

## GD 405 Senior Portfolio: Interview Assignment Reference

### Communications Industry Employers

### Services

### Design Staff

1. Advertising agencies, marketing firms	Ad campaigns and marketing programs for print, TV, other media	Art director, designer, production artist, illustrator
2. Design Studios	Corporate identities programs, publications design, product and package design, exhibit design, illustration, photography, miscellaneous art services	Designer, production artist, illustrator, photographer, lettering specialist, airbrush or retouch artist
3. Publishers	Book, journal, or magazine layout, promotions for same, cartoon and feature publications	Art director, designer, production artist, illustrator, cartoonist, photographer
4. Newspaper	Daily, weekly news, specialized tabloids, advertising for same	Art director, designer, production artist, illustrator, cartoonist, photographer
5. Public relations, marketing	Specialized promotional and publicity campaigns for products, services, events	Art Director, production artist, freelance designer
6. Printers, typesetters	Printing, production services, often specialized such as color printing or packaging	Designer, production artist, typographer
7. Exhibits and displays	Trade-show booths, product displays and presentations, store displays, educational exhibits, point-of purchase displays	Art director, production artist, illustrator, photographer, model maker, graphic designer, industrial designer, architect
8. Signage firms	Outdoor advertising, directional and informational systems for architectural sites, store identification	Designer (2 and 3-D) production artist, lettering specialist, illustrator
9. Television stations	Advertising for products, graphics for programs, station identity, news, entertainment and special features, and their promotional services	Art director, designer, production artist for video and print, set designer
10. Film or videotape stations, audiovisual media	TV commercials, instructional and promotional films, entertainment and documentary presentations	Art director, photographer, animator, set designer
11. Governmental agencies	Publications, exhibits, displays, public information	Art director, graphic designer, production artist, illustrator, photographer
12. Free-lance	Any of the preceding but independently managed and produced	Any of the preceding
13. Multimedia & Web Design Firms	Interactive CDs, Kiosks, Web site for marketing, instructional, exhibition, informational	Art director, graphic designer, production artist, animator, illustrator, photographer, programmer

## **Manufacturing, Marketing Employers**

### 1. Packaging

#### **Services**

Product image and container, manufacturing and graphic services for boxed, bags, plastic wrapping, etc.

#### **Design Staff**

Art director, designer, production artist, illustrator, photographer

### 2. Specialized novelty and decorative products

Production cards and gifts, wrappings, displays, novelties, product promotions, calendars, decals, T-shirts, party supplies, matchbooks, novelty displays

Art director, designer, production artist, product designer, free-lance designer

### 3. Manufacturers

Corporate graphics, sales information, in-house publications and public relations, sometimes product design and advertising

Art director, designer, production artist, product designer, free-lance designer

### 4. Department or retail chain stores (grocery, hardware, etc.)

Advertising, in-store promotions, displays, signage, interior graphics

Art director, product illustrator, fashion illustrator, production artist

### 5. Graphic products

Fabrics, floor and wall coverings, toys, games, stationery supplies

Designer, production artist, product designer, surface designer

## **Professional Services Employers**

### 1. Architectural and planning firms

#### **Services**

Building design, municipal and community planning, shopping centers, theme sites, entertainment centers, play areas, interiors, corporate identity, signage, presentation graphics, computer imaging

#### **Staff**

Art director, designer, interior designer, production artist, illustrator, model maker

### 2. Interior design and products firms

Similar to architecture with focus on interiors and contents, plus advertising for products, may be specialized such as homes, hospitals or banks

Similar to architecture

### 3. Public institutions: museums, zoos, galleries

Exhibit design, catalogs, publicity, signage, educational material, fund-raising

Designer, production artist, 3-D designer, illustrator, free-lance artist

### 4. Hospitals

Publications, instructional materials, scientific presentations, public relations, signage, audiovisual media

Designer, production artist, illustrator, photographer, visual-aids designer, 3-D designer

### 5. Schools, colleges, libraries

Promotions for programs, instructional materials, catalogs, signage, exhibits, audiovisual media, journals, sometimes publishing

Art director, designer, production artist, visual aids designer

### 6. Instructional

Teaching in college, technical, school programs, public and private

All design specialization's, may on a part-time basis

**Other  
Employers**

**Services**

**Staff**

1. Artists representative

Selling, design, illustration and photography services, working with ad agency art directors for specific jobs

General art and design skills valuable, business experience necessary

2. Supplier sales

Selling and promoting printing, paper, and computer services

Same as artist's rep

4. Contract art

Decorative art for hotels, shops, restaurants, and decorator market

Illustrator, artist, photographer

<p><b>Other Employers</b></p> <p>1. Artists representative</p> <p>2. Supplier sales</p> <p>4. Contract art</p>		
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