



INDUSTRY OVERVIEW: THE ARTS AND ARTS MANAGEMENT

What are the Arts?

The Arts encompass a broad category of careers that involve individualized expression of creative or musical talent and ability in the fields of design, fine arts, entertainment, and the performing arts. Arts Administration is a field that focuses on the business aspect of the arts, filling the management and leadership functions in the arts. Art administrators can run arts centers, symphony orchestras, opera/ballet companies, choruses, museums, galleries, government and private arts agencies, community arts programs, and arts councils. Common departments in many of these large arts organizations include development, education, publications, public relations/publicity, membership, and sales.

Career Tracks

Animators: produce computer-generated images or cell animations for advertisements, television stations, video games, training films, feature length films, and other projects. Top animators have a solid foundation in fine arts, mastery of motion design and timing, and extensive film experience utilizing both traditional and digital materials. To prepare for this field, many attend specialized schools of art or universities where they focus on courses in drawing, animation, design & color, film, and computer generated imagery. They also must know 2D & 3D animation, advanced graphics programs, computer programming in C++ and UNIX, and some basic knowledge of engineering.

Architects: organize spaces and design houses, office buildings, skyscrapers, landscapes, and even entire cities. In addition to considering the way these buildings and structures look, they also make sure they are functional, safe, economical, and suit the needs of the people who use them. They are trained in many areas from historic preservation to structural engineering. To enter this field one must obtain either a Bachelor's degree or a Master's degree in architecture. Courses in math, physics, art, and CAD (computer aided design) are helpful.

Art Directors: work for ad agencies, publications, or design studios, creating and executing graphic layouts intended to communicate a message, information, or an idea. In the advertising field, they work in tandem with a copywriter developing the concept for commercials, print advertisements, and any other advertising medium. The art director is responsible for the visual look and feel of the creative product and for coming up with persuasive ideas. In publishing, they typically work with the publications editors creating a concept for sections and pages of a publication. In both settings, they may manage freelance artists, designers, or illustrators. To become an art director it is important to keep abreast of the latest computer graphics programs such as Photoshop, Illustrator, Quark, and InDesign.

Arts Foundation Program Officers: provide comprehensive reviews and assessments of grant proposals by individuals or groups. They prepare and present written proposal recommendations regarding funding to the Board of Directors and upper management decision makers. They also review and remain current on issues and

trends relevant to the foundation and on specific program investment areas. They respond to solicited and unsolicited grant inquiries as well as meet with prospective grantees to refine proposals. Once proposals are approved, the officer monitors and evaluates projects to ensure the grant money is being used properly and that key objectives are met. Most have earned Master's degrees, and some have achieved Doctoral degrees.

Cantors: are professionals who lead the congregation in prayer. Cantors, also known as chazzanim, play an important role in Jewish religious life because music is an important part of Jewish prayer services. Cantors work together with synagogue rabbis to lead and educate members of the congregation. In addition, professional cantors are generally charged with teaching members of the congregation how to participate in prayer services and read from the Torah. In this role, they often prepare children for their bar and bat mitzvah ceremonies and teach adult education classes. Furthermore, professional cantors will often perform pastoral duties such as conducting weddings and funerals. While there are formal cantorial training programs, many cantors have no formal training other than possessing a good voice and taking private voice lessons.

Education Associates: plan, lead, create, coordinate, and implement arts programs (music, drama, art, museums) with schools and community centers. They are responsible for outreach and development of relationships with these institutions and populations as well as designing age appropriate curricula, educational materials, and lesson plans. They must possess excellent computer, communications, interpersonal, and organizational skills in addition to having a strong dual interest in education and the arts. A Master's degree also can be helpful.

Graphic Designers: plan, analyze, and create visual solutions to address communications needs and problems. They find the most effective way to get messages across in print, electronic, digital, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, websites, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems—called environmental graphics—for business and government. A Bachelor's degree and knowledge of computer design programs are required for most graphic design positions. Recently, Web designers have achieved special recognition in the graphics field as on-line marketing and ecommerce is of increased interest to employers. For these individuals, a degree in Computer Science or Marketing is most common although many website designers are self-taught.

Interior Designers/Decorators: work with clients to develop design solutions for spaces that are safe, functional, attractive, and meet the needs of the people using the space. Interior Designers are creative, imaginative, and artistic and combine knowledge with aesthetic vision. They also need to be disciplined, organized, and skilled businesspeople. Interior Designers require professional experience and training and must be certified; they must pass an exam and follow the professional standards set by the American Society of Interior Designers. Interior Decorators, on the other hand, are not subject to all of these specifications, and their schooling is less technically oriented. They decorate and furnish the interior spaces in homes, offices, schools, and public spaces. They deal with all aspects of lighting, color, texture, paint, furniture purchase and placement, flooring selection and installation, fabric installations, window treatments, and accessories.

Medical Illustrators: create graphic representations of medical or biological subjects for use in textbooks, pamphlets, exhibits, instructional films, civil/criminal legal procedures, and teaching models. They have demonstrated artistic ability as well as a detailed knowledge of human and animal anatomy. They use the most updated computers and graphic design software to describe and illustrate a variety of complicated medical processes and concepts. A Bachelor's degree combining art and pre-med courses is usually preferred, followed by a Master's degree in medical illustration.

Museum Curators: plan and oversee the arrangement, cataloguing, and exhibition of collections and, along with technicians and conservators, maintain collections. They may coordinate educational and public outreach programs, such as tours, workshops, lectures, and classes, and may work with the boards of institutions to

administer plans and policies. Additionally, they may research topics or items relevant to their collections. Curators usually handle objects found in cultural, biological, or historical collections, such as sculptures, textiles, and paintings. Increasingly, curators are expected to participate in grant writing and fundraising to support their projects. Work as a curator generally requires a Master's degree. Some museums, especially natural history and science museums, require a Doctoral degree. Most curators do their graduate work in art, art history, or some specialized area such as archaeology and work in museums while they complete their education.

Museum or Gallery Directors: provide conceptual leadership through specialized knowledge of the discipline of a museum or gallery. They are responsible for policy making and funding (with a governing board), planning, organizing, staffing, and directing the activities through the staff and are responsible for keeping the institution efficient and financially sound. They have ultimate responsibility for the works of art owned by or lent to the museum, including jurisdiction over their acquisition, exhibition, preservation, study, and interpretation. Many have advanced degrees in museum studies as well as coursework in business. Some earn an MBA with a concentration in Arts Management.

Musical Composers, Directors, and Arrangers: create and arrange music for films, television shows, and concerts. They compose and arrange many styles of music as well as write, arrange, or direct music for symphonies, jazz ensembles, and singers. Music arrangers take existing music and adapt it for various instruments, groups, and styles. Music directors audition, select, position and lead musicians and singers for optimal musical balance. Many music composers, directors, and arrangers receive musical training from a very early age. Some attend music conservatories; others have a Bachelor's or Master's degree in music.

Photographers: combine artistic talent and technical skill to produce professional photographs. To use their tools—cameras, lenses, and lights—they must be highly skilled technicians. Photographers work at many different kinds of jobs including medical, press, portrait, studio, advertising, and magazine photography. Some photographers are freelancers while some have full-time staff positions. All have training in photography whether through formal programs, apprenticeships, or college degrees.

Set and Exhibit Designers: help make what you are seeing at a museum, play, or movie seem attractive and real. They create sets for movies, television, and theater productions and design special exhibition displays. Set designers study scripts, speak with directors and other designers, and conduct research to determine the historical period, fashion, and architectural styles appropriate for the production on which they work. They then produce sketches or scale models to guide in the construction of the actual sets or exhibit spaces. Exhibit designers often work with curators, art and museum directors, and trade-show sponsors to determine the most effective use of available space. A college or graduate degree in design is required for most set and exhibit designer jobs.

Talent Agents: market and promote various people that have specific talents in acting, music, art, or modeling. A talent agent works closely with the talent to help them learn the various skills needed to land the job for which they are auditioning. They will spend much of their time networking with directors, photographers and other clients that have a need for talent. The agent will then be able to make recommendations, book auditions, or even book jobs for the various talent that they represent that meets the client's needs. There is really no formal training to become a talent agent although many have backgrounds in business, pr, theater, or law.

Theater Managers: have responsibility for all the artistic work produced within a theater and for the management of all parts of the organization. Overseeing the financial management of the theatre involves handling the budget for a production and taking responsibility for its financial outcome. In addition to recruiting and managing staff from the box office to back stage, theater managers may be responsible for leading marketing and publicity activities. Although this area of work is open to all graduates, a degree in one of the following subjects may increase one's chances: arts management, arts administration, or drama/theatre studies.

Additional Related Occupations

Art Conservator	Hat Designer
Art Teacher	Industrial Designer
Art, Dance, Drama, or Music Therapist	Instrumentalist/Vocalist
Booking Agent	Instrument Maker/Repairer
Cartoonist	Landscape Architect
Choreographer	Magician
Comedian	Make-up Artist/Hair Stylist
Costume Designer	Music & License Administrator
Desktop Publisher	Package Designer
Disc Jockey	Painter/Sculptor/Potter
Drafter	Police Sketch Artist
Drama Coach	Printmaker
Fashion Coordinator	Properties Coordinator
Fashion Designer	Recording Studio/Sound Technician
Fashion Model	Scribe (Sofer)
Floral Designer	Textile Designer
Furniture Designer	Window Dresser
Grants Writer for the Arts	

Requirements / Skills

Requirements and skills vary greatly within the arts industry depending on the position. Overall, most occupations require creativity, aesthetic judgment and sensitivity, finely tuned motor skills, communication and problem solving skills, working both independently and with a team, and working under pressure. In positions involving arts management, solid organizational, planning, management, writing, and financial skills are desired as is knowledge of the particular arts specialty. For most design positions, knowledge of computer design software programs and a well developed portfolio are also crucial. While most professionals in the arts have BA (Bachelor of Arts), BFA (Bachelor of Fine Arts), or MFA (Masters of Fine Arts) degrees, talented individuals without a degree can also enter the field, having received some training or courses in their area of specialty.

Salary

Compensation for positions in the arts and arts administration vary greatly based on industry, position, experience, and size of employer. All the information presented below is based on full-time positions although many professionals in the arts are freelancers and therefore paid by the hour or by the project. Sources used to gather salary information include: Occupational Outlook Handbook, payscale.com, simplyhired.com, salary wizard.com, and industry association websites. Typical salaries are:

Animators: \$33,840-\$99,830	Medical Illustrators: \$44,000-\$150,000
Architects: \$42,860-\$119,500	Museum Curators: \$27,640-\$86,450
Art Directors: \$42,840-\$163,430	Museum/Gallery Directors: \$43,000-\$104,000
Arts Foundation Program Officers: \$50,000-\$75,000	Musical Composers, Director, Arrangers: \$21,720-\$85,020
Cantors: \$48,000-\$150,000	Package Designers: \$33,190-\$94,270
Costume Designers: \$32,500-\$130,890	Photographers: \$34,114-\$71,749
Educational Associates: \$37,000-\$55,000	Set and Exhibit Designers: \$25,580-\$84,180
Graphic Designers: \$26,200-\$76,910	Talent Agents: \$24,085-\$97,411
Interior Designers: \$26,380-\$84,900	Theater Managers: \$23,933-\$50,281
Interior Decorators: \$30,000-\$80,000	

Associations

Actors Equity Association
American Association of Community Theater
American Association of Museums
American Association of Web Masters
American Conference of Cantors
American Federation of Television and Radio Artists (AFTRA)
American Film Marketing Association
American Institute for Conservation of Historic and Artistic Work
American Institute of Architects
American Institute of Graphic Arts
American Society of Composers, Authors, and Publishers
American Society of Interior Designers
American Society of Media Photographers
Animation Village
Art Dealers Association of America
Art Directors Club
Association of Art Museum Curators
Association of Art Museum Directors
Association of Fashion & Textile Designers
Association of Medical Illustrators

Association of Music Writers and Photographers
Association of Talent Agents
Broadcast Education Association
Certified Interior Decorators International
College Art Association
Directors Guild of America
Exhibit Designers and Producers Association
International Association of Clothing Designers
National Academy of TV Arts & Sciences
National Association of TV Program Executives
National Gallery of Art
National Museum of Women in the Arts
National Press Photographers Association
New York Women in Communications
Professional photographers of America
Radio-TV News Directors Association
Recording Industry Association of America
Screen Actors Guild
Society of News Design
Society of Illustrators
Stage Managers' Association
The Actor's Center
The American Music Center
The Costume Society of America

Publications/Books

Advertising Age
Editor & Publisher
Mediaweek
PR Weekly
Art & Auction
American Theatre
Back Stage
Billboard
On Location
Variety
Show Business News
Theater Times
Entertainment Employment Journal
<http://www.iwantmedia.com/publications/>

Careers for Culture Lovers and other Artsy Types
Career Opportunities in the Music Industry
Career Opportunities in Theater & Performing Arts
Careers for Film Buffs and Other Hollywood Types
Careers in Photography
Career Solutions for Creative People
Great Jobs for Art Majors
Great Jobs for Music Majors
Jobs in Art & Media Management
One Hundred Best Careers for Writers and Artists
The Career Guide for Creative & Unconventional People
Visual Arts Careers

Websites

www.mediabistro.com
www.theartcareerproject.com
www.museumjobs.com
www.museum-employment.com
www.museumstuff.com
www.smithsonianofi.com
www.artstaffing.com
www.globalmuseum.org
www.entertainmentjobsnow.com
www.entertainmentcareers.net

www.playbill.com
<http://matadoru.com> [Matadoru Travel Media School]
www.castpages.com
www.showbizjobs.com
www.24seveninc.com
www.amn.org [Art Museum Network]
www.nyfa.org [NY Foundation for the Arts]
www.aaf.org [American Advertising Federation]
www.adclub.com
craigslist.com

Directories

www.artinfo.com/galleryguide/
O'Dwyer's Directory of PR Firms: www.odwyerpr.com
Redbook of Advertising Agencies: www.redbooks.com
www.theinteriordesigner.com
The Official Museum Directory: www.officialmuseumdirectory.com