

What jobs can I do in GRAPHICS?



ADVERTISING ART DIRECTOR

An Advertising Art Director is responsible for creating advertisements, liaising with clients and discussing a campaign. They will work on designs, working with specialists eg artists and photographers. They may be involved in planning the budget and working within timescales. When working on a project, they will need to liaise with artists and photographers. Presenting the final campaign to the client after editing is also another key role to ensure the client is satisfied with the finished project.

ART WORKER

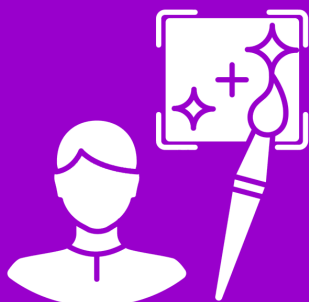
An Art Worker works on designs from start to finish, using programs such as Photoshop, InDesign and Illustrator. They may re touch art work before it goes to the printers ensuring it is of a high standard. They need to make sure they are up to date with the latest design trends. They may work with design studios and agencies giving skilled and technical advice.

ANIMATOR

An Animator produces images which are used in feature films, pop videos, commercials, computer games and websites. Drawings, specialist software, models and puppets can be used and can be captured on film. Pictures and models/puppets are moved one step at a time to produce a free flowing film when it is shown at speed.

CONCEPT ARTIST

A Concept Artist creates images of people, creatures and places. They may draw and paint designs in 2D and 3D, using creative programmes eg Photoshop, Maya, Painter and SketchUp. They present and explain ideas to the client and then refine the work to the clients satisfaction, working to dimensions.



MORE INFORMATION ABOUT CAREERS IN GRAPHICS

For more information on careers within graphics contact Careers Advisor, Mrs Clelland. You can also visit websites and university courses in graphics. Check out www.ucas.com for university courses and apprenticeships.