ART CAREER RESEARCH PROJECT

The notion of the "starving artist" is a myth! There are plenty of career opportunities available to you in the arts, and you should be aware of what they are. Many students take courses in the arts to begin building an art portfolio to prepare them for a possible career in the arts while others may just want to see if they have a particular passion for creating art. Regardless of what your career plans are at this juncture, it is important for students of art to realize that anyone can have a successful, financially-stable career in an art-related field.

PROJECT OBJECTIVE

You will research career opportunities in the visual arts that interest you, determine if any suit your interests and abilities, and consider options at the collegiate level that would prepare you for those careers. Make sure to research "visual arts" careers only! The work of a visual artist can incorporate a variety of different disciplines, including drawing, painting, sculpture, textile design, graphic design, photography, and film, among other areas. Any career that has an aesthetic, creative component will likely fall under the umbrella of "visual arts" careers. You will compile your entire research into a slideshow presentation.

***You will NOT be presenting to the class, just simply submitting your slideshow presentation to the teacher ***

DIRECTIONS

1. **Research 3 different art-related careers**
   You may use the following websites as helpful resources to learn about available art careers and college majors:
   - http://www.theartcareerproject.com/art-as-a-career/
   - http://www.portfolioday.net/colleges/majors-concentrations
   - http://www.studentartguide.com/articles/art-careers-list
   - http://www.mynextmove.org/

You may be surprised to see certain careers listed on these sites. This is because careers like "architect" aren't considered by many to be "visual arts" careers, but they require specific arts knowledge, such as drawing or linear perspective, and may also require a creative arts portfolio for post-secondary admissions. You may also choose to research careers that appear similar to one another (for example, "fashion designer" and "fashion merchandizer"), but if the careers seem almost identical after doing some research, you should change one of you career topics to something different. You may also research careers that you can't find on these websites as long as there is a clear connection to the visual arts.

2. **Slideshow Design Format**
Choose a design format for your presentation and arrange your information effectively. You may use Microsoft PowerPoint, Google Slides, Open Office Impress, etc. to create your presentation. You may not use Prezi, or similar formats. There are plenty of options for slide layouts under the "Design" tab, or when you create a new presentation. You may use the same layout for all 3 art careers, or change layouts between each career to suit that specific career. Consider these tips:
   - Don't overlap text on an image if it's too difficult to read (usually the case). Use a more solid background and choose a contrasting colour.
   - Include at least one relevant image per slide so they aren't too text-heavy (except title slide).
   - Consider the composition of every slide. Arrange the space in an appealing, easy-to-navigate way.
   - You may use animations, but it is not a requirement.
   - Sometimes, simplicity is best!
   - If you want to create your own theme for your background, follow the instructions on the attached handout (Appendix 2).

3. **Proofread your presentation!**
   - Check for spelling, grammar, and syntax (worth 5pts overall)
   - You are strongly encouraged to use bullet points instead of complete sentences.
   - You don't have to use any citations, and you do not have to include a reference slide.

4. **Organization**
   - Organize your presentation based on the criteria in the chart included in this document (Appendix 1).
   - For each of your 3 careers, you must follow this slide structure. You are, in essence, creating 3 mini slide presentations.
   - You may create more than one slide for each section of the content area if you have enough information to do so. However, do not combine content sections into 1 slide!

5. **Submission**
   - Due date: noted on the course webpage assignment section.
   - Submit using one of the following options:
      - Using Microsoft OneNote from your MS Office 365 account
      - Sharing the document using your MS Office 365 account
      - Email to me at luc.letendre@cdsbeo.on.ca

APPENDIX 1: Slideshow Content Organization Chart

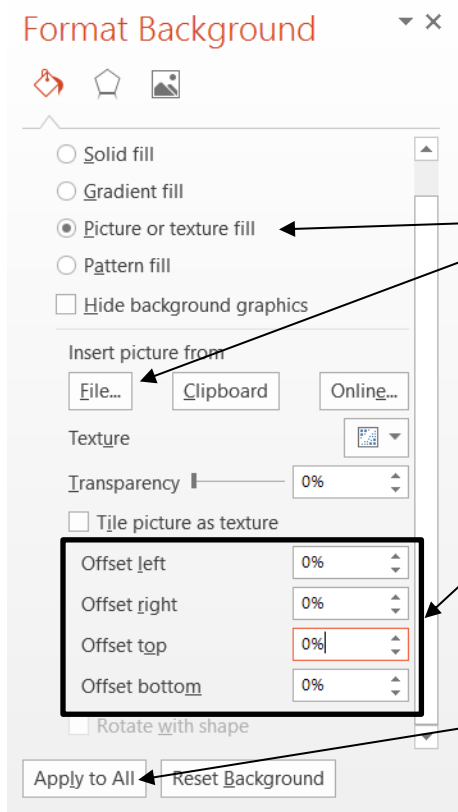| SLIDE	CONTENT	VALUE (per presentation)
#1	**Career Name and Job Description** • visual arts career title • description of tasks required on the job	2 pts.
#2	**Skills and Knowledge** • What knowledge, skills, and abilities are necessary for success in this career? o <u>Be specific.</u> (e.g., Instead of simply pointing out that illustrators need to know how to draw, elaborate and discuss how they should be able to draw the human body with accurate proportions, but also exaggerate features.)	2 pts.

#3 & 4, etc.	**Higher Education Options and Costs**
	• Provide at least two options for becoming proficient in this career after high school (i.e., college, university, trade school, interning, etc.)
	    o Include at least several examples of names of colleges or trade schools (you may look beyond the province of Ontario)
	• Tuition costs (if applicable): Annual cost, total cost, etc.
	    o Is the institution public (publicly funded, in province or out-of-province) or private? This information impacts tuition costs and should be investigated and compared in a chart.
		3 pts.

#5 & 6, etc.	**Employment Opportunities** • Provide at least two options for means of employment (i.e. a corporation, small business, design firm, freelancing, etc.); descriptions about each one o Include at least several examples of names for places of employment (you may look beyond the province of Ontario)	3 pts.

#7	**Salary Information**
	• Average annual salary for this career; salary range throughout one's lifetime
	    o These websites allow you to tailor your information to get a specific salary average for city, province/state, years of employment, etc.
	        ▪ http://www.payscale.com/
	        ▪ http://www.indeed.com/salary
	    o The above reference mostly American salaries and if possible, attempt to use Canadian websites that examine similar information.
	• How does this salary compare with careers in fields other than the visual arts? (first website provides comparison data)
		2 pts.

#8	**Your Interest in the Career** • Why were you interested in finding out more about this career? • Does this career suit your personality? Why or why not? • Could you learn the skills necessary to succeed? Do you already possess these skills?	1 pt.

applies to all slides	**Design: Visual Appearance and Layout of Text/Images**
	• Correct order of slides
	• Slide layout
	    o text is easy to read
	    o text is bulleted or in short sentence structure, not full paragraphs
	    o at least one relevant image was included on each slide
	    o text is scaled and lined up appropriately
	    o awkward negative space is avoided
	    o slide design is visually appealing and appropriate
	    o all slide content has high contrast with the background
		2 pts.

TOTAL POINT VALUE PER ART CAREER RESEARCH PRESENTATION		**15 PTS.**

APPENDIX 2: Tutorial - Creating a custom slide background in PowerPoint

1. Google "PowerPoint background" and find one you like. The best backgrounds are mostly solid-color in the middle with some kind of border, or just an overall textural component. Examples:

2. Save the image file to your network folder.

3. Open a new presentation in PowerPoint. Right-click on the first slide, and select "Format Background" from the dropdown menu.
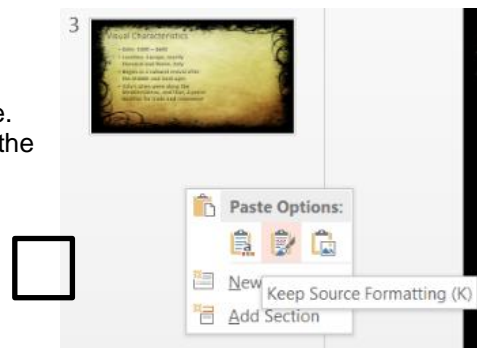
4. Then, follow these instructions:

Select the "Picture or Texture Fill" option, then click File to insert your image. Navigate to the correct file in your network and click Insert.

If the image doesn't fit perfectly or the borders are cut off, set all of these numbers to zero percent. Keep in mind this may warp the image if the subject matter is recognizable, so you may not want to do this.

To apply this same background to all other slides in your PowerPoint, select Apply All

5. If you want a different background design for each of your mini presentations, make 3 different PowerPoints. Make 1 of those 3 presentations your main file. One presentation at a time, select all slides, right click, select copy. Then, in the slide view area of the main presentation, right click, and select "Keep Source Formatting" in the Paste Options menu.

ASSESSMENT AND EVALUATION

Name: _____

	ART CAREER 1
SCORE	**SECTION**
/2	**Career Name and Job Description**
/2	**Skills and Knowledge**
/3	**Higher Education Options and Costs**
/3	**Employment Opportunities**
/2	**Salary Information**
/1	**Your Interest in the Career**
/2	**Design and Layout**
	Total Score: _____/15

	ART CAREER 2
SCORE	**SECTION**
/2	**Career Name and Job Description**
/2	**Skills and Knowledge**
/3	**Higher Education Options and Costs**
/3	**Employment Opportunities**
/2	**Salary Information**
/1	**Your Interest in the Career**
/2	**Design and Layout**
	Total Score: _____/15

	ART CAREER 3
SCORE	**SECTION**
/2	**Career Name and Job Description**
/2	**Skills and Knowledge**
/3	**Higher Education Options and Costs**
/3	**Employment Opportunities**
/2	**Salary Information**
/1	**Your Interest in the Career**
/2	**Design and Layout**
	Total Score: _____/15

Formatting Criteria: _____/5	**Lateness** (-2.5 pts. per day)**:_____**
For every 5 major errors with grammar, spelling or syntax, 1 point will be deducted.	Subtract 5% of grade for each class period the project is late.

PROJECT GRADE: _____/50