

# GID 60: CAREERS IN THE VISUAL ARTS

## Foothill College Course Outline of Record

Heading	Value
<b>Units:</b>	2
<b>Hours:</b>	2 lecture per week (24 total per quarter)
<b>Advisory:</b>	Not open to students with credit in GRDS 50 or VART 50.
<b>Degree &amp; Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

## Student Learning Outcomes

- A successful student will demonstrate an awareness of various career options for visual artists.
- A successful student will be able to identify individual visual artists that have successful careers.

## Description

Exploring the field of visual arts including commercial arts, graphic design, photography, video arts, website design, and illustration. Survey of career paths including art studios, company art departments, advertising agencies, freelance, and other job opportunities for creative services professionals.

## Course Objectives

The student will be able to:

- demonstrate a working knowledge of the functions, problems, psychology, principles and vocabulary of the visual arts field.
- exhibit an understanding of the vocational demands and disciplines of the visual arts for a culturally-diverse marketplace.
- display an awareness of employment and job training possibilities available for creative services professionals.

## Course Content

- Studio, company and agency practices and terminology
- Graphic Design Careers
  - Art director
  - Designer
  - Production artist
  - Desktop publisher
  - Freelance illustrator
  - Web page designer
  - Advertising agency staff
- Design
  - Product designer
  - Fashion designer
  - Interior designer
  - Architectural designer
  - Environment designer

- Set designer and production artist
- Media Arts
  - Media Director, Producer
  - Computer Graphics Designer
  - Art Director Creative Director and Production Artist
  - Interface Designers, Instructional Designers, Desktop Publishers
  - Freelance Illustrator, Computer Artist, Performance Artists
  - Animators, Game Designers, Video Producers, Technical Directors
  - Digital Sound Designers, Multimedia Designers
  - Videographer
  - Photographer, Picture Editor, Studio Management
- Fine Art
  - Exhibiting artist
  - Gallery director
  - Museum curator
  - Exhibition designer
  - Artist representative
  - Art consultant
- Continuing education at four-year colleges
  - Transfer state colleges and universities
  - Private professional institutions
- The job search
  - Self employment
  - Professional organizations
  - Employment agencies
  - Classified newspaper sections
  - College employment services
  - Networking
  - Internet
- Field trips to visual arts organizations and workplaces
- Guest lecturers working in the field

## Lab Content

Not applicable.

## Special Facilities and/or Equipment

When taught via Foothill Global Access: on-going access to computer with java-script enabled Internet browsing software, media plug-ins, and relevant computer applications.

## Method(s) of Evaluation

- Written examinations and reports
- Full class critiques and discussions

## Method(s) of Instruction

- Lectures on career paths in visual arts
- Discussion and critique of student presentations
- Discussions that address career options in the visual arts

## Representative Text(s) and Other Materials

[Explore an Art Career](#). 2014. Web: 6 June 2016. [theartcareerproject.com](http://theartcareerproject.com)

## **Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments**

A. Example of required reading assignments: Research a specific art career.

B. Example of required writing assignment: Create a presentation describing the career, including what the artist does on the job, skills needed, what to study, and name one professional artist.

## **Discipline(s)**

Art, Graphic Arts, Multimedia, Photography, Stagecraft