

JOB DISCOVERY

JOBS IF YOU LIKE THE  
**CREATIVE ARTS**

by Kari Cornell



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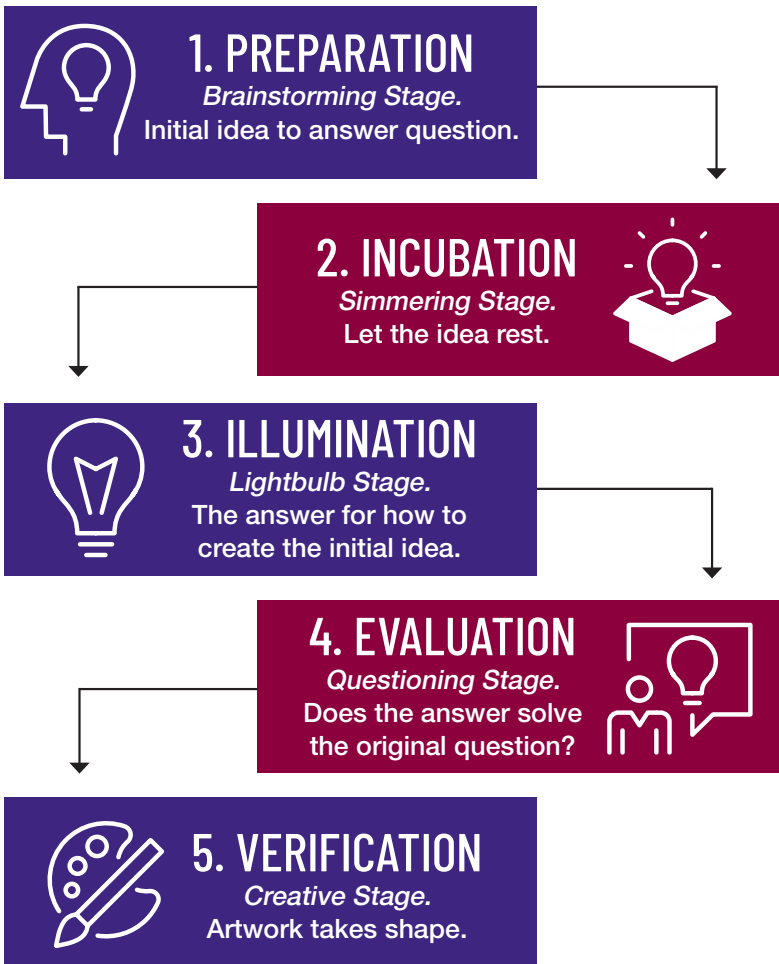
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# THE CREATIVE ARTS INDUSTRY AT A GLANCE

## THE CREATIVE PROCESS



# GRAPHIC DESIGNER

**T**he work of graphic designers is everywhere. It is on cereal boxes, billboards, and store signs. Graphic designers create packages, ads, books, and more. To do this, they combine words, photos, colors, and shapes. Their designs are meant to share ideas, convince, or inspire. Ads convince people to do or buy something. Book cover designs inspire people to read the book.

**Graphic designers work with clients to create memorable, attractive designs.**





# Graphic Designer

**Education:** 2-year or 4-year degree

**Personal Qualities:** Creative, tech savvy, a good communicator, analytical, able to manage time wisely, flexible, well-versed in design principles

**Certification and Licensing:** Not required, but there are certification programs in graphic design, UX design, and design software

**Working Conditions:** Graphic designers generally work in an office. Designers working at companies may work alongside other designers. Freelancers may work from a home office.

**Average Salary:** \$50,710

**Number of Jobs:** 265,000 (2021)

**Future Job Outlook:** 3 percent increase in jobs predicted between 2022 and 2032

Graphic designers usually specialize in a type of design. A package designer makes eye-catching packaging for products. An advertising designer creates print or digital ads. A logo designer makes images that represent a company **brand**. A designer in the publishing field makes books or magazines.

## TRAINING AND SKILLS

Most graphic designers earn a degree in graphic design or fine arts. This may be a 2-year or 4-year degree. In these programs, people study the principles of design. These are guidelines designers use when they work. They include balance, pattern, and variety. Design students also take studio art classes such as drawing and painting.



They learn how to design on the computer. Students also learn about how books and magazines are printed. They study how to design websites. Design students may take classes in writing, marketing, and business.

**Learning to use design software, such as Adobe Photoshop, is vital for graphic designers.**



Designers might sketch their ideas on paper. But most graphic design work is done on computers. Designers learn how to use software such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. With Photoshop, designers can edit photos. Illustrator is a digital drawing program. Images created in these two programs

## Paula Scher

New York–based Paula Scher is an influential graphic designer. She designs subway posters, signs for museums, and building interiors. Scher says, “I love working on projects with a lot of possibilities that afford me the opportunities to make something more unusual.”

*Quoted in Julia Gamolina, “A Life in Her Work: Pentagram’s Paula Scher on Ideas, Invention, and Learning,” Madame Architect, July 27, 2020, [www.madamearchitect.com](http://www.madamearchitect.com).*

# FIND OUT MORE

## **American Institute of Graphic Arts (AIGA)**

[www.aiga.org](http://www.aiga.org)

AIGA is the oldest and largest professional organization for graphic designers. It promotes professional development through classes and seminars.

## **Graphic Artists Guild**

[www.graphicartistsguild.org](http://www.graphicartistsguild.org)

The Graphic Artists Guild offers graphic designers the tools they need to craft a successful career. It provides resources and holds social events and classes.

# OTHER JOBS IN THE CREATIVE ARTS INDUSTRY

## Potter

Potters design and make items using clay. Some potters make bowls, mugs, or plates that are used every day. Others make art for decoration. Potters must know how to run a business.

Learning how to market their work is an important part of their job. Potters sell their products at craft fairs, studios, and online stores.



## Animator

Animators bring cartoon and movie characters to life on screen. They create a series of drawings called frames. When these frames are shown one after another, it looks like the characters are moving. Animators may draw the characters by hand. They may also draw scenes using computer software. Animators' work may appear in movies, TV shows, or web videos.



# GLOSSARY

## **accredited**

officially recognized as a quality program

## **audio interface**

equipment that translates sounds from a microphone or instrument into a format that recording software can recognize

## **brand**

a graphic look that represents a single company

## **compose**

to write music

## **computer-aided design (CAD)**

software that helps users create 2D or 3D models of products or buildings

## **genres**

types of music, literature, or art that are defined by their style, form, or content

## **track**

a piece of recorded music

# SOURCE NOTES

## **INTRODUCTION: WHAT IS THE CREATIVE ARTS INDUSTRY?**

1. Quoted in Anderson Cooper, “In Shangri-La with Music Producer Rick Rubin,” *60 Minutes*, May 28, 2023. [www.cbsnews.com](http://www.cbsnews.com).

2. Quoted in Cooper, “In Shangri-La with Music Producer Rick Rubin.”

## **CHAPTER ONE: MUSIC PRODUCER**

3. Quoted in “Mark Ronson: ‘I’m Very Aware of My Place in Music,’” *The Talks*, n.d. [www.the-talks.com](http://www.the-talks.com).

## **CHAPTER TWO: GRAPHIC DESIGNER**

4. Quoted in Zaheer Dodhia, “Will the Demand for Graphic Designers Diminish in the Near Future?,” *Forbes*, October 26, 2021. [www.forbes.com](http://www.forbes.com).

## **CHAPTER THREE: INTERIOR DESIGNER**

5. Quoted in Tim McKeough, “What Will the Interior Design Profession Look Like 10 Years in the Future?,” *Architectural Digest*, April 2, 2019. [www.architecturaldigest.com](http://www.architecturaldigest.com).

## **CHAPTER FOUR: WRITER**

6. Quoted in Walter Mosely, “For Authors, Fragile Ideas Need Loving Every Day,” *New York Times*, July 3, 2000. [www.archive.nytimes.com](http://www.archive.nytimes.com).

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