

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

<p>Manufacturing, Marketing Employers</p> <ol style="list-style-type: none"> 1. Packaging 2. Specialized novelty and decorative products 3. Manufacturers 4. Department or retail chain stores (grocery, hardware, etc.) 5. Graphic products 	<p>Services</p> <p>Product image and container, manufacturing and graphic services for boxed, bags, plastic wrapping, etc.</p> <p>Production cards and gifts, wrappings, displays, novelties, product promotions, calendars, decals, T-shirts, party supplies, matchbooks, novelty displays</p> <p>Corporate graphics, sales information, in-house publications and public relations, sometimes product design and advertising</p> <p>Advertising, in-store promotions, displays, signage, interior graphics</p> <p>Fabrics, floor and wall coverings, toys, games, stationery supplies</p>	<p>Design Staff</p> <p>Art director, designer, production artist, illustrator, photographer</p> <p>Art director, designer, production artist, product designer, free-lance designer</p> <p>Art director, designer, production artist, product designer, free-lance designer</p> <p>Art director, product illustrator, fashion illustrator, production artist</p> <p>Designer, production artist, product designer, surface designer</p>
<p>Professional Services Employers</p> <ol style="list-style-type: none"> 1. Architectural and planning firms 2. Interior design and products firms 3. Public institutions: museums, zoos, galleries 4. Hospitals 5. Schools, colleges, libraries 6. Instructional 	<p>Services</p> <p>Building design, municipal and community planning, shopping centers, theme sites, entertainment centers, play areas, interiors, corporate identity, signage, presentation graphics, computer imaging</p> <p>Similar to architecture with focus on interiors and contents, plus advertising for products, may be specialized such as homes, hospitals or banks</p> <p>Exhibit design, catalogs, publicity, signage, educational material, fund-raising</p> <p>Publications, instructional materials, scientific presentations, public relations, signage, audiovisual media</p> <p>Promotions for programs, instructional materials, catalogs, signage, exhibits, audiovisual media, journals, sometimes publishing</p> <p>Teaching in college, technical, school programs, public and private</p>	<p>Staff</p> <p>Art director, designer, interior designer, production artist, illustrator, model maker</p> <p>Similar to architecture</p> <p>Designer, production artist, 3-D designer, illustrator, free-lance artist</p> <p>Designer, production artist, illustrator, photographer, visual-aids designer, 3-D designer</p> <p>Art director, designer, production artist, visual aids designer</p> <p>All design specialization's, may on a part-time basis</p>

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