

Art and Design



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SECTION 1

Is This the Field for You?

Are you known for being creative? Maybe drawing is enjoyable. It is rewarding to create artwork. Perhaps working on computers is more appealing. Graphic design may interest you. Teaching others about art or history is exciting. Does this sound familiar? If so, a career in art and design could be a good fit.

Chapter 1 ›

Inside the Industry

Creativity drives careers in art and design. Artists bring scenes to life. Photographers capture moments in time. Graphic designers use images to share ideas. Some workers make items you can touch and hold. Fashion designers shape our style. Interior design creates welcoming spaces. Galleries and museums employ people too. Workers introduce the public to art or history. All of these jobs have something in common. They enrich our lives with beauty.





Technology has changed the way artists and designers work. They can use tools other than paints and paper. Images can be edited on computers. Digital cameras take high-quality photos. Software can even create 3D designs. There are more ways to make art than ever before.



Art and design skills can be used in many types of companies. Consider where your interests lie. Do you like advertising? Are you a movie lover? Maybe you enjoy architecture or fashion. There are roles for artists and designers in all those fields.





Did You Know?

There are nearly 23,000 job openings for graphic designers per year in the U.S.



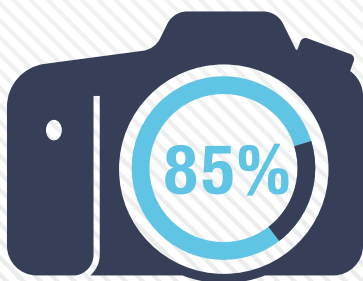
More than 80 percent of fashion designers in the U.S. are women.



There are more than 50,000 working craft and fine artists in the U.S.



About 85 percent of professional photographers in the U.S. run their own businesses.





The field of art and design offers a wide range of jobs. They take place in many settings. Each type of company requires different roles. Here is a close-up look at a few scenes.

Scene #1: Photography Studio

Some photographers work from home. They may have their own studios. Others work in commercial studios. These could be in many different industries. Advertising and fashion are examples.

Photographers capture images with cameras. They use lighting and angles to take effective photos. **Photography managers** oversee the studios. This keeps operations running smoothly.

Photography assistants give support. Their job is to organize and set up equipment.









Scene #2: Graphic Design Agency

Workers in a graphic design agency create visual content. **Art directors** decide the creative vision. It is carried out by the design team. **Graphic designers** craft **logos** and ads. Their work follows the director's guidelines. **Website designers** create engaging websites.





Scene #3: Art Gallery

Art galleries typically display pieces such as paintings and sculptures. It is up to **art gallery owners** to choose what is displayed. This takes expertise. **Art gallery managers** plan and oversee events. **Art handlers** keep art safe. They carefully pack and ship it.





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