



FRESNO PACIFIC
UNIVERSITY

art

DEPARTMENT

CAREER
GUIDE

Art Department
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Fresno Pacific Art Department

Welcome to the art department at FPU! Our primary goal is to help you reach yours. We hope this career guide will help you determine the art career that best suits you. Studying art at FPU is fun and rewarding with opportunities for art internships, field trips to art museums, including those in L.A and San Francisco, as well as participating in local art events and activities. Read on to learn more and please contact us for further information.



—Rebecca McMillen, art program director
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A CAREER GUIDE FOR FPU ART MAJORS

The study of art encompasses a variety of media that expresses human thoughts, interests, attitudes, emotions and ideas. Art careers tend to fall into four broad areas: fine art, design, arts administration and teaching. Designers put their artistic skills to use in the service of commercial clients such as corporations, retail stores, and advertising, design or publishing firms. Fine artists create art to satisfy their need for self-expression, and may display their work in galleries, museums and homes. Often, they specialize in one or more forms of art, such as painting, sculpting, printmaking or photography. Alternately, art administrators work in art-related fields such as art museums, art galleries and a variety of arts organizations. Knowledge of art

history and administrative skills are required to be successful in this field. For FPU students wanting to teach art (at any level) a strong background in studio art and art history is required.

It is advisable for art students to prepare for the job market by developing strong computer skills. Knowledge of business as it relates to one's career is helpful for any artist. The role of the artist in society is unique, and a major in studio art at FPU can result in a rewarding career path. Artists are creative problem solvers, enjoy experimentation, are self-disciplined and are visually aware.



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■ CAREER OPPORTUNITIES

In general, the commercial side of art has more job opportunities than the non-profit side. It is easier to find work in a gallery than a museum, and it is easier to find work in an auction house than an arts association. Art teaching positions in public schools are readily available to those with teacher certification. Business-related art careers are more available since the Internet became a part of everyday life. Most large corporations and small companies have websites, so there is a great demand for web-page designers. Government agencies and museums depend on appropriations and donations for funds, so they tend to hire fewer people and have less to pay them. At FPU students may choose from a variety of emphases and art classes in order to find the best career path for them. FPU offers three emphases, which fall into the following three categories:

Fine Arts

Painting, printmaking, weaving, ceramics, photography, sculpture and drawing are all examples of fine arts. Of all arts areas, fine arts can be the most isolating. Aspiring artists would do well to connect with other artists by sharing studio space or joining an arts group. Regardless of how you do it, finding a way to connect with others means that you are not working in a vacuum. This strategy will likely benefit your emotional well-being and your art as well as providing networking opportunities. Try to find opportunities to exhibit your work. Look for calls for submissions in publications, journals and newsletters. Also, look for receptive restaurant owners, community arts centers, libraries, banks and other public spaces to show your work. At FPU students wanting to pursue careers in art teaching would choose a studio emphasis and later complete their teaching credential.

Graphic Arts

Graphic arts or graphic design is the largest area of commercially sold art. A graphic designer uses type and images (photographic or illustrative) to communicate. Graphic designers can work on a freelance or contract basis or as an in-house staff member for publishers, advertising agencies, design firms, museums and at companies that

have communications departments. In today's workplace, graphic artists need to be comfortable using various computer graphics programs and desktop publishing software. FPU students are exposed to internship opportunities to ensure they obtain the real-world experiences they need to successfully secure jobs in the workplace after graduation.

Art Administration

Arts organizations, like most for-profit companies and nonprofit organizations, have a number of administrative, business or management functions. These roles require people with creativity and an understanding and passion for the arts and art history as well as skills in a range of areas from finance and marketing to education. The specific positions available at an arts organization will depend on what the organization does and how large its budget and staff is. For example, a museum is likely to have staff members in education who work with school groups to introduce children to the exhibits. A gallery needs employees with good organizational and computer skills to coordinate exhibits and work with artists to track various art submissions. Over the last decade, art administration has become a growing field with increasing specialization and training. A number of new graduate training and certification programs have emerged. These programs may be useful, depending on your interests and goals. Some arts managers, for example, suggest eventually pursuing a business degree with a specialization in nonprofit management. Almost without exception, however, art administrators advise getting work-related experience first and considering graduate study later on. If you decide to investigate graduate study, begin by asking professionals what programs they think are valuable and respected in the field; do not just ask one or two people and assume their opinions are representative. FPU also provides opportunities for art administration students to pursue internships, at local galleries, museums and arts organizations. In addition, several FPU art classes are structured so students may work closely with local art museums and galleries as part of their coursework.

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■ HYBRID CAREERS

Combining art with other fields is an exciting way to approach working in the arts. While the possible intersections are limited solely by your imagination, here is a sampling of the fields that are frequently combined:

Art and Psychology/Health

Art integrates the modalities of dance, drama, literature, music, poetry and the visual arts with the practice of psychotherapy. The goals of art are to restore, maintain and improve mental health. This therapy is generally used in clinical settings (i.e., hospitals, mental health centers), educational settings and other independent positions related to arts in the human services.

Art and Education

Art education is an intersection of two fields that includes (1) the traditional teaching of art and (2) the use of art as an educational tool. In private schools, people who can teach an art class (or coach a sport, etc.) in addition to teaching a subject are better positioned in the job market. If you are uncertified to teach in a public school, look for after school, extracurricular or summer programs as ways to get experience before considering certification. The second major intersection of art and education involves human service work and uses art as an educational tool. For example, educators working with youths living in high-risk environments often use art as an intervention to change behavior and as a vehicle for expression. There are many ways to explore this kind of work. Volunteering at a community agency or community service program is a way to get experience and see if this use of art appeals to you. Most art museums have education departments and also hire art educators for teaching art to a variety of audiences.

Art and Computers

The field of special effects is one traditional intersection of art and computers. However, rapid technological advances provide many intersections with art. Computer graphics, animation, CAD (computer aided design), simulation, image processing, systems design and scientific visualization all draw from both art and technology.

Art and the Environment

Art can intersect with the built environment in a number of ways. Architectural firms often employ graphic designers to collaborate with architects to develop sign systems. Environmental graphics can include banners and sign systems or exhibits for commercial, industrial or educational purposes (i.e., trade shows, hospitals, schools, museums or other institutions). Industrial and product design is another area where artists can look for work. As in graphic design, some training is essential. Remember that in each of these fields where products are created, production jobs with vendors exist as well.



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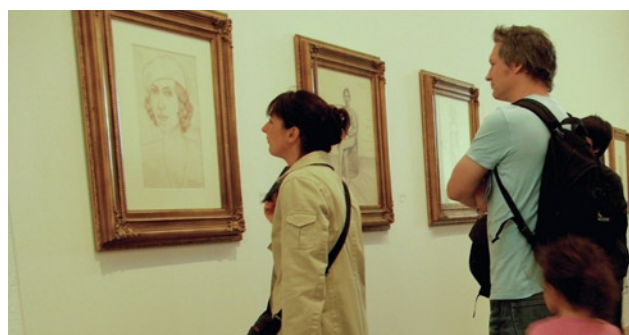
■ JOB TITLES

These job titles are examples of some of the ways art majors have applied their skills and abilities. In general, an advanced degree is required for those occupations marked with an * on the following list:

Animator	Community arts center director	Medical illustrator*
Art appraiser	Conservator/restorer*	Mural artist
Art buyer/consultant	Corporate art consultant	Museum curator*
Art critic/reporter	Corporate designer	Museum education coordinator
Art director, advertising	Creative director	Museum publications director
Art director, editorial	Critic	Package designer
Art librarian*	Exhibition designer	Photographer
Art teacher	Fine artist	Picture framer
Art therapist*	Forensic artist	Police/courtroom artist
Artist-in-residence	Gallery owner/operator	Printmaker
Arts council director	Grants specialist	Scenic artist (film/theatre)
Arts fundraiser	Graphic systems designer	Sketch artist
Arts & humanities council director	Greeting card artist	Television graphic designer
Arts lawyer*	Historical preservation coordinator*	Toy designer
Auctioneer	Illustrator, advertising	Typeface designer
Audio-visual specialist	Illustrator, editorial	Visual merchandiser
Billboard artist/sign painter	Industrial designer	Web-page designer
Book/CD cover designer	Layout artist	
Cartoonist	Magazine designer	

■ EMPLOYERS OF ART MAJORS

Advertising agencies	Publishing companies	Recreation departments
Colleges and universities	Museums	Corporate communication departments
Sign shops	Textile industry	Photo agencies
Art galleries	Amusement parks	Camps
Libraries	Retail stores	Restoration firms
Art supply stores	Schools	Media production companies
Public relations firms	Film industry	
Magazines and newspapers	Greeting card companies	
Printing firms	Auction houses	



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■ HOW MUCH DO ART JOBS PAY?

Median annual earnings of salaried art directors were \$56,880 in 2000. The middle 50 percent earned between \$41,290 and \$80,350. The lowest 10 percent earned less than \$30,130, and the highest 10 percent earned more than \$109,440. Median annual earnings were \$63,510 in advertising, the industry employing the largest numbers of salaried art directors. Median annual earnings of salaried fine artists, including painters, sculptors and illustrators were \$31,190 in 2000. The middle 50 percent earned between \$20,460 and \$42,720. The lowest 10 percent earned less than \$14,690, and the highest 10 percent earned more than \$58,580. Median annual earnings of salaried multi-media artists and animators were \$41,130 in 2000. The middle 50 percent earned between \$30,700

and \$54,040. The lowest 10 percent earned less than \$23,740, and the highest 10 percent earned more than \$70,560. Median annual earnings were \$44,290 in computer and data processing services, the industry employing the largest numbers of salaried multi-media artists and animators. Earnings for self-employed artists vary widely. Some charge only a nominal fee while they gain experience and build a reputation for their work. Others, such as well-established freelance fine artists and illustrators, can earn more than salaried artists. Many, however, find it difficult to rely solely on income earned from selling paintings or other works of art. Like other self-employed workers, freelance artists must provide their own benefits.

Fine Arts

■ STRATEGIES TO HELP PREPARE FOR A CAREER IN ART

- Participate in juried shows.
- Secure guild membership.
- Network and make contacts.
- Be willing to volunteer whenever possible.

Graphic Art/Design

- Gain computer and technical skills.
- Find a graphic design internship.
- Work on campus publications in design or layout.
- Get summer or part-time experience at book, magazine or newspaper publishers.
- Be willing to volunteer whenever possible.

Education

- Obtain certification for public school teaching.
- Volunteer in after-school programs or as tutor or camp counselor.

Photography

- Apprentice with freelance photographer.
- Be a staff photographer for yearbook, campus newspaper or magazine.
- Act as photographer for campus events.

Art Therapy

- Supplement curriculum with psychology courses.
- Volunteer to work with people of all types and ages.

Media

- Freelance or obtain an internship.
- Gain knowledge of variety of technical equipment and develop computer skills.
- Participate in student theatrical productions.
- Serve as audio-visual aide for campus films and lectures.
- Work on student publications.

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SKILLS

Specific skills developed by artists depend to some degree on their creative interests. However, many of the skills learned at FPU are transferable to a variety of sectors and jobs. For example, understanding formal elements such as color, line and space is important for an art teacher, museum curator, display designer or independent artist.

Technical	Communication	Artistic	Problem Solving
Knowing the qualities and limitations of each medium	Communicating visually	Seeing, drawing and understanding form	Taking multiple approaches to problems
Working with a variety of media	Criticizing, evaluating and explaining works of art	Relating abstract ideas and visual forms	Using available resources
Attaining a high level of craftsmanship	Collaborating with others	Mastering the use of color, space and line	Working under pressure and meet deadlines
Good finger and manual dexterity	Interpreting data or verbal instructions to produce art work	Using theories of composition	Adapting techniques
Working independently	Presenting and displaying work	Thinking creatively	
		Visualizing shapes and special relationships	



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COMMON GRADUATE SCHOOL OPTIONS

Studio Art

The master of fine arts (MFA) is the advanced degree in studio art. Most programs generally have about half of the 60-hour program devoted to an area of concentration: painting, sculpture, printmaking, photography, ceramics, etc. The rest of the program focuses on art history and criticism, a master's thesis and a master's exhibition. The MFA is usually necessary to teach at the college level.

Arts Administration

Art administration is a multidisciplinary field, focused on promoting the arts and culture for individuals and societies. Professional arts managers must be familiar with the social, cultural, economic, political, technical and ethical contexts of the arts. The master's in arts administration is concerned with the role of art and arts organizations in society.

Graphic Art

Students in graduate programs in graphic design are trained not only in the artistic aspects of graphic design, but in the technological ones that they will use in the creation and implementation of their ideas as well. Graduates with a master's (MFA) or Ph.D. degree in graphic design can look forward to careers as Web designers, graphic designers, multimedia artists and more.

Art Therapy

Graduate programs in art therapy prepare students to use art as a therapeutic tool in working with all clients—children, adolescents, adults. Admission to these graduate programs usually requires the equivalent of a double major in art and psychology, or a major in one with considerable coursework in the other.

Art Education

Art education programs are designed for students interested in advanced professional training as artist teachers in public and private schools, for researchers in the arts and for art professionals committed to developing the visual arts in schools, museums, community-based educational programs and other alternative educational sites.

Museum Studies

Courses treat the principles of museology, administration, collections management, education and professional development. Additional courses cover conservation, exhibits, museum facilities, marketing and development, material culture, decorative arts and historic preservation. Students usually undertake a museum internship or field experience.

Conservation

Conservators work with paintings, sculpture and works on paper, etc., to maintain them in the best possible condition that most closely approximates their original state. They need extensive training in chemistry as well as in both studio art and art history. Graduate programs, though highly competitive, can virtually guarantee employment to their students.



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■ RESOURCES FOR ART MAJORS

The following are a list of *titles* of written books/references:

CAA (College Art Association) Careers	How to Survive and Prosper as an Artist
Current Jobs in Art	Legal Guide for the Visual
Money for Artists	Making a Living as an Artist
National Directory of Arts Internships	Opportunities in Arts and Crafts Careers
100 Best Careers for Writers and Artists	Opportunities in Visual Arts Careers
100 Best Small Art Towns in America	Photographers Guide to Marketing and Self-Promotion
2004 Artist's and Graphic Designer's Market	Portfolio Design
2004 Photographer's Market	Practical Handbook for the Emerging Artist
ALGA Aquent Survey of Design Salaries	Opportunities in Photography Careers
An Artists Guide: Making it in New York	Graphic Design: A Career Guide and Education Directory
Art Marketing 101: A Handbook for the Fine Artist	Great Jobs for Art Majors
Art Office: Business Forms, Charts, Sample Letters, Etc.	Practical Handbook for the Emerging Artist
Art that Pays: The Emerging Artists Guide to Making a Living	Pricing and Billing Standards for Graphic Design, Illustration & Copywriting
Art Therapy	Starting your Career as a Freelance Illustrator or Graphic Designer
Becoming a Graphic Designer	Taking the Leap: Building a Career as a Visual Artist
Artist and Writers Colonies	M.A. & Ph.D. Programs in Art, Art History, and Related Areas
Artist Communities: A Directory of Residencies in the US	MFA Programs in the Visual Arts
Business of Being an Artist	Creating Portfolios
Careers in Art: An Illustrated Guide	Designing Creative Resumes
Careers in Computer Graphics and Animation	Portfolio Design
Getting Exposure: The Artist's Guide to Exhibiting the Work	Wow! Resumes: Creative Careers
How to Start a Home-Based Photography Business	

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■ ONLINE RESOURCES FOR ART MAJORS: (Career information, job listings, grants & fellowships)

ART@FPU

facebook.com

FPU's Facebook page for art majors, Art Club members and anyone interested in art at FPU and the local community. Internships, exhibitions, events, grant and job opportunities all listed here.

FPU Career Services

fresno.edu/careerservices

FPU's online job and internship database that posts professional opportunities for all majors.

College Central Network

collegetcentral.com

Fine arts career services database of art related opportunities. Fine arts students can post a resume and create an online portfolio.

Alliance of Artist Communities

artistcommunities.org

The alliance is a national consortium of organizations and individuals that offer artists time and space to create new work. It includes approximately 100 organizations and 100 individuals.

Aquent

aquent.com

An employment agency that specializes in contract, project-based and permanent work for a broad range of creative and information technology professionals.

Art Career Network

artcareer.net

Posts jobs from museums, art galleries, educational institutions and multi-disciplinary organizations as well as other art-related businesses/concerns worldwide.

Art Deadline

artdeadline.com

A subscription-based source of income and exhibition opportunities for artists.

The Fresno Art Museum

fresnoartmuseum.org

The official website of the Fresno Art Museum.

Arte Americas

arteamericas.org

The official website of Arte Americas, the largest non-profit cultural center in the Central Valley.

Fresno Arts Council

fresnoartscouncil.org/home

The official website of Fresno Arts Council, a government or private, non-profit organization dedicated to promoting the arts mainly by funding local artists, awarding prizes and organizing events. The Fresno Arts Council is the official agency of Fresno and Fresno County that promotes the arts industry and enriches Fresno community's way of life through the art.

Fresno Art Hop

my.fresnoarts.net/events/event/
listByType?type=arthop

Art Job Online

artjob.com

Search available art jobs: full- & part-time employment, internships, grants, public art projects and residencies.

Artslynx

artslynx.org

With a neat and well-organized series of connecting icons, Artslynx has master folders dealing with visual arts, film, arts administration and arts advocacy.

Artspan

artspan.com

An excellent, inexpensive promotional tool for artists, artisans and photographers. Artspan gives you your own website, where you can upload images of your work, your artist statement, pricing information and contact information, all of which becomes searchable by galleries, collectors and other artists.

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Artist Help Network

artisthelpnetwork.com/welcome.asp

A free information service designed to help artists take control of their careers. The network assists artists in locating information, resources, guidance and advice on a comprehensive range of career-related topics.

Artists Register

artistsregister.com/index.phtml

A website that connects artists and their work with private collectors, gallery owners, interior designers, corporate art buyers, public art administrators and art enthusiasts.

Artists Resource: Job-hunting Advice for Designers, Artists, Illustrators

www.artistresource.org/jobhunt.htm

Links to sites with information on careers and salaries, job status, informational interviews, résumés, portfolios, developing portfolio projects, job interviews, job-hunting resources, books and publications

Artist's Resource Center

smfa.edu/Student_Life/Professional_Development/artSource/Index.asp

Sponsored by the School of the Museum of Fine Arts in Boston, this site has links to internships, community organizations, galleries and museums, college teaching, electronic media, traditional media, freelance work, grants, fellowships, residencies, exhibitions, competitions and public art commissions.

College Art Association

collegeart.org

An important group for aspiring artists who plan to teach in higher education.

Creative Freelancers

freelancers.com

A site that includes pricing guidelines, legal help and the ability to list both a resume and samples of your work.

Creative Hotlist

creativehotlist.com

A career site for creative professionals.

Global Art Information Directory 2004

globalartinfo.com

Grants and Awards in the Visual Arts

lib.umd.edu/ART/guides/grants.html

A guide from the University of Maryland Library that contains sources of information on grants, foundations, internships and scholarships in the visual arts.

International Association of Residential Arts Centers

resartis.org

A worldwide network of residential arts centers and programs which provide artists with facilities

New York Foundation for the Arts

nyfa.org

New York Foundation for the Arts' weekly newsletter of national news in the arts that includes opportunities for artists, jobs, and events.

Visual Nation

visualnation.com

Links to arts jobs sites, careers in art sites and museums and galleries sites.



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PROFESSIONAL ORGANIZATIONS/ ASSOCIATIONS

American Art Therapy Association
arttherapy.org

American Association of Museums
aam-us.org

Museum Education Roundtable
museumeducation.info

Art Museum Network
amn.org

More than 200 of the world's largest and most prestigious art museums have joined forces to provide free access to information about their collections, exhibitions and services.

Association of Medical Illustrators
medical-illustrators.org

College Art Association
collegeart.org

An important group for aspiring artists and art historians, specifically those who plan to teach in higher education.

National Art Education Association
naea-reston.org

Sculptor.Org
sculptor.org

Contains over 320 pages of resources and tools, and over 12,000 links. Sculptor.Org consistently shows up as one of the top sites for sculpture and sculptors on the web.

Society of Illustrators
societyillustrators.org

Art Schools – California
artschools.com/states/california-art-schools-colleges.html

GOVERNMENT AGENCIES

California Arts Council

cac.ca.gov/jobs

The official site of California Arts Council, a state agency which encourages widespread public participation in the arts.

National Endowment for the Arts

nea.gov

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts



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Apply today at experiencefpu.com/apply