



Visual Arts

Degree: Bachelor of Arts

Introduction

Visual Arts is the study of the various creative means of expressing human thoughts, interests, attitudes, emotions and ideas. Artists use varying mediums such as oils, watercolors, acrylics, pastels, clay, plaster, or any number of other media (including computers) to create abstract works or images of objects, people, nature topography, or other events. There are generally two categories of visual artists—graphic artists and fine artists—depending not so much on the medium, but on the purpose in creating a work of art. Graphic artists put their artistic skills and vision at the service of commercial clients, such as major corporations, retail stores, advertising firms, and production companies. Fine artists, on the other hand, often create art to satisfy their own inner need for self-expression and may display their work in museums, art galleries, and houses. Fine artists usually work independently, choosing the subject matter and medium they deem fit. Graphic artists, whether free lancers or employed by a firm, use a variety of print and film media to create and execute art that meets a client's needs.

What are some desirable personal qualities?

- An ability to communicate ideas
- Creativity and artistic ability
- Good powers of observation
- Imagination
- Ability to concentrate for long periods of time
- Ability to recognize differences in shapes, shading and color
- Aptitude for spatial relationships

What are some of the job tasks?

- Communicate thoughts and feelings
- Design packaging and promotional displays or logos
- Develop illustrations for manuscripts
- Draw illustrations of the human body, animals, and plants
- Draw, paint, sculpture, and printmaking
- Responsible for layout of magazines
- Sell art work to clients
- Visualize and write ads for print and TV

Who hires?

- Advertising Firms
- Art Galleries/Supply Stores
- Corporate Curators
- Department Stores
- Educational Institutions
- Engineering Firms
- Film Industry
- Greeting Card Companies
- Home Interior Firms
- Hospitals
- Magazines/Newspapers
- Museums
- Photography Studios
- Printing Companies
- Public Relations Firms
- Publishing Companies
- Radio/TV Industry
- Sign Shops
- Textile Industry

Additional Information

Experience acquired through cooperative education or internships can prove valuable in obtaining professional positions.

Demand for work of graphic artists will be strong as producers of information, goods, and services put even more emphasis on visual appeal in product design, advertising, marketing and television.

Visual artists generally work in art studios located in office buildings or their own homes and are concentrated in large cities (New York, Boston, Chicago, Los Angeles).

What are some potential occupations?

Art Appraiser
Art Consultant
Art Director
Art Therapist
Cartographer
Cartoonist
Critic
Director of Cinematography
Exhibit Designer
Fashion Illustrator
Film Editor
Film Producer
Free-Lance Artist
Gallery Director
Graphic Designer
Interior Decorator
Jeweler
Medical Illustrator
Motion Picture Photographer
Painter/Sculptor
Photojournalist
Technical Illustrator

Path to Ultimate Career Guide

<http://www.pakbridge.com>