

# Digital Media Arts and Design\*

(AAS Transfer Degree)

Arts, Audio/Video Technology & Communications Career Cluster

SAN JUAN COLLEGE

## NATURE OF WORK

Work is found in the area of video, print, advertising, and web design. Designers may use computers or can draw by hand original works. Many jobs involve the use of storyboards and sketches for projects such as television commercials, movies, web design, advertising and animated features. A story board is used as a guide to place actors and cameras on the television or motion picture set and for other details that need to be taken care of during the production of commercials.

## WORKING CONDITIONS

Multi-media artists employed by publishing companies, advertising agencies, and design firms generally work a standard workweek. They may, however, work overtime to meet deadlines. Artists who are self-employed set their own schedules. The self-employed will also need to spend time selling their portfolio to clients and build their reputation.

## TRAINING & QUALIFICATIONS

The training requirements for artists vary by specialty. Many colleges and universities offer programs leading to a Bachelor in Fine Arts and a Master's in Fine Arts. Postsecondary studio training in the fine arts may lead to an Associate of Arts Degree. Formal educational programs in art usually provide training in computer techniques. Computers are widely used in visual arts, so knowledge and training in computer graphics and other visual display software are a critical element of many jobs in this field.

## JOB OUTLOOK

Through the year 2016 employment of artists and related workers is expected to grow about as fast as the average. The need to have artists illustrate and animate materials for magazines, journals, and other printed or electronic media will spur demand for illustrators and animators of all types. Also the growth in the motion picture and video industries will provide new job opportunities for illustrators, cartoonists, and animators.

## CAREER OPTIONS

Multi-media artist and animators

## ESTIMATED SALARY RANGE

New Mexico—\$48,455—66,904

Nationally — \$46,810—70,730

(depending on skill, experience and responsibility)

## RELATED OCCUPATIONS

Architects, photographers curators, museum technicians and some computer-related occupations.

## SJC Basic Program Information

The Digital Media Arts and Design was created to provide students with employable skills in print, web and multimedia production for use in instruction, marketing, and entertainment. Students will gain not only the aesthetic skills necessary for effective design of various media, but also the technical skills necessary to implement those designs in various formats. Emphasis is placed on mastery of industry standard software and hardware applications as well as portfolio development and project management.

### For further information go to:

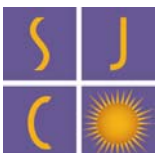
[www.sanjuancollege.edu/pages/158.asp](http://www.sanjuancollege.edu/pages/158.asp)

Click on AAS link under Career Programs

[www.bls.gov/oco/ocos092.htm](http://www.bls.gov/oco/ocos092.htm)



Image created by Candace Deal



\*Most of this information is from the Occupational Outlook Handbook, 2010-2011

Updated as of March 4, 2010