

# Major Possibilities: Art



## Summary

- Pairing an art degree with a strong computer background can open doors in the areas of graphic design and advertising.
- About 62 percent of artists and related workers are self-employed.
- The New York Arts Program offers Studio Art and Art History majors the opportunity to serve as apprentices or interns during a semester in New York City, working with faculty sponsors and taking related seminars.

## Studio Art major synopsis

Studio art majors can select from a Bachelor of Arts or Bachelor of Fine Arts track. The BFA in Studio Art is a pre-professional program in a liberal arts context that deals with art as an expressive medium. The major helps students acquire technical proficiency in a principal medium, knowledge of a variety of media processes, and liberal arts breadth in critical and verbal skills. The program is a preparation both for students who intend to apply to Master of Fine Arts programs and/or go on to professional work as artists and for students who wish to acquire a liberal arts degree which can lead to work in fields such as art history, architecture, commercial art, design, arts administration, and art education. Art majors take courses in ceramics, painting, sculpture, drawing and other media and are expected to choose a medium of focus by their sophomore year. An Architecture and Design minor is also offered by the Studio Arts department.

## Sample occupational areas

### Visual Art

Artists who create art for the sake of art and seek customers on their own are referred to as visual artists. They use a variety of materials and techniques to create art for sale and exhibition. Often self-employed, they may hold a part-time job that is unrelated to art in order to have a steady income.

- **Craft Artists** create handmade objects, such as pottery, glassware, textiles or other objects that are designed to be functional.
- **Fine Artists**, including painters, sculptors, and illustrators, create original works of art for their aesthetic value, rather than for a functional one.
- **Photographers** use their technical expertise, creativity, and composition skills to produce and preserve images that visually tell a story or record an event.

### Commercial Art

Artists who use their creativity to create works for a business are called commercial artists. They have less artistic freedom than visual artists, since they create works based on guidelines from their employer, but they have the benefit of a steady paycheck.

- **Art Directors** are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design of a project and direct others who develop artwork and layouts.
- **Graphic Designers** create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.
- **Industrial Designers** develop the concepts for manufactured products, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers focus on the user experience in creating style and function for a particular gadget or appliance.
- **Multimedia Artists and Animators** create animation and visual effects for television, movies, video games, and media.

### Art Education

Art teaching positions allow artists the opportunity to use their creative abilities in a hands-on environment, but they are more restricted in their creativity because they must tailor their art projects to the students' ability levels. Art majors who receive their teaching certificates are qualified to teach art in K-12 schools. Teaching positions in higher education require at least a Master's degree in a specialized field.

### Arts Administration

An arts administrator manages activities and services which support the arts sector, including projects and initiatives provided by places such as theatres, galleries, museums, art festivals, community organizations, etc. In a small company, an administrator is likely to cover a number of functions, marketing and managing performers/audiences to handling finance and insurance. In large companies, the role may be more specific to an area such as programming, education, or sponsorship.

### Art Therapy

Recreational therapists plan, direct, and coordinate recreation-based treatment programs for people with disabilities, injuries, or illnesses. Art is one of the modalities recreation therapists can use to help maintain or improve a patient's physical, social, and emotional well-being.

### Sample job titles

Advertising Executive	Artist-in-Residence	Illustrator	Scenic Artist (film/theatre)
Art Appraiser	Auction House Staff	Interior Designer	Sculptor
Art Critic/Reporter	Audio-Visual Specialist	Lawyer (copyright, property, etc.)	Set Designer
Art Director	Cartoonist	Medical Illustrator	Textile Designer
Art Librarian	Exhibit Designer	Museum Education Coordinator	Visual Merchandiser
Art Supply Store Clerk	Fashion Designer	Photographer	Web page designer
Art Teacher	Gallery Owner/Operator	Picture Framer	
Art Therapist	Graphic Designer	Printmaker	

### Sample internship employers of SU students

Ann Weber Interiors – Austin, TX	Melissa Meyer Studio – New York, NY
Austin Art and Frame – Austin, TX	Mobile Film School – Austin, TX
Bruce Pearson, Independent Artist – New York, NY	Pentagram Design, Inc – Austin, TX
Dougherty Arts Center – Austin, TX	Robert Blackburn Printshop – New York, NY
Ford, Powell, & Carson Architects – San Antonio, TX	Shirley Weiss, Independent Seamstress – Houston, TX

### Sample full-time employers of SU grads

Art Instructor (Rodriguez Juvenile Facility)	Gallery Attendant (Kimball Art Museum)
Art Teacher (Art Works)	Graphic Designer (Kick It Marketing)
Auto CAD Drafter (Duron Inc.)	High School Art Teacher (Cypress-Fairbanks ISD)
College Counselor (College Funding Center)	Kitchen Designer and Sales Specialist (Lowes Home Improvement)
Designer (Unlimited 3D Design)	Operations Executive (London School of Marketing)
Development Assistant (UT Austin College of Fine Arts)	Photographer (J. Bryant Boyd, Architect, Design-Build)
Digital Producer (Raise Your Hands Texas)	Potter (Francisco Pottery)
Drawing Assistant (Artist Marina Zurkow)	Potter Apprentice
Framer (Hobby Lobby)	Print Assistant (D&J Blueline)
Freelance Visual Artist	Sales/In-House Designer (Terra Toys)
Gallery Assistant (Mexican American Cultural Center)	Student Activities Coordinator (Southwestern University)

### Professional associations

Alliance of Artists Communities: [www.artistcommunities.org](http://www.artistcommunities.org)  
American Art Therapy Association: <http://www.arttherapy.org/aata-careercenter>  
American Institute of Architects: <http://www.aia.org/>  
American Institute of Graphic Arts: [www.aiga.org](http://www.aiga.org)  
American Society of Media Photographers: <http://asmp.org/>  
Art Directors Club: <http://www.adcglobal.org/> (art directors in advertising, public relations, or publishing)  
Art Directors Guild <http://www.adg.org/> (art directors in film and television)  
Industrial Designers Society of America: [www.idsa.org/](http://www.idsa.org/)  
National Art Education Association: [www.arteducators.org/opportunities/career-center](http://www.arteducators.org/opportunities/career-center)  
National Association of Independent Artists: <https://naia-artists.org/>  
National Association of Women Artists: <http://thenawa.org/> Society of Illustrators: [www.societyillustrators.org/](http://www.societyillustrators.org/)  
The Art League: [www.theartleague.org](http://www.theartleague.org)  
The Association of Medical Illustrators: [www.ami.org/](http://www.ami.org/)  
University Photographers' Association of America: [www.upaa.org/](http://www.upaa.org/)

### Web resources

Career Services' Art and Theatre Resource Links: <http://www.southwestern.edu/offices/careers/arttheatre.php>  
Career Guide for Art Majors: [http://finearts.utexas.edu/sites/files/cofa/studio\\_art\\_career\\_guide\\_july\\_2015.pdf](http://finearts.utexas.edu/sites/files/cofa/studio_art_career_guide_july_2015.pdf)  
Americans for the Arts: [www.americansforthearts.org](http://www.americansforthearts.org)  
Art Career Project: [www.theartcareerproject.com](http://www.theartcareerproject.com)  
National Endowment for Arts: <http://arts.gov/>  
Visual Nation Careers in Art: [www.visualnation.com/197artcareers.html](http://www.visualnation.com/197artcareers.html)

### Career Services' print resources

Becoming a Graphic Designer	Gardner's Guide to Internships at Multimedia and Animation Studios
Becoming an Urban Planner	Gardner's Guide to Internships in New Media
Careers in Media and Film: The Essential Guide	Great Jobs for Art Majors
Career Opportunities in Art	How to Be a Successful Cartoonist
Career Opportunities in the Internet, Video Games and Multimedia	Opportunities in Animation and Cartooning Careers
Career Opportunities in Photography	Opportunities in Commercial Art & Graphic Design
Career Opportunities in the Publishing Industry	Opportunities in Visual Arts Careers
Careers for Color Connoisseurs & Other Visual Types	Opportunities in Architecture Careers
Careers in Social & Rehabilitation Services	Starting Your Career as a Freelance Web Designer
Creative Careers: Paths for Aspiring Actors, Artists, Dancers, Musicians and Writers	The Business of Being an Artist
Everything You Need to Know (and Do) As You Pursue Your Art Career	Vault Career Guide to Media and Entertainment