

Career Focus on...

Applied Arts

Introduction

- Would you enjoy a career that combines digital technology and art?
- Do you use your creativity to communicate ideas visually?
- Do you have an eye for details and colors?
- Would you like to produce visual documents that help sell a product or define a company's image?

If you answered "yes" to these questions, you may want to consider a career in the Applied Arts.

Did You Know... ?

- Web publishers, newspapers, magazines, ad agencies and manufacturers all use in-house or freelance design specialists in the promotion and sales of their products.
- Over the next several years, demand for graphic designers will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services.
- Graphic designers held about 286,000 jobs in the U.S. in 2008.
- In 2008, about 60 percent of artists and related workers, and about 25% of graphic designers, were self-employed. Many of these workers do freelance projects on a full- or part-time basis.

QCC Alumni Success Story

Ms. Carolyn McGrath is a 2005 graduate of the Applied Arts Program at Quinsigamond Community College. Carolyn continued on in her educational pursuits at Framingham State College where she obtained a Bachelor of Arts degree in Studio Art with a concentration in Graphic Design. She is currently a Graphic Arts Teacher at Mountview Middle School and she is pursuing her graduate degree at Fitchburg State College.

Carolyn had previously worked as a nanny and a hairdresser, but decided that she needed a job with health insurance and therefore it was necessary to get an education. Carolyn looked at the programs offered at QCC and because she had always loved art, she decided to try the Applied Arts Program.

Carolyn states that her typical day as a teacher is the "best job I have ever had, exhausting, but wonderful." There is a lot of preparation and planning, so her day starts long before the students enter the classroom and long after they leave. Despite this, she finds the work rewarding and says that it's "all worth it." She truly enjoys the feedback she gets from her students. Although they are only in middle school (7th-9th grade), they will tell her that they already know they want to go to college for Graphic Arts. She advises them to go to Quinsigamond Community College because it's a great place to start.

When asked if she had any words of wisdom for current QCC students, she responded, "Keep going and get your bachelors degree... Follow your dreams and don't let anything stop you."

Career Options

CRAFT ARTISTS

Median Annual Salary: \$29,080
Recommended Education: Associate's Degree
www.bls.gov/oco/ocos092.htm#earnings

DESKTOP PUBLISHERS

Median Annual Salary: \$36,600
Recommended Education: High School Diploma
www.bls.gov/oco/ocos276.htm#earnings

GRAPHIC DESIGNERS

Median Annual Salary: \$42,400
Recommended Education: Associate's Degree, Bachelor's Degree
www.bls.gov/oco/ocos090.htm#earnings

ILLUSTRATORS

Median Annual Salary: \$42,650
Recommended Education: Bachelor's Degree
www.bls.gov/oco/ocos092.htm#earnings

MULTIMEDIA ARTISTS & ANIMATORS

Median Annual Salary: \$56,330
Recommended Education: Bachelor's Degree
www.bls.gov/oco/ocos092.htm#earnings

ART DIRECTORS

Median Annual Salary: \$76,980
Recommended Education: Bachelor's Degree
www.bls.gov/oco/ocos092.htm#earnings

ADVERTISING & PROMOTIONS MANAGERS

Median Annual Salary: \$80,220
Recommended Education: Bachelor's Degree
www.bls.gov/oco/ocos020.htm#earnings

SELF-EMPLOYED ARTISTS

Median Annual Salary: Varies
Recommended Education: High School Diploma, Associate's Degree, Bachelor's Degree
www.bls.gov/oco/ocos092.htm#earnings

Worcester Area Employers

- Dartmouth Publishing
- Penta Communications
- Hill Holiday
- Carlson Communications
- Worcester Art Museum
- Preservation Worcester
- Holden Landmark
- Saltus Press

Other Professionals in the Field

Dani Nordin is the founder and principal designer of The Zen Kitchen. She has over 10 years of experience designing award-winning marketing materials and websites, and creating identity and packaging for small to large businesses and non-profits. Her work has appeared in such publications as Rockport's LogoLounge III and others, and she's been quoted in articles in HOW Magazine and CNN Living. To read more about Dani and her business, and to view samples of her work, see: www.tzk-design.com/team

Next Steps

Wondering if the field of Applied Arts is right for you?

- Take a Career Assessment to match your interests with potential careers: www.qcc.mass.edu/t3/ort/sites.html#careerassess
- Research the web links on this page and more: www.qcc.mass.edu/t3/ort/sites.html#careerinfo
- Conduct an Informational Interview. Speak with a live person employed in this field: www.qcc.mass.edu/t3/ort/sites.html#infointerview
- Attend a Career Planning Session: www.QCC.edu/images/capsession.pdf
- Speak with an Advisor: www2.qcc.mass.edu/advising/adVCal/advCal/asp
- Speak with QCC Faculty who teach Applied Arts courses.

Sources Used

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*:

- Graphic Designers, on the Internet: www.bls.gov/oco/ocos090.htm
- Desktop Publishers, on the Internet: www.bls.gov/oco/ocos276.htm
- Multi-media Artists and Animators, on the Internet: www.bls.gov/oco/ocos092.htm
- Art Directors, on the Internet: www.bls.gov/oco/ocos092.htm
- Illustrators, on the Internet: www.bls.gov/oco/ocos092.htm

Quinsigamond Community College, Applied Arts program: www.qccportfolio.net/apal/pages/career.html

The Zen Kitchen, Meet the team: www.tzk-design.com/team/

Professional Associations

National Association of Schools of Art and Design: nasad.arts-accredit.org

American Institute of Graphic Arts: www.aiga.org

American Craft Council Library: www.craftcouncil.org

Society of Illustrators: www.societyillustrators.org

Association of Medical Illustrators: www.ami.org

Art Directors Club: www.adcglobal.org

Positions Entered by QCC Graduates

- Marketing Designer
- Graphic Designer
- Production Artist
- Pre-Press Specialist
- Design Manager (w/ education after associate's degree)
- Web Designer (w/ education after associate's degree)

Looking for employment, co-op, internship, or service learning opportunities?

Contact the Career Placement Office:

www.QCC.edu/pages/Career_Placement.html

Possible Transfer Schools

- Fitchburg State University
- Savannah College of Art & Design
- UMass Dartmouth
- UMass Lowell
- Westfield State University

Looking for Specific Transfer Information?

- Start at the QCC Transfer web site: www.qcc.mass.edu/transfer
- Make an appointment online with the Transfer Advisor: www.qcc.mass.edu/transfer/calendar
- Email questions to: transfer@qcc.mass.edu