



▲ **FIGURE 14.1** This interesting building was designed by Frank Gehry, a well-respected and prolific contemporary architect. Note the use of form in this structure. Gehry often designs buildings in a free-form sculptural style.

Frank O. Gehry. The Guggenheim Museum, Bilbao, Spain. 1997.

# Careers in Art

In centuries past, artists learned their craft by apprenticing—assisting established artists. Many of the greatest painters and sculptors served apprenticeships. Today, you can develop art skills by taking courses in high school. After high school you can study art at community colleges, technical training programs, four-year colleges with art departments, or art colleges. The range of career possibilities for artists is greater than ever.

## In this chapter, you will:

- Compare and contrast career opportunities in art.
- Identify skills and media used in careers involving art and design.
- Describe the difference between vocational and avocational opportunities in art.
- Identify your own areas of interest in the field of art.

### Focus on Art History

Canadian-born architect Frank O. Gehry (b. 1929)

designed the unique structure in **Figure 14.1** in 1997. Gehry studied art and architecture at the University of Southern California and Harvard. He began his career designing conventional commercial structures. In the late 1970s, he began listening to an inner artistic voice. Drifting away from convention, Gehry started creating architectural designs that were part sculpture, part building. Some consider his creations functional sculpture.

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**Evaluate.** Frank Gehry's architectural style has been described as "deconstructed" or "exploded." Evaluate Figure 14.1 in terms of those descriptions.

# Careers in Two-Dimensional Art

## Vocabulary

graphic designer  
logos  
illustrators  
photojournalists  
animators  
storyboards

You are probably beginning to consider ideas about your future. If you have art abilities and you enjoy art, this chapter will introduce you to some exciting career possibilities. In addition to the major categories mentioned here, there are many careers within each field. Countless possibilities exist; so plan to explore art careers further. As you read, think about each career, and keep those that interest you in mind. You will be surprised at how your skills might fit many different art-related jobs.

Today, the business world needs art specialists in many areas. Trained artists design company reports, publications, and advertising. Company employees develop some of this design work. Other, more complex projects are assigned to outside designers or advertising firms with many different kinds of artists on staff. Plenty of opportunities are available for self-employed (or freelance) artists and salaried employees with art ability and training (**Figure 14.2**).

## Technology and Careers in Art

Computers have changed the way many people perform their work, including artists. Work done by hand in the past, including creating maps and charts, is now done with computers. Most art-related careers now require computer skills as well as artistic ability. Using computers, designers can create images that can be moved, changed, erased, duplicated, reduced, enlarged, colored, patterned, textured, animated, and otherwise manipulated. They scan images created using traditional methods (painting and drawing) and materials (including pencil, paint, and charcoal) into the computer. Designers work with devices such as stylus and graphics tablets. Software programs let the artist compare different variations of their work, changing size, color, and/or type style. There are also computer-aided design

► **FIGURE 14.2**  
Artists who work for advertising agencies may be asked to design ads for display in magazines, on billboards, or even on the side of a bus.





► **FIGURE 14.3** Assistive technology helps artists with disabilities to meet their full potential in the visual arts.

programs to be used for other art tasks, such as planning and drafting a building or designing the interior of a room. Voice-recognition software and other types of *assistive technology* can help artists with physical disabilities design images (**Figure 14.3**). With all these digital tools, designers can create any type of artwork needed.

Once the artwork is completed, computers can also be used to send images by disk or e-mail to customers all over the world. These capabilities also allow collaborations among artists over distances and allow designers to work with manufacturers by sending images electronically instead of shipping actual samples.

With the use of computers, jobs often cross over from one field to another. For example, look at the directional signs in an airport. They are an example of environmental graphics, combining space design, typography, and information delivery. In almost every area of art-related employment, artists use computers and other technology to aid them in their jobs.

## Graphic Design

The early Christian monks who illustrated religious writings were also artists (**Figure 14.4**). After the invention of the printing press in the fifteenth century, the craftspeople who arranged type and illustrations were what we now call graphic artists. They had to plan the layout, the way items are arranged on the page, before a page could be printed. It was slow work because it all had to be done by hand.



▲ **FIGURE 14.4** Manuscript illuminators were fine artists. After the introduction of the printing press, craftspeople learned to create and arrange type and illustrations.

Artist unknown. *Missal (The Calling of Saints Peter and Andrew)*. 1389–1404. Tempera colors, gold leaf, and gold paint on vellum in a medieval, blind-stamped binding. 33 x 24 cm (13 x 9<sup>7</sup>/<sub>16</sub>”). The J. Paul Getty Museum, Los Angeles, California.

► **FIGURE 14.5** Graphic designers plan every detail of a book or magazine page, including the selection of the size and kind of typeface or font.



## Graphic Designer

A **graphic designer** *translates ideas into images and arranges them in appealing and memorable ways*. Graphic designers use computers to *produce* the art but still rely on fundamental design principles to *create* it. Graphic designers use line, shape, form, space, color, value, and texture to communicate and to motivate (**Figure 14.5**). Your first job as a graphic artist might include designing company letterheads, greeting cards, CD covers, or invitations.

Newspaper, magazine, and book publishers employ graphic designers. A designer, sometimes called a publication or production designer, created the look of this book. The designer carefully planned the size of the type, the font style (**Figure 14.6**), the length of the lines, the layout of the text and artwork, and the length of the columns. The designer had to make sure the book was visually appealing while at the same time easy for students to use. Writers typed the manuscript into a computer, and the information was stored on a disk. An editor proofread the manuscript to ensure that the content was clear and concise. The manuscript was then given to the designer. Lastly, the printer followed the design plan provided by the book designer. Often, the book designer and printer work together very closely.



▲ **FIGURE 14.6** Which of these fonts would you choose for your high school graduation announcement?

### Activity

### Practicing Logo Design

**Demonstrating Effective Use of Art Media in Design.** Design a logo for your school, your favorite club, or your community. Pick an object or image that can serve as the basis for your design, such as the school mascot or a letter (or letters) in the name of the school, club, or community. Use the school or organization colors, if possible. Use colored pencils or markers to draw your design by hand. Also, create a digital version on the computer. Begin with either a simple geometric shape or a font that creates an interesting logo.





◀ **FIGURE 14.7** Presentation skills are critical if you plan on entering the field of advertising.

## Advertising Designer

Graphic artists also design promotional material for companies. They may be employed by outdoor advertising agencies to create billboards or by traditional advertising agencies to work on ad campaigns. When graphic artists apply their skills to promotional work, they are called advertising designers. Advertising designers create **logos**, or *symbols or trademarks that are immediately recognizable*.

Advertising agencies employ teams of artists who work under the supervision of an art director. They often collaborate with copywriters and managers—all of whom may have different ideas and visions; so teamwork and communication skills are essential (**Figure 14.7**).

## Illustration

Many businesses hire **illustrators** to *create the visual images that complement written words*. Illustrations, or visual images that clarify or decorate a text, can be found in magazines, books, television, film, and online. Illustrations are used for advertising, editorial, informational, and educational purposes.

## Commercial Illustrator

In addition to the type and the artwork you see in this book, there are drawings by commercial illustrators. Most illustrators specialize in one area—such as fashion, medical, or technical illustration—while a few work in several areas (**Figure 14.8**). They might work with an author to create drawings for a children’s book. Some illustrators work for one company while others prefer to freelance. Freelance artists are self-employed and do many different jobs for many different companies.



▲ **FIGURE 14.8** A technical illustrator specializes in drawing diagrams and product illustrations.

## Cartoonist

Cartoonists produce distinctive, entertaining drawings meant to provoke thought and laughter (**Figure 14.9**). They submit their work for publication in magazines and newspapers. They may choose to draw single cartoons or comic strips. They usually try to make a humorous point about human nature. Editorial cartoonists, who are interested in politics and current events, present complex ideas in simple, humorous drawings. Editorial cartoonists try to make people think about current issues. They may also try to influence public opinion.

Cartoonists also create comic books and other publications. Several famous cartoonists have created comic books that deal with serious issues such as war and disease. They try to illuminate social problems for people to be aware of and understand. Some cartoonists work in animation, creating moving cartoons such as those that entertain children (and adults) on Saturday mornings.



▲ **FIGURE 14.9** Although much cartooning is now done using digital media, artists still use traditional methods as well.

## Photography, Film, and Multimedia

Artists and designers interested in photography, film/video, and multimedia can find employment in many fields including publishing, advertising, and entertainment. Hard work, persistence, talent, and some special training are necessary for all these fields.

### Photographer

Photographers work in studios and on location to provide photographs for books, magazines, and other resources. Fashion, product, and food photography, architectural photography, and fine art photography are all growing specialties (**Figure 14.10**). Photographers also work for advertising agencies and corporations to create visual images that help sell a product. Some photographers sell their photographs to stock photography houses (also called image banks), which sell them to the public.

Digital cameras, which allow artists to record images digitally, are becoming more and more important in the field. Digital cameras do not require special processing labs. The pictures can be viewed and printed immediately or stored and manipulated using computer software.



▲ **FIGURE 14.10** Photographers are skilled artists who use their cameras to create artwork.



## Film and Video

Photographers also work in film and video. Moving picture photography for movies and television, or cinematography, is one behind-the-scenes career many photographers find appealing (**Figure 14.11**). Although these fields are not always easy to break into, plenty of aspiring artists eventually achieve success in them. Videographers make documentaries, create visual presentations for corporations and other institutions, and record special events or celebrations such as weddings and anniversaries.

## Photojournalist

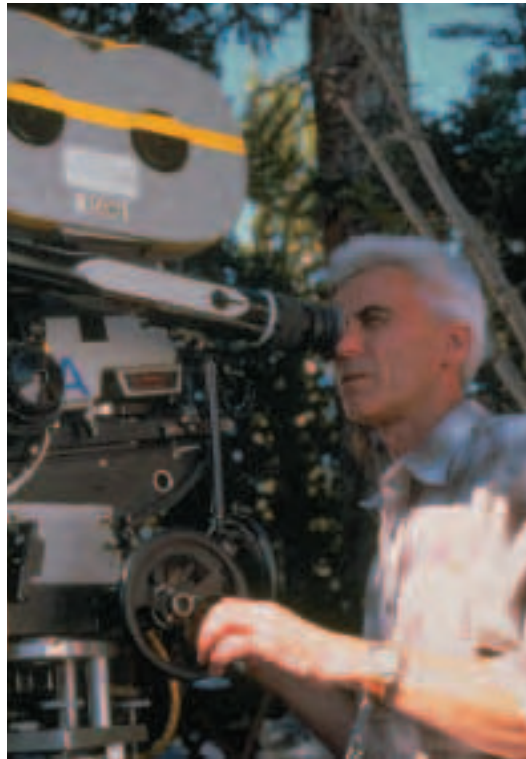
**Photojournalists** are *visual reporters*. They work for newspapers and magazines and tell stories through their photographs. Photojournalists must understand design, know how to develop and print their own work, and have an eye for what is interesting to look at. Photojournalists often travel to where the news is happening.

## Animator

**Animators**, or *artists who create moving cartoons*, use their skills in movies, television, and for the Internet. The field of animation is growing faster than any other art career area.

When artists create an animated film, they first select a story. They decide what styles of architecture and dress fit the story. Then they develop the story by drawing **storyboards**, a series of still drawings that show the story's progress. They draw approximately 60 sketches for each board (**Figure 14.12**). A short film needs three storyboards, and a full-length film may require more than 25. Storyboards look like comic strips. They provide the outline for the development of the film.

Layout artists are responsible for the overall look of the animation. Background artists paint the settings from the layout artist's sketches. To create



◀ **FIGURE 14.11**  
Cinematographers operate movie cameras. They are trained in using light, color, and composition.

action, animators draw the major poses of each character, then *in-betweeners* fill in the many drawings required to complete each movement. Each second of film requires 24 drawings to make the movement look smooth. As you can imagine, creating the more than 125,000 drawings required for a 90-minute movie is a very expensive and time-consuming process. Your career in animation may begin as a background artist, character designer, or in-betweener.



◀ **FIGURE 14.12**  
Animators use magazines and books as visual references when making sketches for storyboards.



Today, many animation production companies use computers to fill in many of the images necessary to create the illusion of movement. An artist creates the main drawings and the important actions and scans these drawings into the computer. Then using mathematical models, the computer determines how to make the drawings appear to move. The artist uses the computer to manipulate the images. This is a much less expensive and less time-consuming process than creating all the images by hand.

### Special Effects Designer

Special effects designers plan the stunts and illusions in movies in order to make them look real. Training for this field may require attending a college with an art department offering specialized technology courses.

Special effects artists require the skills of a painter, sculptor, and engineer. These artists have the ability to imagine and create fantasy scenes or imaginary creatures that look real (**Figure 14.13**). They can make you believe you are watching a dinosaur driving a car or a battle scene in outer space. Special effects artists need to know how to draw realistically and usually use computers to create believable settings and action.

### Multimedia Designer

Multimedia designers combine text, graphics, sound, and interactive devices into visually appealing presentations. These presentations are used by companies to acquire clients. Multimedia designers also create interactive CD-ROMs and software for business, education, and entertainment. This requires a team approach. One person is usually responsible for the overall concept while others create the images and text and still others put all the parts together.

#### Activity

#### Critiquing Animation

**Applying Your Skills.** Watch several animated programs on television. Notice the differences in quality. Then list the programs you have watched in order from best to worst. How did the backgrounds compare? Describe the quality of the movement. Did the programs with the best movement have the best backgrounds?



▲ **FIGURE 14.13** Digital effects help us believe movie characters are in faraway places.



## Web Designers

As the Internet continues to grow and expand as a center for information and commerce, businesses need to attract visitors to their Web sites. Web artists design the individual Web pages that make up the Web site, which may include text; photos; three-dimensional, or moving graphics; sound; and interactive devices. The Web artist must make the page visually appealing but easy to use. Because it can take a long time for the viewer's computer to process images, the Web artist must balance beauty with function. If it takes too long to get information, a viewer will leave the page. A confusing or poorly laid out Web page will cause Internet users to look elsewhere.

Web artists also make Web movies and organize Internet broadcasts of current affairs or events of special interest that broadcast television networks do not cover.

## Computer, Arcade, and Video Game Designers

Game designers plan and create all aspects of computer, arcade, and video game design (**Figure 14.14**). They create the background renderings and the animated figures and objects. They work with computer programmers to design visually appealing and exciting games. Because the game experience is a multimedia experience, the designer must have a special sensitivity to sound, story, and other aspects of game production. This field grows each year as the game industry expands.

Computer game designers also create virtual reality or three-dimensional worlds that gamers, or game players, enjoy experiencing. As these technologies have become more sophisticated, companies and even branches of the military have begun using computer-aided simulators when training.



▲ **FIGURE 14.14** Game designers need to keep up with advances in digital and mechanical technology to make their games more exciting and realistic.



### Check Your Understanding

1. What does a graphic designer do?
2. Compare and contrast the art careers of graphic design and photography.
3. What two elements must Web designers balance?