



#### Job Situation

Design studio in ad agency, producing magazine advertising. Drawing table and computer. Teamwork. Reporting to Art Director. Sometimes deadline pressure.

#### Weekly Hours of Work

35

#### Overtime

As required

#### Monthly Salary

\$3,200

#### Student Loan – Owning

\$18,000

#### Student Loan – Monthly Payment

\$250

#### Duties

Consult with clients. Work with creative team. Design and produce graphics for advertising. Consult with printers.

#### Prospects

Art Direction. Other design fields. Freelancing.

#### Job Title

Graphic Artist, Advertising

#### National Occupational Classification (NOC)

5223

#### Job Description

These days many ads are almost as popular as the products they represent and the Graphic Artist who works in advertising is creating pop culture. It's a fast-paced, competitive business, where problem solving is required every day and suitable for people who love creative teamwork and don't panic under deadlines. An ad agency is no place for the faint of heart, but it can accommodate oddballs and eccentrics if they have talent, if they can communicate well orally and if they have good computer skills.

The idea is everything. When the sales representative brings in a client the team flies into action. A brainstorming meeting where the client will often attend will start the ball rolling. Talking about the product and the company's image, reading the market research about the consumers—who they are, how old they are, why they would buy this product—will establish the tone of the ad. Then the meeting becomes a free-for-all, writers making notes, artists sketching, everybody talking. It's work, but it can be fun. Some ideas seem too silly to use at first, but with a small change or addition—bingo!

The team works the best ideas into samples for the client to consider. For print media like magazines the image is very, very important—worth a thousand words, as they say. If it is to be an untouched photograph, your responsibility may be limited to layout. If the main image is an illustration, a design or a computer manipulated image, you get a chance to shine. Sometimes there will be a whole series of ads, new logos or trademarks to do.

Many companies have expanded their advertising to the Internet and designing websites is a growing area of opportunity for artists who have computer skills or can collaborate with a design technician. Computers play an increasingly important role as new software creates new design possibilities and graphic artists explore their potential. If you can imagine it, it's possible!