

GID 60: CAREERS IN THE VISUAL ARTS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	2
Hours:	2 lecture per week (24 total per quarter)
Advisory:	Not open to students with credit in GRDS 50 or VART 50.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	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:

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

Course Content

1. Studio, company and agency practices and terminology
2. Graphic design careers
 - a. Art director
 - b. Designer
 - c. Production artist
 - d. Desktop publisher
 - e. Freelance illustrator
 - f. Webpage designer
 - g. Advertising agency staff
3. Design
 - a. Product designer
 - b. Fashion designer
 - c. Interior designer
 - d. Architectural designer
 - e. Environment designer
 - f. Set designer and production artist

4. Media arts
 - a. Media director, producer
 - b. Computer graphics designer
 - c. Art director, creative director and production artist
 - d. Interface designers, instructional designers, desktop publishers
 - e. Freelance illustrator, computer artist, performance artists
 - f. Animators, game designers, video producers, technical directors
 - g. Digital sound designers, multimedia designers
 - h. Videographer
 - i. Photographer, picture editor, studio management
5. Fine art
 - a. Exhibiting artist
 - b. Gallery director
 - c. Museum curator
 - d. Exhibition designer
 - e. Artist representative
 - f. Art consultant
6. Continuing education at four-year colleges
 - a. Transfer state colleges and universities
 - b. Private professional institutions
7. The job search
 - a. Self employment
 - b. Professional organizations
 - c. Employment agencies
 - d. Classified newspaper sections
 - e. College employment services
 - f. Networking
 - g. Internet
8. Field trips to visual arts organizations and workplaces
9. Guest lecturers working in the field

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught via Foothill Global Access: ongoing access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant computer applications.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Written examinations and reports
Full class critiques and discussions

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

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: <http://www.theartcareerproject.com> (web resource)

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

1. Example reading assignment: Research a specific art career.
2. Example 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 or Graphic Arts or Multimedia or Photography or Stagecraft