

ART BUILDS THE BRAIN & MAKES \$

JOBS in VISUAL ART by Gina Rizzo ©



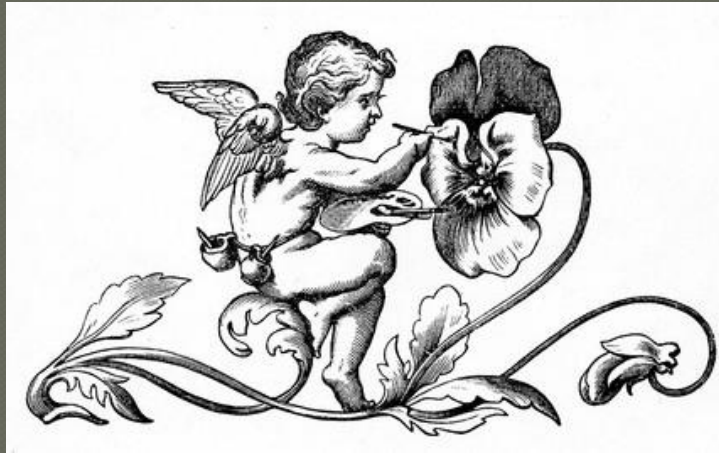
**ENTERTAINMENT COMPANIES
LIKE WALT DISNEY & OTHERS ARE
ARTS BUSINESSES**

**They make movies, toys, T.V. shows,
clothing, games, web sites,
amusement parks and more. They
are multimillion dollar companies
that have hundreds of thousands of
employees.**

A FEW ARTS EMPLOYERS ARE:

**Graphic Design, Movies, Television, Music Videos,
Magazines, Web Sites, Video Games, Clothing Design,
Furniture Design and Architecture**

Art Job Employment Stats



- **Art Directors – \$160,060,**
- **Fine Artists – \$86,650**
- **Industrial Designers - \$97,770**
- **Animators – \$100,390**
- **Set Designers – \$82,810**
- **Directors – \$86,790**
- **Camera Operators – \$40,390**
- **Photographers – \$36,090**
- **Film Editors – \$112,960.**
- **Clothing Designers - \$66,011**

- ❑ **\$10 billion annual art sales in the U.S.**
- ❑ **Creative industries export \$30 billion annually**
- ❑ **3 million people work for over 600,000 arts-centered businesses in the U.S.**
- ❑ **200,000 people work in the film industry**
- ❑ **1.25 million Americans work in the *visual* arts.**
- ❑ **1 in 111 jobs is in art**

Digital Design

Uses computers to create art



VIDEO GAME DESIGN:

- **Designs:** Characters, skins/surfaces, & background environments

WEB DESIGN:

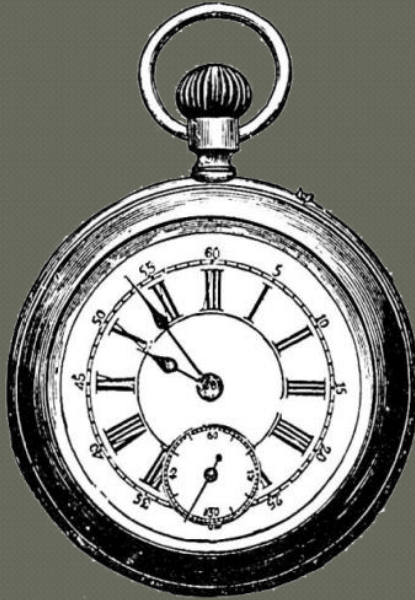
- **Make functional & easy to use websites**
- **To Make \$ Sell:** the site, advertising & products

GRAPHIC DESIGN:

- **Uses lettering & images**
- **Create:** logos (Nike swoosh etc.), Signs, Packaging & Advertising

- ❑ *Commercial arts are one of the largest and most influential industries in the world. 2010 they made \$1.3 trillion world wide.*
- ❑ *Each year people spend \$55 billion on video games.*
- ❑ *The computer animation industry generates \$33 billion annually.*
- ❑ *94,000 computer artists & animators working in the U.S.*

Sculpture, Product Design, Industrial Design, Vehicle Design & Toy Design



SCULPTURE: Uses different materials to create 3D objects: fine art, figurines, toys, vases, dishes, movie: make-up, sets & characters

PRODUCT DESIGNERS: create new products

INDUSTRIAL DESIGN: improve products

VEHICLE DESIGN: Creates the look of the interiors and exteriors of moving vessels like cars & motorcycles

TOY DESIGNERS: create ideas for toys

What's the difference between a \$25 MP3 player and a \$250 iPod? DESIGN

*Jobs that won't get outsourced or automated,
place importance on creativity and innovation.*

Photography

Uses a camera to generate photographic images



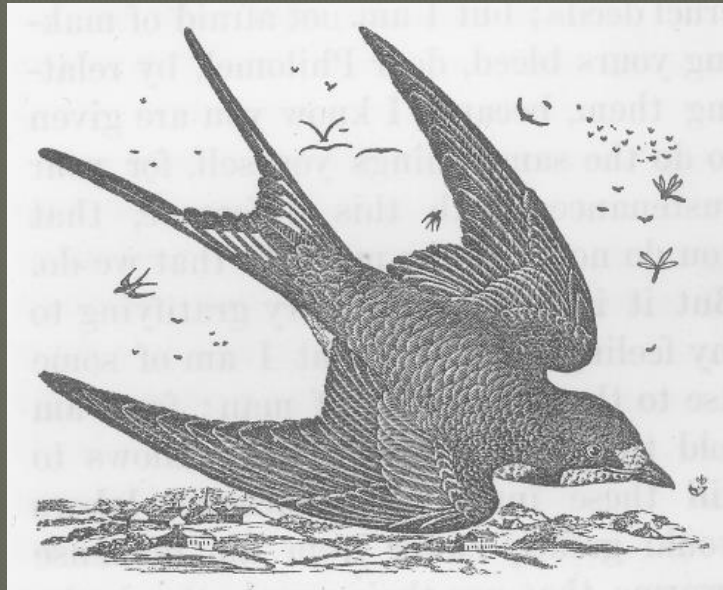
- **Journalist**
- **Fashion**
- **Portrait**
- **Wedding**
- **Movie**
- **Advertising**
- **School**

- *Jobs for photographers have increased 38% in the past 4 years.*

***Participating in the arts releases a hormone that relaxes us.
Learning happens when we are relaxed and happy.***

Painting, Illustration, Cartoon & Animation

A picture created with a persons personal style



PAINTING: Uses paint

- Fine Art: Murals, Postage Stamps, Stationary

- Advertising

- Movie Sets

- Decoration for skate boards, toys, clothing etc.

ILLUSTRATION: Drawing

CARTOON: Stylized drawing

ANIMATION: Moving drawing

Scientists discovered we create art to practice for real life experiences we may not have every day like falling in love or running from danger

Movies, T.V., Commercials & Video

Moving images

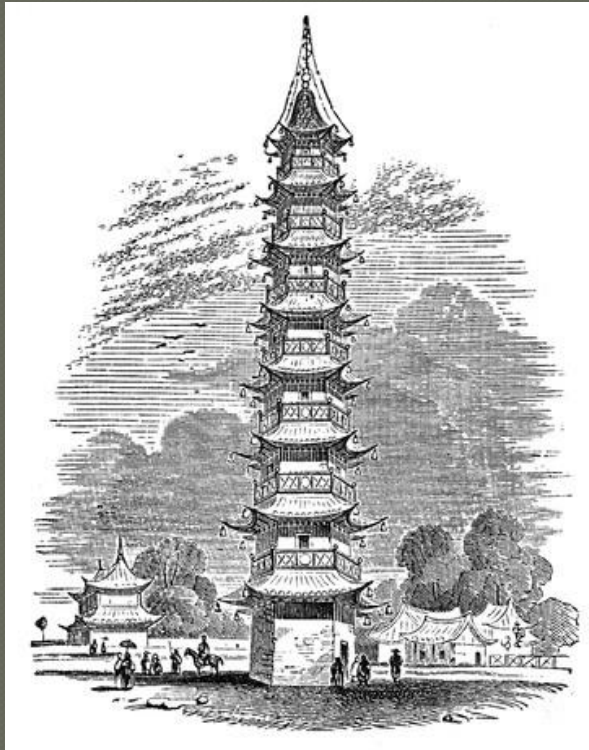


- **Director** - In charge of overall story telling
- **Director of Photography** - In charge of filming
- **Cinematographer** – does filming
- **Editor** - cuts the images into a story
- **Special Effects** – visual illusions
- **Production Designer** - In charge of the look
- **Set Designer, Set Decorator, Set Dresser, Prop Master**
- **Sculptors** – make props & costumes
- **Costume Designer, Seamstress, Costume Dresser**
- **Hair Stylist, Make-Up Artist**

Most of the people who make T.V., cartoons, & movies are artists with college educations in art.

Students need to learn to be flexible, adaptable, creative & self confident.

Architecture, Environmental Design, Interior Design, Interior Decoration & Furniture Design



ARCHITECTURE: design the outside of buildings

ENVIRONMENTAL DESIGN: design playgrounds & outdoor areas

INTERIOR DESIGN: design the structure & shape of the inside of buildings: stairs, walk ways, escalators, elevators, entrance & exit

INTERIOR DECORATION: design the inner surface of rooms: colors, window treatments, lighting...

FURNITURE DESIGN: create the appearance & function of furniture

***The arts stimulate both those who do them
and those who see them.***

Apparel, Textiles, & Accessories

Create what we wear



APPAREL DESIGNER: creates ideas for clothes & shoes

other jobs are:

- Pattern Designer
- Pattern Cutter
- Fabric Designer
- Sample Seamstresses

TEXTILE DESIGNER: creates the patterns on fabric (textiles).

ACCESSORIES DESIGNER: may design flatware, jewelry: watches, earrings, bracelets, necklaces...

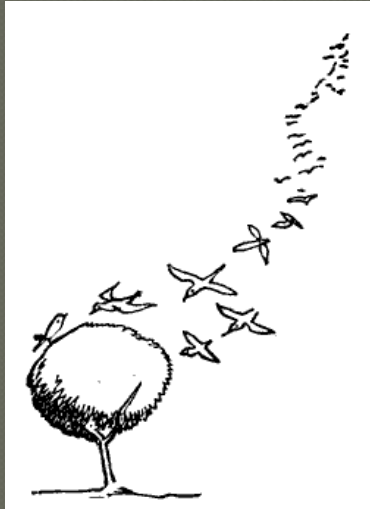
Our first human experiences are through our senses.

In the womb, we touch, move, hear and see.

Art is universal and speaks to us in our first language.

Art History, Art Restoration & Art Education

Preserve Art



- ART HISTORIAN:** study art, work for galleries, universities & museums
- ART CRITIC:** review & critique art (share opinions/personal ideas), write about art, work for news papers, magazines & blogs
- ART RESTORERS:** fix art, work for museums, auction houses or independently
- ART EDUCATORS:** teach about art, work for schools

- ❑ *Arts-centric business has grown 12% more than 4x the rise in the total number of U.S. employees since 2007*
- ❑ *Jobs in design have increased 43% in the past ten years.*
- ❑ *Jobs for photographers have increased 38% in the past 4 years.*

Innovation is a blend of intelligence and imagination, that has catapulted and sustained America as a dominant economic force in the world. These are the skills that art teaches us.

Review

1. List 4 visual arts jobs.
2. Define 3 visual arts jobs.
3. List 3 visual artists and the type of artwork they do.
4. What do cars, clothes and furniture have to do with art?
5. What do cartoons, movies, and videos have to do with art?

Assignments

- Assignment 1 (c. 3-5 hours):
 - Create a book or poster
 - Cut a picture out of a magazine that represents each art job in the art job notes.
 - Label the picture with the name of the art job the picture represents.
- Assignment 2 (5-10 hours):
 - Create a book or poster
 - Draw an example of an original product for each art job (For Example: for furniture designer invent a table)
 - Label the picture with the name of the type of artist who makes that product

Resources

- Americans for the Arts, http://www.americansforthearts.org/public_awareness/artsed_facts/highlights/002.asp
- California Department of Education, Industrial and Technology Standards, Arts Pathway <http://www.cde.ca.gov/ci/ct/sf/documents/cteframework.pdf>
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- Education Commission of the States. Governor's Commission on the Arts in Education Findings and Recommendations, July 2006. <http://www.ecs.org/clearinghouse/69/42/6942.pdf>
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- Kirkus. Descartes' Error: Emotion, Reason and the Human Brain Review. *Philosophy of Mind*. <http://arts.uwaterloo.ca/~celiasmi/bookstore/adamasio.html>
- Graphics Fairy <https://thegraphicsfairy.com>
- National Center on Education and the Economy <http://www.ncee.org/index.jsp;jsessionid=arYVcNIPnPt6?setProtocol=true>
- National Standards for Arts Education <http://www.ed.gov/pubs/ArtsStandards.html>
- Otis. (2014). *The 2014 Report: Creative Economy*. <http://www.otis.edu/otis-report-creative-economy>
- Photographs: <http://lyrickinard.blogspot.com/2010/06/copyright-free-vintage-photos-library.html>
- Pocket watch graphic: <http://callmevictorian.com/271/free-victorian-clipart-flower-and-watch/>
- Pregnancy.org <http://www.pregnancy.org/pregnancy/fetaldevelopment1.php>
- Price Waterhouse Coopers Global Entertainment and Media Outlook: 2010-2014
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