic Design, Photography or Studio Art.

According to the Morningside College 2005-2006 Catalog:

A Studio Arts Major focuses on creating Art, and learning about the theory and history of art and its importance to our culture. Graduates may

become active artists, attend graduate school, work in museums or pursue other professional art careers.

Art careers can also be for those who have little talent, but an eye and appreciation for art.

A Graphic Design Major studies the world of graphic communication through the design and production of many types of print images, typography, digital images, web design and computer graphics. Graduates may use

their skills to find careers in commercial art, advertising, printing and general industries or attend graduate school. More information about Graphic Designers is inside this issue.

A Photography Major develops creative concepts and abilities within the broad field of photography. Graduates are prepared for graduate school or they may be employed as commercial, industrial, portrait, photo-journalists or fine arts photographers.

A Teaching Arts Major prepares students to teach at the elementary and secondary level. Students complete this major and education courses for required certification allowing them to teach art in kindergarten through twelfth grade.

Artistic Personality?

Artistic individuals are original, intuitive and imaginative. They enjoy creative activities such as playing or composing music, writing, drawing or painting and acting in or directing stage productions. Artistic types tend

to prefer flexibility and ambiguity. Most artistic types dislike convention and conformity.

People who fall in this category tend to be generally impulsive and emotional and tend to

communicate in an open and expressive manner. They value aesthetics and view themselves as creative, non-conforming and as

(Continued on back page)

Graphic Design

If you're interested in the creative process or enjoy designing layouts, you may enjoy a future in graphic design.

Graphic design is a good option for artistic people who also have a flair for sales and business. Graphic design requires not only a good eye, but an ability to operate computer programs to make your designs come to life. Graphic designers create the look for CD inserts, books, magazines, posters, catalogs, and other products. Some also design websites.

Some typical job duties for a Graphic Designer include: creating designs under deadline pressure, revising designs in response to feedback, learning the latest computer software and meeting with clients and

providing feedback and suggestions.

Qualities that are helpful for a Graphic Designer include: organized, creative, and computer savvy. Flexibility is important. If you disagree with a client on artistic issues, you may have to change your design to what the client wants.

Key tips that can help you succeed in Graphic Design include: signing up for art class. It will help you develop the eye you need and will teach you the fundamentals of color, perspective, and form.

Join the school newspaper, yearbook staff or campus and/or community organizations (newsletters) and try your hand at page design. Learn as many computer programs as you can, especially desktop publishing or

web design programs. The

practice will help you decide if this is the path for you -- and give you a jump start on your career.

Government economists expect job growth for designers to be faster than the average for all careers through 2012. One reason is the rapidly expanding Internet and DVD and video markets. However, this is a very popular career choice, so expect a lot of competition for jobs.

Currently, the average annual income of graphic designers is \$36,900 nationally and \$30,700 for the state of Iowa, according to the U.S. Bureau of Labor Statistics.

Excerpted from www.collegeboard.com

"For most designers, design is a way of life and a way of thinking about things, not just a job."

*Meredith Davis,
Professor of
Graphic Design,
North Carolina
State
University
College of
Design*

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Art Director

Have you ever read a magazine advertisement or seen a television commercial, and think, "I could do better than that!"? Behind every advertisement, magazine cover, video, or website is the art director. If you'd rather call the shots than carry them out, art directing just might be your thing -- as long as you're ready to be a fountain of new ideas.

Art directors come up with the visual concepts for everything from billboard advertisements to magazine layouts to videos and websites. Not all work in advertising; some create the look of editorial publications, such as newspapers.

Typical job duties of an Art Director include: managing a team, working under tight deadlines, dealing with difficult

and brainstorming ideas. Art Directors must have a firm grasp on what's current with pop culture.

Every ad campaign has an Art Director.

Qualities typically present in Art Directors are people with big picture concepts, who thrive on the challenge of coming up with a continuous stream of fresh, new ideas. If you're organized, creative, and bold enough to take risks, this could be the career for you. Ways to increase employability are to diversify your courses and take electives like website design, graphic

commercial art, and photography. Sign up for art class. It will help you develop an eye for color and design. Develop strong writing and speaking skills in English and speech classes. Management skills come in handy in art directing, where you will delegate and coordinate the hands-on work of graphic designers, photographers, and others.

The average wage for Art Directors is \$63,200 nationally and \$52,000 for the state of Iowa. Government economists expect jobs for art directors to grow as fast as the average for all careers through 2012. However, art jobs always attract a lot of talented people, so expect heavy competition.

Excerpted from www.collegeboard.com

Multimedia Artists and Animators

In the old days, artists drew everything by hand. Some still do. But many of the animated images and special effects you see today are computer-generated. That means there's a whole new breed of artist -- and a whole new career path to consider.

With creativity and imagination, multimedia artists bring dazzling images and new sophistication to everything from cartoons to commercials. Multimedia artists and animators create images and special effects for movies, TV shows, cartoons, computer games, and more.

Typical duties for a multimedia artist and animator are to create a series of images, come up with original ideas, use computers to create art and work as part of a team to complete projects under tight deadlines.

Qualities typically found in this occupation include people who enjoy art, but are also at home on the

computer; hand drawings and computer-generated images are both used in this line of work. Creativity and a cool head under pressure are also important.

To enhance your employability, sign up for art class. You'll get a chance to sharpen basic drawing skills in color, perspective, and form while developing your own style. Take computer classes and learn software programs related to drawing and design. Get involved with your

"It's kind of fun to do the impossible."

Walt Disney

school's theater arts department, where you can try your hand at set design and painting.

The average annual wage for this occupation nationally is \$46,800, while the average wage in Iowa is \$33,600. While

competition is always tough in this field, growth in the movie and video industries should provide new opportunities. Animators will also be needed to work on Internet sites and other forms of electronic media.

Excerpted from www.collegeboard.com



Curator

Curators work with museum educators, zookeepers, publicists, and publishers to produce exhibits complete with special events and publications. And they work closely with other curators, museum directors, and board members to grow the museum, gallery, or zoo collection, be it artwork or plants or living animals.

Curators do much more than handle artwork or artifacts and design museum and zoo exhibits. The job of managing a collection is broad-based. It involves working with people as much as, if not more than, the pieces in the collection.

Curators run the educational, research, and public service activities of museums, zoos, and other institutions. Curators usually specialize in a specific area. Typical job duties of a curator include studying,

examining, and testing objects to determine their origin, age, and

composition, maintaining records and databases, negotiating the purchase, sale, exchange, or loan of collections, planning the exhibition of collections,

writing grant proposals, journal articles, institutional reports, and publicity materials, working with a board of directors to decide on budgets and plan operations, attending meetings, conventions, and civic events to promote your institution and coordinating educational and public outreach programs, such as tours and lectures.

Typical qualities found in curators include flexibility and a good communication, since the job requires a lot of teamwork. It also helps to be organized, as you may coordinate several projects at once.

Excerpted from www.collegeboard.com

Curator Cont.

To enhance your employability, get a good foundation in studio art and art history. Make the most of class research assignments to build good library and online research skills. Run for student government or take on a leadership role in a school club or on a sports team. Volunteer with local historical societies, art galleries, museums, or zoos, and get to know the ins and outs of these places. Plan

on pursuing a Master's Degree or Ph D program in a specialized area.

Government economists expect jobs for curators to grow as fast as the average for all careers through 2012. However, that doesn't mean it will be easy to find a job -- far from it. Careers in museums and zoos are very popular, and there are not enough job openings for all qualified job hunters.

To compete for work, you'll need to be highly trained with at least one graduate degree. You'll also need to have some expertise in your area of interest.

National annual average wages for Curators is \$36,200. The average annual wage for the State of Iowa is \$37,200.

Artistic Cont.

appreciating or possessing musical, dramatic, artistic or writing abilities, while typically lacking clerical or organizational skills.

Artistic types prefer to work in an environment that fosters creativeness, encourages originality and use of imagination in a flexible, unstructured setting.

Excerpted: Holland's Artistic Code, www.salisbury.edu/careerservices.com.



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Career Services, located in 219 Lewis Hall, offers assistance in the following areas:

- *Job Search**
- *Resume Development/Critique**
- *Interview Skills/Mock Interviews**
- *Graduate School Applications**
- *Job Listings**
- *Career Exploration**
- *Career Assessments**
- *Labor Market Information**

Call Stacie at x5254, or e-mail at hays@morningside.edu