

PUBLISHER'S NOTE

The latest volume in our *Careers in* series, *Careers in Illustration & Animation*, provides a thorough introduction to the wide range of career opportunities available to those interested in the many areas of this influential industry, from being an actor to a writer, and everything in between.

The types of careers related to illustration and animation are incredibly wide-ranging, from the obvious, like artist, to the not-so-obvious, like materials engineer. *Careers in Illustration & Animation* offers insight into what it's like to work directly with illustrating and animating new creative works as well as working in adjacent positions that help realize those end-products and works of art. If you are interested in how to turn your passion for artistry, creativity, design, and related disciplines into a fulfilling career, this book is for you.

At the heart of this volume, like the dozens of previous *Careers in* titles, are 29 occupation profiles that cover various careers involving illustration and animation in some way, from Actors to Fashion Designers and Writers. Each career profile offers details about its specific career:

Snapshots offer current data on:

- Median pay
- Job outlook
- Educational and other requirements
- Working conditions
- Recommended areas of interest

Career Overviews describe:

- Duties
- Work environment
- Work schedules

In addition, each profile provides important qualities for the job, specific and general job requirements, anticipated rates of growth, and why. Also included is a list of related occupations, both in the public and private sectors, and a list of resources for more information, with profession-specific associations and certifying bodies.

Merging scholarship with occupational development, this single comprehensive guide-book provides students who are interested in exploring a career involving illustration and animation with the necessary insight into the wide array of options available in this dynamic and creative field. The book offers guidance regarding what job-seekers can expect in terms of training, advancement, earnings, job prospects, working conditions, relevant associations, and more. *Careers in Illustration & Animation* is specifically designed for a high school and undergraduate audience and is edited to align with secondary or high school curriculum standards.

INTRODUCTION

The overlapping fields of illustration and animation factor into everyday life in myriad ways, from the popular shows and movies we watch to the packaging design of common items, and even the concepts behind architectural wonders and civil engineering projects. Individuals with the ability to illustrate and animate are employed at the forefront of industries such as entertainment, engineering, and technology, and as such exert a great deal of influence on how we live our lives. The list of careers that are related to illustration and animation is long, including everything from Actors to Fashion Designers and Writers. Our goal with this edition is not to be all-encompassing, but rather to read between the lines and explore the most colorful fields relating to illustration and animation.

Being employed in illustration and animation does not necessarily mean being an artist—although it certainly can. There are a vast number of career options that are either directly related to, or adjacent to, the realm of illustration and animation, all working to realize a final product or creative effort.

Illustration and animation work involves not only the direct creation of drawings and animated works, but also support positions such as the actors who lend their voices to animated shows and films, art directors who oversee projects on a large scale and lend their creative eye, computer programmers responsible for creating cutting-edge illustration and animation software, architects and engineers utilizing illustration and drafting techniques to render their concepts, and public relations specialists who use the power of illustration and animation to convey a message to the public. These are just some of the many ways illustration and animation factor into a wide variety of often interconnected areas of employment.

Finding the path that's right for you means thinking about your own interests, skills, and talents. Important skills for working in illustration and animation include analytical, creativity, communication, computer, critical-thinking, detail-oriented, interpersonal, problem-solving, reading, technical, time-management, and writing skills, not to mention a love of artistic design and a desire to entertain, inform, and provide service to the public.

It's also worth considering how much money you want to make. A position that requires a four-year degree will earn you more money than one requiring a two-year degree, or one requiring no post-secondary education at all. The profiles in this volume include education requirements and typical earnings. Remember, however, that how much money you make is not the entire story. Benefits, job security, where you work, and self-fulfillment are important factors as well.

The “Conversations With...” spread throughout this volume show the variety of career paths available involving illustration and animation, how to achieve them, and what to expect when you get there. They are interviews with real individuals working in the field at real jobs.

The list of jobs contained in this volume is not exhaustive, and should be viewed as an entry point into a world with numerous branches and sub-disciplines, many of which can intersect in novel ways. The aim is to provide readers—especially students embarking on their lifelong careers—with accurate and detailed examples of some of the many possibilities available in these fields, which are so prominent in daily life.

Here are details about how certain careers can relate to illustration and animation:

Actors express ideas and portray characters in theater, film, television, and other performing arts media. They interpret a writer's script to entertain or inform an audience. Their duties may involve singing and dancing if participating in a musical production. Actors working on projects in the field of animation and illustration can often play a crucial role in bringing such projects to life, whether it be through voice acting or motion capture.

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging (including musical album artwork), and movie and television productions. They create the overall design and direct others who develop artwork or layouts, such as illustrators or animators. Art directors themselves might have a background in either of these disciplines.

Civil engineers conceive, design, build, supervise, operate, construct, and maintain infrastructure projects and systems in the public and private sector, including roads, buildings, airports, tunnels, dams, bridges, and systems for water supply and sewage treatment. Many civil engineers work in planning, design, construction, research, and education. In order to effectively communicate their ideas and designs, a civil engineer must have strong skills in illustration and animation, utilizing 3D modelling techniques to bring their plans to life and accurately represent the details and complexities of their projects.

Computer programmers write, modify, and test code and scripts that allow computer software and applications to function properly. They turn the designs created by software developers and engineers into instructions that a computer can follow. The sphere of work for a computer programmer often includes creating and implementing complex algorithms and coding languages that are essential for developing captivating animations and illustrations.

Craft and fine artists use a variety of materials and techniques to create original works of art for sale and exhibition. Craft artists create objects, such as pottery, glassware, and textiles that are designed to be functional. Fine artists, including painters, sculptors, and illustrators, create pieces of art more for aesthetics than for function.

Fashion designers create original clothing, accessories, and footwear. They sketch designs, select fabrics and patterns, and give instructions on how to make the products they design. They may work for larger apparel companies, or own their own businesses, including e-commerce options to forego costly traditional brick-and-mortar stores. In addition to traditional design methods, many fashion designers use software, such as CAD (computer-aided design) programs, to bring their designs to life with animations

and illustrations. These digital tools allow them to create detailed, precise designs and easily make changes or adjustments.

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports. Their work may include a strong illustration component, and many graphic designers may start out as illustrators, or perform that work in tandem with their work in graphic design.

Materials engineers develop, process, and test materials used to create a range of products, from computer chips and aircraft wings to golf clubs and biomedical devices. They study the properties and structures of metals, ceramics, plastics, composites, nanomaterials (extremely small substances), and other substances in order to create new materials that meet certain mechanical, electrical, and chemical requirements. They also help select materials for specific products and develop new ways to use existing materials. In order to accurately design and test these materials, a materials engineer must have a strong understanding of computer-aided design (CAD) programs and the ability to create three-dimensional (3D) models. This requires not only technical knowledge, but also artistic skills like attention to detail and an eye for design.

Musicians and singers play instruments or sing for live audiences and in recording studios. They perform in a variety of styles, such as classical, jazz, opera, hip-hop, electronic, and rock. In works involving animation and illustration, musicians and singers may be hired to create original soundtracks and theme songs, to bring an added layer of emotion and depth to the visual storytelling.

Public relations specialists create and maintain a positive public image for the individuals, groups, or organizations they represent. They craft media releases and develop social media programs to shape public perception of their clients and to increase awareness of each client's work and goals. Public relations specialists utilize visual aids to effectively tell their client's story. This may include creating graphics, animations, or videos for media releases, social media posts, or presentations. These visually engaging elements not only enhance the messaging, but also captivate the target audience and simplify complex information. They often collaborate with external professionals to bring their client's vision to life.

Special effects artists and animators create two- and three-dimensional models, images that appear to move, and visual effects for television, movies, video games, and other forms of media.

Writers and authors develop content for various types of media, including advertisements; blogs; books; magazines; and movie, play, and television scripts. Writers who specialize in work involving animation and illustration often work closely with animators and illustrators to develop storylines and scripts for animated shows, comic books and graphic novels, movies, children's books, and other visual media. In other cases, some writers may themselves be illustrators and animators, able to create both aspects of their projects.

Art Director

Snapshot

Career Cluster(s): Arts, A/V Technology & Communications; Business, Management & Administration; Marketing

Interests: Visual Art; Layout; Design; Marketing

Earnings (Yearly Average): \$105,180

Employment & Outlook: Faster Than Average Growth Expected

OVERVIEW

Sphere of Work

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging (including musical album artwork), and movie and television productions. They create the overall design and direct others who develop artwork or layouts, such as illustrators or animators. Art directors themselves might have a background in either of these disciplines.

Work Environment

Art directors typically work in an office environment. Many are self-employed, and work from home. Others are employed by firms, and work in a traditional office setting.

Occupation Interest

Art directors have strong artistic abilities and a talent for design. They may have an added interest in the area in which they work—such as designing movie posters, or album artwork. They enjoy a fast-paced work environment and are motivated by deadlines.



Art directors create the overall design and direct others who develop artwork or layouts. Photo via iStock/LeoPatrizi. [Used under license.]

A Day in the Life—Duties and Responsibilities

Art directors typically oversee the work of other designers and artists who produce images for music, television, film, live performances, advertisements, or video games. They determine the overall style in which a message is communicated visually to its audience. For each project, they articulate their vision to artists. The artists then create images, such as illustrations, graphics, photographs, or charts and graphs, or design stage and movie sets, according to the art director's vision.

Art directors work with art and design staffs in advertising agencies, public relations firms, or book, magazine, or newspaper publishing to create designs and layouts. In the music industry, they are responsible for designing promotional material and artwork to accompany songs and albums. They also work with producers and directors of theater, television, or movie productions to oversee set designs. Their work requires them to understand the design elements of projects, inspire other creative workers, and keep projects on budget and on time. Some-

times they are responsible for developing budgets and timelines.

Duties and Responsibilities

- Determining how best to represent a concept visually
- Determining which photographs, art, or other design elements to use
- Developing the overall look or style of a publication, a musical album, an advertising campaign, or a theater, television, or film set
- Managing graphic designers, set and exhibit designers, or other design staff
- Reviewing and approving designs, artwork, photography, and graphics developed by other staff members
- Talking to clients to develop an artistic approach and style
- Coordinating activities with other artistic and creative departments
- Developing detailed budgets and timelines
- Presenting designs to clients for approval

Profile

Working Conditions: Inside
Education Needs: Bachelor's Degree; Master's Degree
Licensure/Certification: Not Required
Opportunities for Experience: Internship
Interest Score: AE

The following are some of the tasks that art directors do in different industries:

- In advertising and public relations, art directors ensure that their clients' desired message and image are conveyed to consumers. Art directors are responsible for the overall visual aspects of an advertising or media campaign and coordinate the work of other artistic or design staff, such as graphic designers.
- In publishing, art directors typically oversee the page layout of catalogs, newspapers, or magazines. They also choose the cover art for books and periodicals. Often, this work includes

publications for the Internet, so art directors oversee production of the websites used for publication.

- In movie production, art directors collaborate with directors to determine what sets will be needed for the film and what style or look the sets should have. They hire and supervise a staff of assistant art directors or set designers to complete designs.

WORK ENVIRONMENT

Immediate Physical Environment

Art directors work in offices, whether at home or in a more traditional setting. They may also be required to travel to meet with clients.

Human Environment

Even though most art directors are self-employed, they must still collaborate with designers or other staff on visual effects or marketing teams. Art directors usually work in a fast-paced office environment, and they often work under pressure to meet strict deadlines.

Technological Environment

Art directors should be well-trained in photo and video editing software, graphic design software, and web development platforms. The more well-rounded their skillset is, the more in-demand their services will be.

EDUCATION AND TRAINING

High School/Secondary

Students interested in becoming art directors should take creative courses such as English, art, photography, and drama, if offered. They should also hone their skills at home by working on hobby projects.

Suggested High School Subjects

- Algebra
- Biology
- Earth or Life or Physical Science
- Economics
- English

- Geometry
- History
- Physics
- Political Science
- Psychology
- Statistics
- Trigonometry

Related Career Pathways/Majors

Arts, A/V Technology & Communications

Career Cluster

- A/V Technology & Film Career Pathway
- Visual Arts Career Pathway

Business Management & Administration

Career Cluster

- Business Information Management Pathway
- General Management Pathway

Marketing Career Cluster

- Marketing Communications Pathway
- Marketing Management Pathway
- Marketing Research Pathway

Postsecondary

Art directors typically need a bachelor's degree in fine arts, a design subject, or a related field, such as communications technology.

Many art directors start out in another art-related occupation, such as fine artists or photographers. Work experience in art or design occupations develops an art director's ability to visually communicate to a specific audience creatively and effectively. Workers gain the appropriate education for that occupation, usually by earning a Bachelor of Arts (BA) or Bachelor of Fine Arts (BFA) degree.

Some art directors earn a Master of Fine Arts (MFA) degree to supplement their work experience and show their creative or managerial ability.

Related College Majors

- Advertising & Marketing

Transferable Skills and Abilities

Communication Skills

- Listening to and speaking with staff and clients to ensure that they understand employees' ideas and clients' desires for advertisements, publications, or movie sets

Creativity

- Coming up with interesting and innovative ideas to develop advertising campaigns, set designs, or layout options

Leadership Skills

- Organizing, directing, and motivating other artists
- Articulating their visions to artists and overseeing the work as it progresses

Resourcefulness

- Adapting latest designs to the changing technology used in the industry

Time-management Skills

- Balancing competing priorities and multiple projects while meeting strict deadlines



Conversation With...

CHARLES E. MCCARRY

Motion Picture/Television Art Director
30 years in the profession

What was your individual career path in terms of education, entry-level job, or other significant opportunity?

I was always one of the kids who hung around the art room in high school and helped backstage with plays. I selected a college which had a very robust graduate theater program in my hometown of Philadelphia. I received a bachelor's of science degree. In a way I'm glad I didn't simply concentrate in theater. I always advise my college students, don't forget to go to college while you're here! Get as broad an education as possible. You need to know about the world.

By my sophomore year of college it was clear to me that I had an interest in design—creating the environment for theater productions. A faculty member endorsed me for a number of different jobs as scenic designer at small theaters around town. I did that for two years, then, with a nice portfolio of my work, moved to New York. That got me into a number of professional studios as an assistant and I had opportunities to work on quite a number of interesting and fairly sizeable Broadway shows. Some of them won Tony awards for scenic design, and I was part of that.

After a few years I was accepted into Yale School of Drama, concentrating in scenic drama. It was a three-year M.F.A. program. I got into film when I was asked to create the film sequence for the Broadway musical *City of Angels*, which is about Hollywood. I thought, I could do that for real and began looking for opportunities to work in film.

Are there many job opportunities in your profession? In what specific areas?

There are never any job opportunities and there are always lots of job opportunities. In the arts, that's pretty much the way it is. There are absolutely always opportunities for someone who is committed and well rounded and willing to work hard and willing to learn. You need to be completely prepared and then you need to locate yourself in a place where opportunity might knock. If you aspire to be a production designer in film or an art director on a network, you should probably be in New York or Los Angeles. Possibly Chicago, Washington, or Boston.

Union membership is important. I'm a member of United Scenic Artists Local 829.

Special Effects Artist/Animator

Snapshot

Career Cluster(s): Arts, A/V Technology & Communications

Interests: Art; Creativity; Design

Earnings (Yearly Average): \$98,950

Employment & Outlook: Faster Than Average Growth Expected

OVERVIEW

Sphere of Work

Special effects artists and animators create two- and three-dimensional models, images that appear to move, and visual effects for television, movies, video games, and other forms of media.

Work Environment

Many artists and animators work in offices; others work from home. Most special effects artists and animators work a regular schedule; however, when deadlines are approaching, they may need to work nights and weekends. Smaller companies and independent, self-employed artists tend to work longer hours to manage not only their projects but also the issues associated with running a small business.

Occupation Interest

A special effects artist/animator will have a strong interest in the world of visual effects and animation. They have a natural



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LIST OF ORGANIZATIONS AND RESOURCES

Accreditation Board for Engineering and Technology, Inc. (ABET)

415 N. Charles Street
Baltimore, MD 21201
410.347.7700
comms@abet.org
www.abet.org

Accrediting Commission for Community and Precollegiate Arts Schools (ACCPAS)

11250 Roger Bacon Drive, Suite 21
Reston, VA 20190-5248
703.437.0700
info@arts-accredit.org
accpas.arts-accredit.org

Actors' Equity Association (Equity)

165 West 46th Street
New York, NY 10036
212.869.8530
www.actorsequity.org

The Actors Fund

729 Seventh Avenue, 10th Floor
New York, NY 10019
800.221.7303
info@actorsfund.org
www.actorsfund.org

Advance CTE: State Leaders Connecting Learning to Work

8484 Georgia Avenue, Suite 620
Silver Spring, MD 20910
301.588.9630
careertech.org

Alliance for Women Film Composers (AWFC)

6404 Hollywood Boulevard, Suite 408
Los Angeles, CA 90028
info@theawfc.com
theawfc.com

Alliance of Motion Picture and Television Producers (AMPTP)

15301 Ventura Boulevard, Building E
Sherman Oaks, CA 91403
818.995.3600
www.amptp.org

American Academy of Forensic Sciences (AAFS)

410 North 21st Street
Colorado Springs, CO 80904
719.636.1100
info@aafs.org
aafs.org

American Academy of Healthcare Interior Designers (AAHID)

8735 W. Higgins Road, Suite 300
Chicago, IL 60631
847.375.6870
info@aahid.org
aahid.org

American Advertising Federation (AAF)

1101 K Street NW, Suite 420
Washington DC 20005
202.898.0089
www.aaf.org

American Amateur Press Association (AAPA)

1441 S Ivy Street, Unit 1204
Canby OR 97013
website@aapainfo.org
www.aapainfo.org

American Apparel & Footwear Association (AAFA)

740 6th Street NW, 3rd and 4th Floors
Washington, DC 20001
202.853.9080
www.aafaglobal.org

American Association of Advertising Agencies (4A's)

1065 Avenue of the Americas, 16th Floor
New York, NY 10018
212.682.2500
www.aaaa.org

American Association of Community Theatre (AACT)

P.O. Box 101476
Fort Worth, TX 76185-1476
817.732.3177
info@aact.org
www.aact.org