

ART STUDIO

- *WHAT CAN I DO WITH MY ART STUDIO MAJOR?
- *WHAT CAN I DO TO MAKE MYSELF MORE MARKETABLE?
- *WHERE CAN I FIND CAREER INFORMATION?

• CAREER PLANNING • SUNY POTSDAM • 106 SISSON

HOME PAGE: www.potsdam.edu/career

TEL: 315-267-2344

WHAT CAN I DO WITH A MAJOR IN ART STUDIO?

1. Instruct students and adults in aspects of art--including painting, drawing, printmaking, photography ceramics, sculpture, textiles, computer graphics and design.
2. Create plans (layouts) that visually communicate a harmonious and effective design.
3. Combine training in visual arts and behavioral science to provide services in the field of mental health.
4. Create paintings, drawings, sculptures, prints and other original works of art that are viewed and enjoyed in homes, art galleries, museums, public buildings, etc.
5. Design plans for the creation of buildings.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR ART STUDIO MAJORS:

1. Manufacturing
2. Studios
3. Retail Stores
4. Museums
5. Theaters
6. Publishers
7. Advertising Agencies
8. Law Enforcement
- 9.. Motion Picture Studio
10. Restoration Labs
11. Government
12. Education
13. Recreation Centers
14. Television

SAMPLE JOB TITLES OF SUNY POTSDAM ALUMNI:

- * Teacher
- * Framer-Art Store
- * Cryptologic Technician
- * Ceramic Artist
- * Architect
- * Potter-Professional/Non-Professional
- * Artist
- * Graphic Artist
- * Photographer
- * Art Director
- * Illustrator
- * Cultural Arts Director



SAMPLE JOB DESCRIPTIONS:

1. Fine Arts Teacher: teaches aesthetics, art criticism and appreciation, art history and art of various cultures to students in grades K-12. Helps students develop expressive abilities. May teach in public, private, or parochial schools.
2. Artist: creates original works of art. May give private or group art lessons. Teaches in universities and colleges.
3. Graphic Designer: creates designs that help a company or institution sell, persuade, interest and/or inform an audience. May specialize in one design area: magazine, book, corporate identity, etc.
4. Art Therapist diagnoses and assesses problems of mentally ill, emotionally disturbed, mentally and physically handicapped individuals, dysfunctional couples and families or other groups. May work as a primary therapist or as a member of a treatment team.

ENHANCING EMPLOYABILITY:

1. Get involved in the career development process early, freshman year.
2. Select minors/elective courses that will demonstrate interest/applicability to career objectives.
3. Get career related experience: INTERNSHIPS, summer and/or part-time employment, volunteer. Join a career related association or organization.
4. Develop the following job search and self-marketing skills: resume and cover letter writing, portfolio development, researching employers, interviewing, networking, and employment searching.
5. Skills to develop: Computer aided design techniques, critiquing, creativity, verbal communications, manual dexterity, concentration, and critical observation.

SAMPLE INTERNSHIP EXPERIENCE:

- * Arts Center/Old Forge
 - Promote and assist the study and appreciation of the arts, holds competitions and exhibitions, provides services to artists in the community.
 - Assists with arts center management and art education. May hang exhibitions, prepare catalogs and press releases, give gallery talks, conduct preliminary research for later exhibitions, etc.
- * New York Foundation For The Arts
 - Provides grants and services to individual artists of all artistic disciplines.
 - Responsibilities vary.

STRATEGIES FOR CONTACTING EMPLOYERS:

- * write an employer targeted resume and cover letter
- * prepare for the interview
- * learn job search strategies
- * design a portfolio
- * network
- * develop networking cards
- * use SUNY College at Potsdam's Career Planning reference books
- * use SUNY College at Potsdam's Career Planning Internet Homepage

SOME EMPLOYERS OF ART STUDIO ALUMNI:

- * Rochester Institute of Technology
- * The Great Frame Up
- * Elmira City School District
- * Bentley College
- * Watertown Daily Times
- * Saints Pottery
- * Youngs Studio and Gallery
- * L.M.V. Architects
- * Castimore Graphics

WHERE TO GET INFORMATION AND ASSISTANCE:

1. ART DEPT., SUNY College at Potsdam, 218 Brainerd Hall

- * talk with faculty

2. CAREER PLANNING CENTER, SUNY College at Potsdam, 106 Sisson Hall

- * individual career assistance
- * workshops/seminars
- * employer literature
- * SUNYCDO Job Fair
- * computerized assessment programs
- * career testing
- * networking assistance
- * free handouts available
- * Virtual Job Fair
- * job vacancies
- * summer jobs
- * reference file
- * career fairs
- * Career Planning Internet Homepage
- * career library
- * alumni contacts
- * Employment Connections

WHAT IF I WANT TO GO TO GRADUATE SCHOOL?

RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:

- * graduate school handout
- * GRE, GMAT, MCAT, LSAT and MAT forms and bulletins (GRE computerized tests and graduate study books)
- * graduate books-schools and programs
- * financial aid information about graduate school
- * Peterson's Graduate Programs (G7F,G,H,I,J,K)

RESOURCES FOR FINDING EMPLOYERS:

RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:

- * Career Guide Opportunity Directory (R8GG)
- * Dun's Regional Directories (R8I, R8J, R8K)
- * Job Hunter's Sourcebook (R26D)
- * The New Careers Directory (I2G)
- * Summer Jobs for Students (S2A)
- * Artist's & Graphic Designer's Market (R5A)
- * Photographer's Market (R37A)
- * Career Opportunities in Art (C5E)
- * Careers in Photography (C37A)
- * Career Planning Internet Homepage
- * Additional material found by using Career Planning Library Bibliography

OTHER SOURCES OF INFORMATION:

- * National Association of Museums
1225 I St., NW, Ste 200
Washington, DC 2005
(202) 289-1818
- * Society of Illustrators
128 E. 23rd St.
New York, NY 10021
(212) 838-2560
- * National Press Photographers Association
3200 Croasdaile Dr., Ste. 306
Durham, NC 27705
(910) 383-7246
- * National Graphic Artists Guild
11 West 20th St., 8th Floor
New York, NY 10011
(212) 463-7730

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