

Careers



Art Director





What does an Art Director do?

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

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. 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. Sometimes they are responsible for developing budgets and timelines.



What 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.

Duties



Art directors typically do the following:

- Determine how best to represent a concept visually
- Determine which photographs, art, or other design elements to use
- Develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set
- Manage graphic designers, set and exhibit designers, or other design staff
- Review and approve designs, artwork, photography, and graphics developed by other staff members
- Talk to clients to develop an artistic approach and style
- Coordinate activities with other artistic and creative departments
- Develop detailed budgets and timelines
- Present designs to clients for approval

Personality and Interests

Art directors typically have an interest in the Creating and Persuading interest areas. The Creating interest area indicates a focus on being original and imaginative, and working with artistic media. The Persuading interest area indicates a focus on influencing, motivating, and selling to other people.

An advertising art director should:

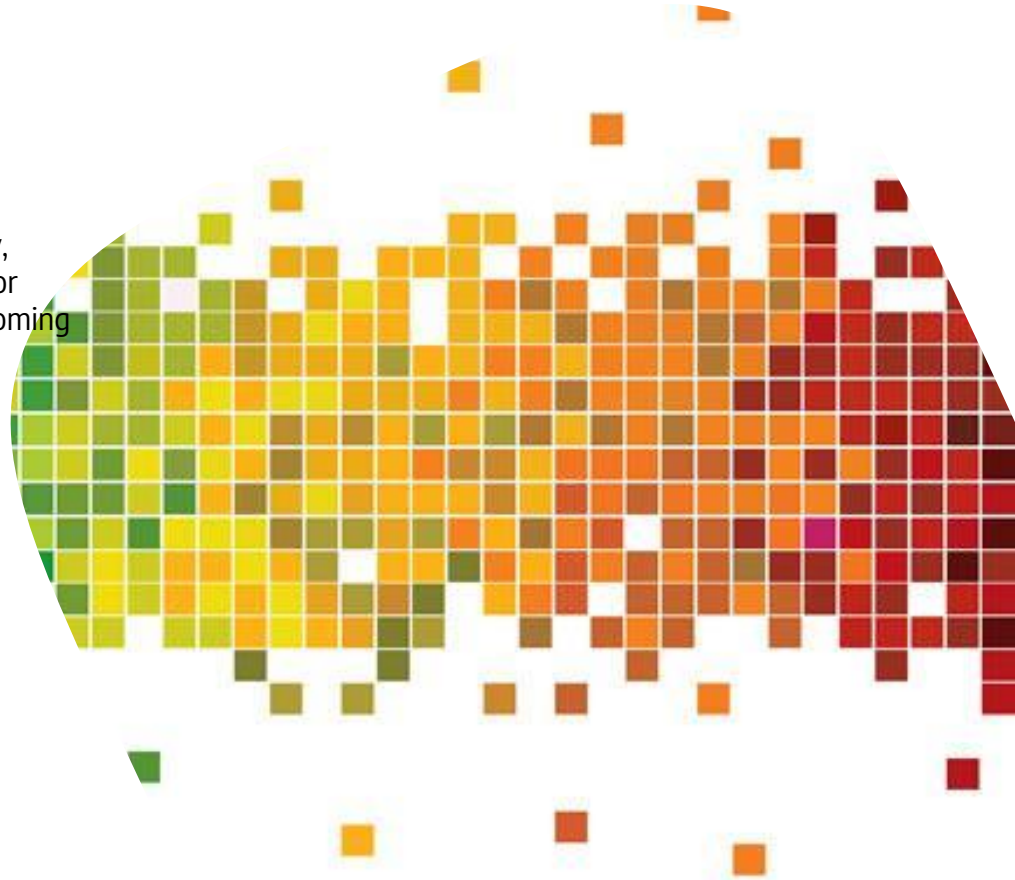
- be highly creative
- have a thorough understanding of photography, typography and printing
- have excellent interpersonal and communication skills
- work well as part of a team, with a range of people
- have an interest in social and cultural trends and fashions.



Education and Training

Art directors need at least a bachelor's degree in an art or design subject and previous work experience. Depending on the industry, they may have worked as graphic designers, fine artists, editors, or photographers, or in another art or design occupation before becoming art directors.

Most art directors have 5 or more years of work experience in another occupation before becoming art directors. Depending on the industry in which they previously worked, art directors may have had jobs as graphic designers, fine artists, editors, photographers, or in another art or design occupation.



The highest 10% earn more than

188,750

The medium annual wage for directors is

94,220

The lowest 10% earn less than

53,240

Wages typically start from 52,160 and go up to 165,033.

Motion picture and video industries - 121,830

Advertising, public relations, and related services - 97,470

Specialized design services - 93,780

Newspaper, periodical, book, and directory publishers - 82,270



Architects

A close-up photograph of architectural blueprints. A pair of white-handled compasses is positioned over the drawing, along with a metal straightedge. The drawing shows various lines, circles, and technical annotations.

What do Architects do?

People need places in which to live, work, play, learn, meet, shop and eat. Architects are responsible for designing these places, whether they are private or public; indoors or out; rooms, buildings or complexes. Architects are licensed professionals trained in the art and science of building design who develop the concepts for structure and turn those concepts into images and plans.

Architects create the overall look of buildings and other structures, but the design of a building involves far more than its appearance. Buildings also must be functional, safe and economical. It must suit the needs of the people who use them. Architects consider all these factors when they design structures.



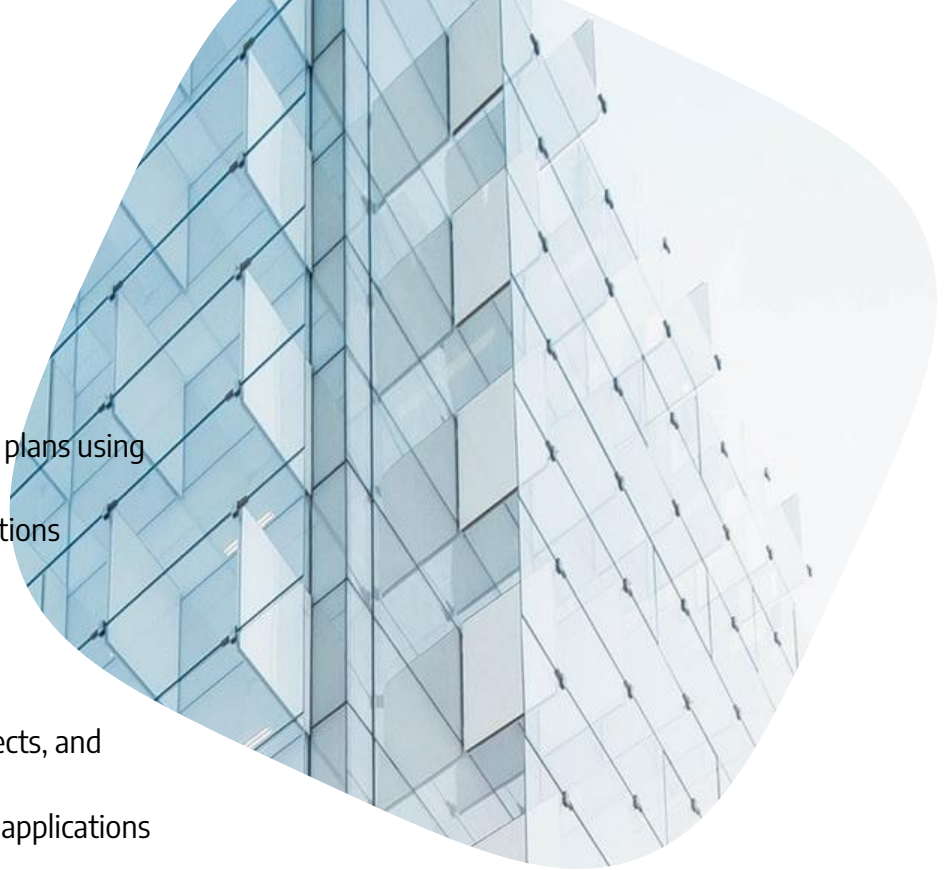
Work Environment

Usually working in a comfortable environment, architects spend most of their time in offices consulting with clients, developing reports and drawings, and working with other architects and engineers. However, they often visit construction sites to review the progress of projects. In 2008, approximately 1 in 5 architects worked more than 50 hours per week, as long hours and work during nights and weekends is often necessary to meet deadlines.

What Architects do daily

In this role you could :

- create hand sketches, 3D models and detailed technical plans using computer aided design (CAD) software
- create a plan, following building laws and safety regulations
- find cost-effective ways to work within budgets
- manage construction projects
- choose or advise on materials
- visit sites to check building work and progress
- communicate and share ideas with clients, other architects, and architectural technologists and technicians
- write reports and job proposals and complete planning applications





What it takes

You'll need:

- design skills and knowledge
- knowledge of building and construction
- to be thorough and pay attention to detail
- thinking and reasoning skills
- customer service skills
- excellent verbal communication skills
- analytical thinking skills
- the ability to use your initiative
- to be able to use a computer and the main software packages confidently

How to become an Architect

University

You'll need to complete:

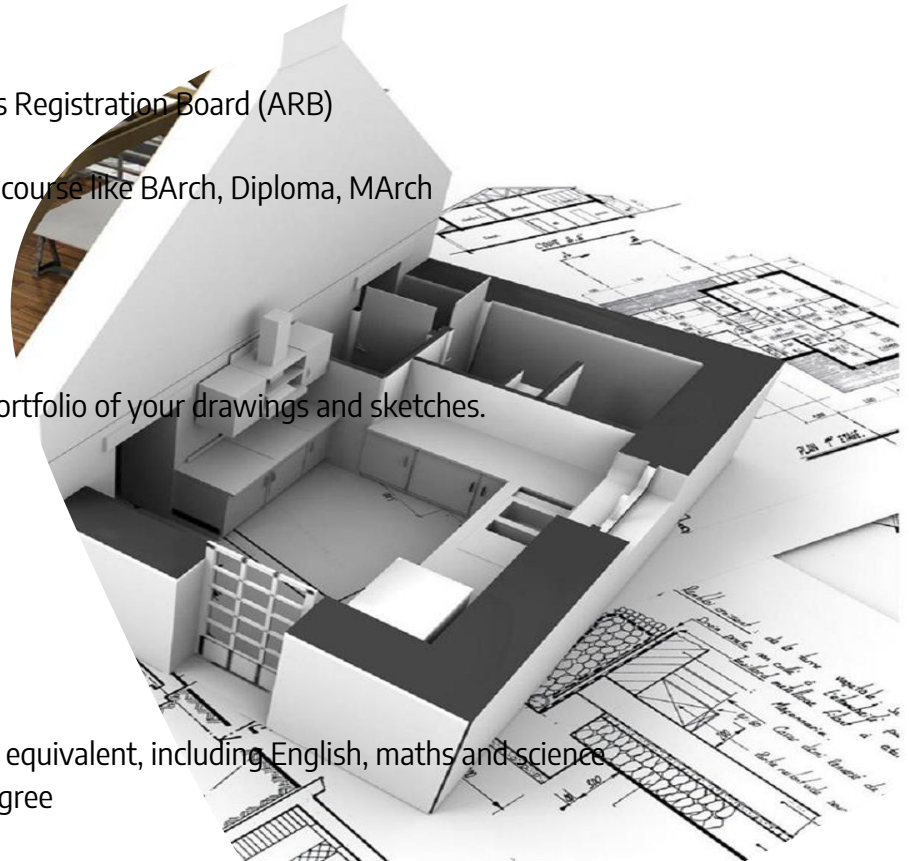
- a degree recognised by the Architects Registration Board (ARB)
- a year of practical work experience
- a further 2 years' full-time university course like BArch, Diploma, MArch
- a year of practical training
- a final qualifying exam

Many course providers will also want to see a portfolio of your drawings and sketches.

Entry requirements

You'll usually need:

- 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English, maths and science
- 2 to 3 A levels, or equivalent, for a degree



How much money does an architect earn?

It depends. There are a variety of ways an architect can earn an income. This can be through owning his or her own firm, as an employee, as a freelancer or some combination.

Part 1 architectural assistant

£18,000 to £22,000

For Part 2 architectural assistant

£24,000 to £35,000

Newly-qualified architect

£32,000 to £45,000

A senior associate, partner or director

£45,000 to £70,000