WHAT CAN I DO WITH A MAJOR IN VISUAL ARTS?
1. Work independently and specialize in one or two forms of visual arts.
2. Create paintings, drawings, sculptures, prints and other original works of art that are viewed and enjoyed in homes, art galleries, museums, public buildings, etc.
3. Illustrate for books, textbooks, or scholarly works through various publishing agencies.
4. Instruct students and adults in multiple aspects of art including music, graphic design, performance.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR VISUAL ARTS MAJORS:
1. Art
2. Museum Management
3. Advertising Agencies
4. Studios
5. Publishing
6. Theatre/Performing Arts
7. Education
8. Communications
9. Journalism
10. Art History

SAMPLE JOB TITLES OF VISUAL ARTS MAJORS:
* Arts Assistant
* Gallery Owner or Director
* Professional Printer
* Art Critic or Writer
* Illustrator
* Art Supply Consultant
* Graphic Designer
* Museum Manager or Director
* Art Teacher
* Photographer

SAMPLE JOB DESCRIPTIONS:
1. **Design Associate:** Participates in the design of high-end residential remodeling projects, through interaction with clients and other team members. Provides administrative support to the project team, by developing working drawings and written documentation necessary to execute remodeling contracts, obtain building permits, and manage the project through to completion.
2. **Advertising Artist:** Designs layouts for advertising in a variety of media. Advertising Artists can work in advertising agencies or for a media producer (such as television, newspapers, magazines and online publishers).
3. **Medical Illustrator:** Makes detailed drawings for textbooks and medical journals which are used by physicians and medical students.
4. **Audio Visual-Collections Agent:** Prepares, plans, and operates audio-visual teaching aids for use in education. May record, catalog, and file audio-visual materials.
**ENHANCING EMPLOYABILITY:**
1. Get involved in the career development process early, freshman year.
2. Select minors or elective courses that will demonstrate interest/applicability to your 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 writing, cover letter writing, create a portfolio and self-marketing brochure, researching employers, interviewing, networking, and employment searching.
5. Skills to develop: Art skills: creativity, detail orientation, ability to cope with firm deadlines, critical observation, manual dexterity, communication, organization, computer graphics

**SAMPLE INTERNSHIP EXPERIENCES:**
* Arts Works- SUNY Potsdam, Brainerd Hall
  - Advance the conceptual and production skills of students pursuing a professional career in the arts. Advance techniques and principles of producing computer generated art and design are advanced through work at on and off site opportunities.
  - Intern will also be responsible for these three projects during the Art Internship: A digital portfolio, Bi-Weekly Journal, and a final summary paper.

* Arts Guild of Old Forge
  - Promotes and assists with 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.

**PREPARING FOR THE JOB SEARCH MARKET & CAREER INFORMATION:**
* Write an employer targeted resume and cover letter
* Learn job search strategies
* Borrow resources from SUNY Potsdam’s Career Planning Library
* Seek advice from faculty
* Network w/employers at Career/Job Fairs
* Prepare for an interview
* Design a portfolio and self-marketing brochure
* Develop Networking Cards
* Visit SUNY Potsdam’s Career Planning Web Site at: www.potsdam.edu/offices/career

**SOME EMPLOYERS OF VISUAL ARTS MAJORS:**
* Commercial Press
* Bishop-Grimes Jr./Sr. High School
* Care-a-Lot Childcare Centers
* Carthage Central School
* Ferry Hayes & Allen Designers
* Ralph Lauren
* Rosser International
* WaldenBooks
* Museum of Modern Art
* Dalton Carpet One

**WHERE TO GET INFORMATION AND ASSISTANCE:**
1. ART DEPT., SUNY Potsdam, 219 Brainerd Hall
   * Talk with Faculty
   * Talk with Students
   * Talk with Alumni

2. CAREER PLANNING OFFICE, SUNY Potsdam, 206 Sisson Hall
   * Individual Career Assistance
   * Workshops/Seminars
   * Employer Literature
   * Career Assessment Programs
   * Career and Job Fairs
   * Networking Assistance
   * Alumni Mentor
   * Job Vacancies
   * Summer Jobs
   * Reference file
   * Career Planning Web Site
   * Career Library
   * A Major Affair
   * Free Handouts Available
WHAT IF I WANT TO GO TO GRADUATE SCHOOL?

RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:
* On-Campus Graduate School Fair
* Graduate School handout
* GRE, GMAT, MCAT, LSAT and MAT forms and bulletin (GRE computerized tests and graduate study books)
* Graduate books - listings of schools and programs
* Financial aid information about graduate school
* Peterson’s Graduate Programs (G7F, G7G, G7H, G7I, G7J, G7K)
* Web Site: www.potsdam.edu/offices/career/graduate

RESOURCES FOR FINDING EMPLOYERS AND CAREER INFORMATION:
RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:
* Career Opportunities in the Visual Arts (C5C)
* Great Jobs For Art Majors (C5J)
* Career Opportunities in Art (C5E)
* How to Start and Succeed as an Artist (C5I)
* Artist’s and Graphic Designer’s Market (C5A)
* Museum Directory (R33A)
* Opportunities in Museum Careers (C33A)
* Artist’s Market (R5A)
* The National Resource Guide for the Placement of Artists (R5C)
* Summer Jobs Worldwide (S2A)
* Careers by Design (C5AA)
* Great Jobs for Art Majors (C5J)
* Career Opportunities in Photography (C37A)
* How to Start and Succeed as an Artist (C5I)
* Career Planning Job Search Internet Links: www.potsdam.edu/jobsearch/index.cfm
* Additional material found by using Career Planning Library Bibliography

OTHER SOURCES OF INFORMATION:
* American Arts Alliance
  805 15th Street NW, Suite 500
  Washington, DC 20005
  www.americanartsalliance.org

* National Association of Fine Artists
  Art Network
  P.O Box 1360
  Nevada City, CA 95959
  www.artmarketing.org

* American Society of Artists
  PO Box 1326
  Palatine, IL 60078
  312-991-4748
  www.americansocietyofartists.org