

Chapter 2. Your Career Options in the Arts

This chapter offers a broad picture of careers available in the arts today. You will be introduced to a wide range of opportunities for working in arts-related fields and applying your talents, skills, and interests in creative ways. You will be presented with a brief overview of possible career tracks in various art fields and offered specific information on more than 110 possible careers. This information includes job responsibilities, salary range, education and other qualifications needed for the job, and core skills associated with the job. Following the job descriptions is a list of other career guides that will help you gather additional information. The final section of this chapter describes how the Internet is affecting arts careers today.

A. Career Opportunities in the Literary Arts

People interested in the literary arts can work in-house with a variety of organizations, including advertising agencies, book publishers, film companies, government agencies, greeting card companies, law firms, libraries, magazine and newspaper publishers, software companies, television studios, and Web and e-zine publishers. They can also freelance.

This section describes the following careers in the literary arts:

Advertising

- Advertising Copywriter

Creative Writing

- Author
- Greeting Card Writer
- Playwright
- Poet
- Screenwriter

Journalism

- Critic
- Journalist/Reporter

Editing

- Book Publishing Editor
- Copy Editor
- Newspaper Editor
- Proofreader





Library Work

- Librarian

Business

- Corporate Communications Manager
- Literary Agent
- Technical Writer
- Technology Documentation Specialist
- Translator

There are many other careers in the literary arts not described in this book. Some of these include the following:

- Abstracter
- Editorial Writer
- Fact Checker
- Feature Writer
- Indexer
- Public Relations Officer
- Web Site Text Developer



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Advertising Copywriter

Description: Copywriters generate ideas and write text for advertisements that appear in print, on the radio or television, in films, or on the Internet. Copywriters work with an art director and an account or product manager to determine the most effective way to present the desired message. Some copywriters edit advertisements, write other promotional or information materials, or assist in the production of television or radio ads. Experienced professionals may be able to freelance.

Salary Range: Starting salaries tend to be low, about \$17,000 annually. An experienced copywriter can expect to earn \$50,000 or more, depending on the employer and the copywriter's track record.

Education and Qualifications: Many employers prefer copywriters with backgrounds in English or communications. In addition, some colleges and universities do offer degrees in advertising. It is important to remember that while education can be helpful in securing employment, a portfolio of sample ads is the best way to demonstrate your qualifications.

Core Skills: Writing skills, originality, team orientation, and good interpersonal communication skills are all important. Advertising is an intensely competitive, fast-paced industry. Copywriters must be able to meet deadlines and work on many projects at the same time.

Author

Description: Authors research or develop ideas and write books on various topics. Nonfiction authors research facts and write the information for education or entertainment purposes; fiction authors develop story ideas and write books for entertainment.

Salary Range: Compensation varies. Advances (paid before the author writes the book) are rare for first-time authors. Book sales, contract terms, and royalties (paid after sales have covered the cost of the advance to the author) will all affect the sum paid to the author.

Education and Qualifications: Higher education is not required, but nonfiction publishers prefer authors with experience relevant to their book topics.

Core Skills: Excellent writing skills, organizational ability, self-motivation, and knowledge of the subject matter are important. Advancement is often based on sales of the author's previous books.

Book Publishing Editor

Description: Book publishing houses have several levels of editors, including senior editor, associate editor, and copy editor. Senior editors acquire manuscripts, develop books, and oversee publications. Associate editors edit and screen manuscripts and recommend to the senior editors which books to acquire. Copy editors read and correct manuscripts for style, consistency, and readability.

Salary Range: Salaries range from \$18,000 to \$65,000 annually, depending on the type of editorial work performed, the size of the publishing house, and the editor's previous experience.

Education and Qualifications: A bachelor's degree in a relevant field (e.g., English, communications, journalism) is required. Specific courses in editing, publishing, and production are useful.

Core Skills: Editing and writing skills, interpersonal communication skills, organizational skills, and attention to detail are important.

When Gail Willmott was hired as a public relations assistant at *Kaleidoscope: International Magazine of Literature, Fine Arts and Disability*, she didn't think it would be a long-term commitment. Seventeen years later, she is the senior editor and feels she could not have chosen a more rewarding career, or a better working environment. "It was my background in English and literature that first made me an attractive candidate for a position on the *Kaleidoscope* staff," says Gail. "Eventually, I began interviewing artists and writing pieces for the magazine, through which I have tried to create a balance between the person and the art. This phase of my career developed as a result of my appreciation and enjoyment of the visual arts as well as literature."

Gail, who has cerebral palsy, says that an important aspect of her job is working in an accessible environment with the support she needs to complete necessary tasks effectively. "Akron, Ohio, has an extremely reliable ADA paratransit system, which I take full advantage of in getting to and from work. I use a motorized wheelchair and attendant care services to maintain my independence. I have a speech-activated computer at home, but at work I dictate to an assistant, who also reads to me because I read very slowly and sometimes understand better through hearing."

Gail is quick to recognize other organizations and services that have assisted her throughout her education and career. "The Ohio Rehabilitation Services Commission completely financed

my undergraduate work at the University of Illinois and paid for textbooks at the graduate level," she explains. "As a volunteer editor, I continue to receive Supplemental Security Income benefits to maintain my independence, and as a staff member of

"A dose of perfectionism doesn't hurt."

Kaleidoscope, I receive solid support and advocacy from United Disability Services."

Gail believes a genuine interest in the arts and in artists is essential for her job, as are writing and speaking skills. "Curiosity and a bit of a detective streak are very helpful," she adds. "A dose of perfectionism doesn't hurt, either." As for offering advice to others pursuing a similar career, Gail says, "Perhaps as important as a specific academic background is a variety of interests and knowledge. If internships are available as part of one's academic preparation, take the opportunity by all means. If such experiences are not readily available, try to create an opportunity for yourself."



Gail Willmott
Editor

Copy Editor

Description: Copy editors review newspaper or magazine articles, columns, and captions for grammatical, spelling, and punctuation errors. They also check articles for style and readability.

Salary Range: Salaries range from \$18,000 to \$60,000 annually, depending on responsibilities, the size of the publishing house, and experience. Usually, copy editors at national magazines and large daily newspapers earn more than copy editors at smaller regional magazines and weekly newspapers.

Education and Qualifications: A bachelor's degree is preferred but not always required. Majors in journalism, English, social studies, or liberal arts are relevant. Copy editors must have a good command of the English language, be good writers, and know proof-reading symbols. Previous reporting or writing experience is necessary.

Core Skills: Excellent writing skills, a good command of the English language; and knowledge of punctuation, grammar, and spelling are important. Advancement may be achieved by becoming an editorial supervisor, assistant editor, editor of a specific department, or editor-in-chief.



Corporate Communications Manager

Description: Corporate communications managers are responsible for developing, writing, and editing internal and external corporate publications. They work with public relations, marketing, promotion, advertising, and public and consumer affairs representatives. Many publications are prepared in-house using computerized desktop publishing. Specific duties depend on the size and structure of the company. Corporate communication writers may work in-house or as freelancers.

Salary Range: Salaries range from \$18,000 to \$50,000 or more annually, depending on responsibilities, experience, and the size and location of the corporation.

Education and Qualifications: A bachelor's degree in a relevant major (e.g., public relations, communications, English, journalism, liberal arts) is important. Certificate programs in public relations or journalism can be helpful. Seminars, conferences, and workshops in desktop publishing, graphics, layout, and writing are also useful.

Core Skills: Excellent writing and editing skills are essential, as is a working knowledge of desktop publishing, graphics, layout, and typefaces.

Critic

Description: Critics view theatrical productions, movies, concerts, or television shows to report on and review the presentation for print or broadcast media.

Salary Range: Salaries range from \$15,000 to \$100,000 annually, depending on responsibilities, experience, and the size and location of the newspaper, radio station, or television network.

Education and Qualifications: A bachelor's degree is preferred but not always required. On-the-air broadcast critics may be required to have a bachelor's degree. Majors in broadcasting, theater arts, mass media, journalism, English, or liberal arts are useful. Workshops and seminars in broadcasting and writing are beneficial. For broadcast critics, previous experience in journalism or broadcasting is required.

Core Skills: Objectivity, knowledge of performing arts and entertainment, and excellent writing skills are important.

Greeting Card Writer

Description: Greeting card writers generate ideas and write the verse or prose for greeting cards. The writers may also suggest graphics that would complement the verse or prose.

Salary Range: Compensation ranges from \$50 to \$350 or more per greeting card. Freelance greeting card writers' earnings depend on the number of greeting card ideas sold per year.

Education and Qualifications: There are no educational or training requirements. Writing courses may be useful. Previous writing experience is useful but not mandatory.

Core Skills: Writing and communication skills, creativity and imagination, and marketing skills are important. Advancement may be achieved by selling more greeting card ideas or working on staff for a greeting card company.

Journalist/Reporter

Description: Journalists/reporters research information, interview subjects, and write articles and news stories for newspapers and other publications.

Salary Range: Salaries range from \$18,000 to \$75,000 annually, depending on experience, responsibilities, and professional reputation as well as the publication's size and location.

Education and Qualifications: A bachelor's degree in journalism, communications, English, or liberal arts is preferred or required. Additional writing courses, seminars, and workshops are helpful. Some publications may not require experience, while others expect incoming journalists/reporters to have completed internships or to have previous work experience.

Core Skills: Writing and communication skills, interviewing and researching skills, and a good command of the English language are important. Advancement may be achieved by moving to a larger publication, becoming an assistant editor or section editor, or changing fields (e.g., moving to public relations or corporate communications).

Librarian

Description: Librarians administer a library; assist visitors and answer their reference inquiries; manage acquisition and cataloging of books, periodicals, and manuscripts; and maintain visual resources such as slides, photographs, and videotapes.

Salary Range: Salaries range from \$18,000 to \$60,000 annually, depending on geographic location and responsibilities.

Education and Qualifications: An advanced degree in library science is necessary. Courses in computer systems and writing are helpful.

Core Skills: Excellent research skills, including the ability to provide bibliographic support and familiarity with computerized information services, are important. The person should be well-versed in librarianship, including acquisitions, cataloging, reference, and administration.





Literary Agent



Description: Literary agents help authors market their manuscripts to editors, publishers, magazines, and other buyers. They are responsible for reading, evaluating, and appraising manuscripts. They acquire authors as clients and negotiate contracts on their behalf. Often, the literary agent suggests revisions to improve the text.

Salary Range: Salaries range from \$20,000 to \$500,000 or more annually, depending on experience, responsibilities, and professional reputation. In addition to salaries, literary agents may earn a commission for each new client they bring into their agency. They may also receive a percentage of any deals they negotiate. Freelancers are usually paid a percentage of any monies earned by their clients.

Education and Qualifications: A college degree is usually necessary. Relevant majors include English, marketing, business, communications, and liberal arts.

Core Skills: Literary agents need contacts in the publishing industry in order to get manuscripts to key people. Marketing skills are a must. Communication skills, both written and verbal, are essential.

Newspaper Editor

Description: Editors make daily operating decisions at a newspaper, supervise reporters, establish content, act as liaisons between the newspaper and the community, attend editorial meetings, and represent the publisher at industry events and conventions.

Salary Range: Salaries range from \$15,000 to \$100,000 annually, depending on responsibilities, the size and location of the publishing house, and experience. Usually, national newspaper editors earn more than editors at smaller publications.

Education and Qualifications: A bachelor's degree in journalism, English, mass media, or communications is required. Courses in publishing, editing, and production are beneficial.

Core Skills: Flexibility, attention to detail, and the ability to edit, write, supervise, and meet deadlines are important. Advancement may be achieved by moving to a larger newspaper or into upper management.

Playwright

Description: Playwrights develop ideas and write scripts for plays and theatrical productions. They write the complete action and dialogue for characters in a play as well as scene settings.

Salary Range: Compensation depends on the number of plays sold and the price the playwright can command. Payment for the script is made outright in a lump sum or a lesser sum made for the option to purchase and use the script within a given period. Playwrights may earn additional income through royalties paid each time the play is performed.

Education and Qualifications: There are no educational or training requirements. Playwriting courses, seminars, and workshops may be useful. Previous writing experience is useful but not mandatory. Acting, directing, and other theater experience is helpful.

Core Skills: Writing and communication skills, creativity and imagination, marketing/sales skills, and the ability to write dialogue are necessary. Advancement is achieved through a growing reputation that allows the playwright to charge higher fees and brings the playwright's work to the attention of major theaters.

Poet

Description: Poets elevate the written and spoken word to its highest form of expression, relating feelings, emotions, and thoughts that depict the commonality of the human condition.

Salary Range: True poets write from the need to express themselves rather than for money. A single poem may bring no more than \$50 to \$100 from the magazine or collection in which it is printed. Teachers at the university level may earn salaries in the \$40,000 range.

Education and Qualifications: Although formal training may not be required, a command of the language is essential. The intense and prolonged study of poetry is a lifelong endeavor.

Core Skills: Sensitivity, intuition, and the ability to express oneself are needed. An ear for resonance and tonality and a feel for meter and measure are usually natural talents rather than learned skills.

Lydia LaBouliere is a 28-year-old associate show writer and director with the Walt Disney Company, where she works with Walt Disney Creative Entertainment and Imagineering, the division behind the development of Disney's stories and theme parks. Lydia began her education in theater with an emphasis on performance, until a writing professor recommended that she consider other options that would not be as directly impacted by her disability. In her search for other venues for her creativity, she discovered her talent for playwriting. Her current position allows her the benefit of working from home if her condition requires her to rest.

Lydia was diagnosed with lupus in her early twenties. A college student at the time, she was training to write sketch comedy at the University of New Mexico (UNM) with Digby Wolf, one of the creators of the hit comedy series *Laugh-In*. He insisted that she try her hand at a drama, and the result was *Lagniappe*, a play set in her native New Orleans about an adopted young woman who seeks out her birth family in order to ensure her survival from systemic lupus. The play was an instant success and won the 1997 VSA arts Playwright Discovery Award for outstanding playwrights. This honor provided her with scholarship funds and the opportunity to have her play produced and performed at The John F. Kennedy Center for the Performing Arts.

Lydia attributes much of her success to the writing skills she developed under the guidance of her mentors, including UNM professors and Disney Creative Entertainment and Imagineering staff.

"My dream is to one day write musicals for film," she says. "I'd love to be a part of the resurgence of musicals. But I realize now that if I can get the word out about new experimental treatments for lupus, that's the most important thing I can ever do in my life."



Lydia LaBouliere
Writer-director

"Carpe diem is such an overused phrase, but you have to suck every moment out of life."

Lydia says, "When you have a disability, I think the reality of your life is thrown in your face everyday. How short life is, how fleeting every moment is. *Carpe diem* is such an overused phrase, but you have to suck every moment out of life. I think that's a blessing that has been given to me. It's made me do things that I would have probably put off, like writing *Lagniappe*."



Proofreader

Description: Proofreaders read transcripts or proof type to detect and correct any grammatical, typographic, or composition errors.

Salary Range: Salaries range from \$14,000 to \$24,000 annually. They vary according to responsibilities, geographic location, and experience.

Education and Qualifications: Training is necessary and can be acquired through coursework, internships with school or community newspapers, and short-term, on-the-job training. Business communication skills are helpful.

Core Skills: Excellent written English skills are required. Attention to detail, reading comprehension, and problem-solving abilities are essential.

Screenwriter

Description: Screenwriters develop ideas and write scripts for films, television programs, and motion pictures. They may work with original ideas or write a script based on a book or other developed idea. Most screenwriters freelance; a few work for studios, networks, or independent production companies.

Salary Range: Compensation varies. A 30-minute situation comedy episode pays approximately \$15,000. Screenwriters who develop major motion picture scripts may earn \$1 million or more plus royalties.

Education and Qualifications: There are no educational or training requirements. Seminars, workshops, and courses in playwriting, scriptwriting, and screenwriting help develop basic skills. Writing experience is beneficial. Experience in other areas of film and television production is useful.

Core Skills: Good writing and communication skills, creativity, and originality are important. The ability to write good dialogue is essential. Advancement may be achieved by a growing reputation that allows the writer to command higher fees and by becoming a television or film director.



Technical Writer

Description: Technical writers develop ideas and write manuals, reports, and related documentation; gather technical and scientific information and write about it clearly; and work with engineers, scientists, and programmers. Opportunities are available with engineering firms, software developers and manufacturers, research laboratories, federal and state governments, and other organizations.

Salary Range: Salaries range from \$25,000 to \$65,000 annually, depending on experience, expertise, education, responsibilities, and technical knowledge, as well as the company and its location.

Education and Qualifications: A bachelor's degree in engineering, science, English, computer science, technical communications, or liberal arts is required. Previous experience in writing is usually necessary.

Core Skills: Writing, editing, and communication skills; the ability to translate technical material into readable language; and a good command of the English language are required. Advancement may include moving to a larger company or becoming a technical publications editor or manager.

Technology Documentation Specialist

Description: Technology documentation specialists write manuals for computer software and hardware and work with computer programmers and software engineers to make technical documentation understandable to the average person.

Salary Range: Salaries range from \$25,000 to \$65,000 annually, depending on experience, responsibilities, education, expertise, technical knowledge, and the company and its location.

Education and Qualifications: A bachelor's degree in computer science, English, technical communications, or liberal arts is required. Previous writing experience is usually necessary.

Core Skills: Writing skills, an understanding of computers, the ability to translate technical material into understandable language, and a good command of the English language are required. Advancement may be achieved by moving to a larger company or becoming a technical communication projects manager or editor.

Translator

Description: Translators translate written materials into another language. They work closely with authors to ensure that translations are accurate.

Salary Range: Salaries range from \$19,000 to \$43,000 or more for government positions.

Education and Qualifications: Certificate and degree programs in translation are beneficial, but in general a college degree is not required for freelance work. Competency in foreign languages is required, and firsthand knowledge of the culture of the countries where the language is spoken is highly recommended.

Core Skills: Competency in the language determines the speed of advancement. The ability to concentrate and focus well is important. Familiarity with the manuscript's subject matter is beneficial.



B. Career Opportunities in the Performing Arts

The performing arts include theater, film, television, music and other recording arts, and dance. People interested in the performing arts can work in a variety of settings, including ballet companies, churches, circuses, dance companies, film companies, law firms, opera companies, orchestras, radio stations, recording studios, schools, social service organizations, symphony orchestras, television studios, and theaters. They can also freelance.

This section describes the following careers in the performing arts:

Performance

- Actor
- Back-up Musician
- Comedian
- Dancer
- Disc Jockey
- Game Show Host
- Singer
- Talk Show Host
- Television/Radio Broadcaster
- Voiceover Artist

Business

- Booking Manager
- Business Manager
- Theater Membership or Visitor Services Coordinator
- Theater Store Retailer/Buyer
- Theatrical Agent

Circus Work

- Animal Trainer
- Clown/Circus Performer

Education and Service

- Dance/Movement Therapist
- Instrument Repair and Restoration Specialist
- Sign Language Interpreter
- Theater Educator

Production and Direction

- Arranger
- Artistic Director
- Casting Director
- Choral Director
- Choreographer
- Cinematographer
- Conductor
- Director
- Orchestral Music Librarian
- Producer
- Production Manager
- Properties Master/Properties Artisan
- Recording Engineer

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- Record Producer
- Running Crew:
Stage, Rigging
- Stage Manager/
Production Stage
Manager
- Technical Director

Development and Creation

- Composer
- Songwriter

Design

- Costume Designer
- Lighting Designer
- Makeup Artist/Designer
- Milliner
- Scene Designer/
Scenographer
- Sound Designer/
Operator/Engineer
- Special Effects Artist



Many other careers in the performing arts are not described in this book. Some of them include the following:

Animator

- Arts and Entertainment Attorney
- Audience Development Specialist
- Audio Describer
- Children's Theater Specialist
- Company Manager
- Dance Educator
- Director of New Play Development
- Dramaturge
- Filmmaker
- Foley Artist (Sound Effects)
- Game Show Host
- House Manager
- Juggler
- Magician
- Music Educator
- Performance Artist
- Puppeteer/Puppet Maker
- Seamstress

- Set Decorator
- Stage Combat Trainer
- Stunt Artist
- Theater Access Manager
- Theater Historian
- Theater Special Events Coordinator
- Theater Tour Manager
- Theater Volunteer and/or
Intern Coordinator
- Tour Manager
- Voice/Dialect Coach
- Wig Master



Actor

Description: Actors perform in commercials, television shows, films, and theatrical productions; rehearse; and learn speaking lines, blocking, and technical cues.

Salary Range: Salaries vary. Factors that determine salary include the medium (e.g., television, theater) in which the actor works and the popularity of the actor. Unions set minimum earning guidelines, but many actors earn more than the minimum. In general, union members earn more than nonunion actors.

Education and Qualifications: No specific education is required. Acting lessons, voice lessons, and related types of lessons are useful. School and community plays offer good experience.

Core Skills: Acting skills, a good memory (for learning and remembering lines), confidence, and a clear speaking voice are important. Advancement may be achieved by moving from local community theater to commercials, television shows, and films.

Jeff Smith, known professionally as “The Amazing Jeffo,” combines his love of magic with a gift for working with children. In the process, he brings both entertainment and disability awareness into the lives of those for whom he performs. After graduating from the University of Minnesota with a degree in advertising journalism, Jeff did not find the employment opportunities that would allow him to, as he says, “do something that really matters,”



Jeff Smith
Magician

“Be patient and diligent.”

so in 1993 he decided to create his own opportunities and started pursuing a career in magic. He booked 125 performances in his first year, and has progressed steadily ever since. In addition to performing his magic act, Jeff teaches magic classes and volunteers his time speaking for The Society for the Blind and to school-age children.

Jeff, who is blind due to a combination of iritis and rheumatoid arthritis that began at age 15, says that through teaching magic classes he is also teaching something equally as important. “Through my performances and magic instruction, I am teaching children and adults that blind people are pretty much like everyone else, except that they can’t see.” Jeff says that his disability has affected his career in other ways as well. “My disability prolonged the search [for a job] and caused me to be more creative in finding job opportunities. It served as a catalyst in starting my own business [as a magician].”

Jeff credits State Services for the Blind, Social Security, St. Paul Society for the Blind, and Vision Loss Resources as just a few of the places that have been helpful to him in dealing with his disability and expanding his career. To be a magician, he says, “You have to feel comfortable in front of crowds, to ad-lib, to have a feel for what people are interested in. Be patient and diligent. Set short-, middle-, and long-term goals to help maintain motivation. And have a sense of discipline and self-direction.”

Animal Trainer

Description: Animal trainers evaluate animals' temperament and aptitude. Using a program of repetition and reward, they teach animals to obey commands, compete in shows or races, work in law enforcement, protect property, perform tricks to entertain, and assist people who are visually impaired or hearing impaired, or who have limited mobility. Animal trainers may choose to specialize in training one kind of animal or work with several types of animals.

Salary Range: Salaries depend on the trainer's specialty and place of employment.

Education and Qualifications: No formal education is necessary. Animal trainers in zoos, circuses, and the entertainment field find courses in animal psychology helpful. An apprenticeship is often a valuable way to gain experience and develop contacts.

Core Skills: Patience, understanding of the individual animal, and persistence are important.



Arranger

Description: Arrangers achieve the desired effect of a musical composition by determining voice, instruments, harmonic structure, rhythm, tempo, and tone balance. Many arrangers are also musicians.

Salary Range: Salaries range from \$15,000 to \$35,000 annually, with top arrangers earning \$150,000 or more. Some arrangers earn fees set by unions; others receive royalties for recordings to which they have contributed.

Education and Qualifications: No formal education is required, but some music background is necessary. Most have studied at least one instrument.

Core Skills: The ability to read and write music is necessary, as are a "good ear" and musical talent. Versatility and creativity are also helpful.





Artistic Director

Description: Artistic directors interpret screenplays and scripts, using their knowledge of acting and the medium to bring out the best performances. They are responsible for casting and approving sets, costumes, and incidental music.

Salary Range: Salaries range from \$2,500 to \$80,000 annually and more, plus royalties. Income depends on past success, experience, and city of employment. The irregularity of employment keeps annual earnings down.

Education and Qualifications: No specific training is required, but a thorough knowledge of the medium is essential. Formal training in acting, performing arts, drama, and theater arts (available at colleges or universities) is beneficial.

Core Skills: Natural talent, perseverance, and the ability to withstand rejection are essential. Artistic directors must also have excellent communication and interpersonal skills to be able to work closely with others.

Booking Manager

Description: Booking managers acquire work assignments for dancers, actors, comedians, singers, and speakers; recruit new artists; negotiate new contracts; and renew existing contracts.

Salary Range: Salaries range from \$15,000 to \$1 million annually. Booking managers are usually paid a percentage (10–25%) of the client's gross earnings.

Education and Qualifications: A college degree or courses in all areas of entertainment, performing arts, business, contract law, and marketing can be invaluable. Experience garnered from internships and volunteer opportunities is important.

Core Skills: Work experience in the performing arts or entertainment fields and excellent communication, negotiation, marketing, and sales skills are important. Advancement opportunities include handling more prestigious clients, working at a larger agency, or opening an independent agency.



Business Manager

Description: Business managers handle the business affairs of performing artists, overseeing financial, tax, legal, and investment matters; setting up and maintaining payroll and personnel records; and negotiating contracts on behalf of the client.

Salary Range: Salaries range from \$15,000 to \$500,000 annually. Business managers are usually paid a percentage (3–10%) of the client's gross income, but some are paid on an hourly basis.

Education and Qualifications: A bachelor's degree in business administration or accounting is required, and a master of business administration is often required or preferred. Experience as a stockbroker, financial advisor, or accountant is beneficial. Internships and experience as an assistant manager provide invaluable training.

Core Skills: Tax law and investment knowledge, contacts in the entertainment and art community, and negotiation skills are important. Advancement opportunities include handling more prestigious clients and securing more clients.

Casting Director

Description: Casting directors read scripts to determine the number of cast members needed to perform in television shows or films; they find and audition actors, recommend actors to directors, and negotiate salaries and contracts.

Salary Range: Casting directors earn \$1,000 to \$100,000 or more per production, depending on the type of venue, the budget and prestige of the production, and the responsibilities, experience, and reputation of the casting director. Some regional theaters employ full-time casting directors.

Education and Qualifications: No specific education is required. Internships, apprenticeships, and on-the-job training all offer excellent experience. Education and experience in theater, television, and film are strongly recommended.

Core Skills: Excellent organizational and communication skills, attention to detail, ability to match the right actor with the right part, insight and intuition, and a good memory are important. Advancement opportunities include taking a staff position to ensure more consistent work or working on larger, more prestigious projects.



“Vocational Rehab once told me I should be either a preacher or a writer. I combined the two and became an actor,” says Tommy Futch, the booking agent, business manager, and executive producer for an improvisational comedy company called Laughing Matters. Through Laughing Matters, Tommy works with a group of comedians and actors to provide a variety of comedic performances and business services. For example, when AT&T was going through their reorganization, Laughing Matters was hired by the corporation to teach improvisational thinking. As Tommy puts it, “They had to compete for new customers, and to do that they had to change their entire mindset and their way of doing business. We taught them how to think more quickly, more creatively, and with more combinations and results. I can’t claim all the responsibility, but they seem to be doing okay.”

Paralyzed as the result of a car accident in 1971, Tommy says the kind of car he was in—a Pinto—“only added insult to injury.” A true comedian and performer, he loves to be on the stage. “I rarely expect to find a fully accessible stage, so that doesn’t bother me. However, I won’t even book the group into a venue if they have no accessible bathroom.” Tommy explains the unique joy he gets out of educating people about his disability by com-

“Be fearless.
Imaginative.
Creative. And hey,
if you can sing, it’s
all that much better.”



Tommy Futch
Booking Agent/
Business Manager

binning his love for the performing arts with his flair for communicating disability issues with surprise and style. “I love to manage the group and negotiate with folks who see me as ‘that poor fellow in the wheelchair who does the booking and business.’ Then I board the stage and wear my other hat. It’s always priceless to hear them say, ‘I had no idea.’ Open your minds people!”

Tommy suggests a bit of humility for those who would be comedians. “Take classes,” he says. “A teacher knows more than you do. Listen to your audience. They know more than you do. Be fearless. Imaginative. Creative. And hey, if you can sing, it’s all that much better.”

Choral Director

Description: Choral directors lead choirs and glee clubs, sometimes working with a band or orchestra conductor. They audition, select, and direct singers during rehearsals and performances to achieve harmony, rhythm, tempo, shading, and other desired musical effects.

Salary Range: Earnings depend on professional reputation, place of employment, and hours worked. Annual incomes range from \$8,000 to \$90,000, but a few choral directors may earn more.

Education and Qualifications: A bachelor's or higher degree is preferred. Some formal courses (e.g., musical theory, music interpretation, composition, conducting, and instrumental and voice instruction) should have been completed.

Core Skills: Musical talent, versatility, creative ability, poise, stage presence, and self-discipline are vital.



Choreographer

Description: Choreographers create dance routines, then teach the dance movements to dancers, who perform the movements to convey a feeling or story. These projects may include ballets, musical stage shows, music videos, and musical/dance revues.

Salary Range: Salaries vary. Factors that determine salary include skill, experience, and the type of production.

Education and Qualifications: Training and experience in dance are necessary. No specific choreography education is required, but often it is preferred. Dance and theater arts are useful college majors.

Core Skills: The ability to conceptualize dance moves is important, as are creativity, technical dance expertise, and teaching ability. Advancement may include securing more prestigious projects, becoming well-known, and developing contacts in the business.



Cinematographer

Description: Cinematographers are in charge of photographing motion pictures. They supervise the entire technical crew and all photography. They work closely with the director; the producer; and the set, costume, location, and technical staff to simplify the production, heighten production values, and try to stay within the film's budget.

Salary Range: Cinematographers earn up to \$250 an hour or more. Their salary depends on the company that employs them, their job location, and their previous work experience.

Education and Qualifications: No particular education or experience is required. However, an understanding of the capabilities of a motion picture camera and its associated equipment is essential.

Core Skills: This job requires the ability to concentrate intensely. Excellent interpersonal skills are necessary because good cinematography depends on cooperation.

Clown/Circus Performer

Description: Clowns and circus performers entertain crowds or private parties with comical antics, using humorous costumes and makeup.

Salary Range: Clowns and circus performers earn \$250 to \$1,500 weekly in circuses and \$50 to \$250 per performance for parties and other events.

Education and Qualifications: Classes or workshops in clown training (at a clown college or elsewhere), as well as traditional training in acting or theater, are useful.

Core Skills: Being a clown or circus performer requires creativity and imagination; the ability to make crowds laugh using comic timing, stunts, or miming skills; coordination; and the ability to apply makeup. Advancement may be achieved by securing higher paying performances or moving to a more prestigious circus.



Comedian

Description: Comedians entertain crowds by telling jokes and humorous stories and using humorous body movements and facial expressions. They may perform stand-up monologues, skits, and songs to amuse their audiences.

Salary Range: Salaries vary. Comedians may earn between \$100 and \$25,000 or more per show. Factors that determine salary include skill, experience, popularity, and professional reputation.

Education and Qualifications: There are no specific educational requirements. On-the-job training such as performing at comedy clubs or talent shows is beneficial. Many comedians have found traditional acting or theater training useful.



Core Skills: Being a comedian requires the ability to see the humorous side of situations and perform in front of an audience, use creativity and imagination, and make crowds laugh. Advancement may be achieved by securing higher-paying performances and more engagements.



Composer

Description: Composers create original music, including symphonies, operas, stage musicals, film scores, advertising jingles, and jazz or pop music. Works are written using musical notation and knowledge of harmony, rhythm, melody, and tonality. Composers must know the special characteristics of each musical instrument, including the human voice. Many composers now create and edit their music using computers.

Salary Range: Composers earn between \$22,000 and \$90,000 annually. Earnings vary widely, depending on reputation and area of specialty.

Education and Qualifications: A bachelor's degree in music is essential. A graduate degree in music is beneficial.

Core Skills: Composers must have knowledge of the theory and techniques required to compose. They also need the self-discipline and motivation to produce high-quality work, and sales and marketing skills.

“I am an extremely funny person and since childhood always imagined myself as a comedian,” says David Roche, an accomplished speaker, actor, and comedian who performs for appreciative audiences nationwide. “There was always something in me that knew I could do it, but it took me 46 years to get over my fear.” What was the apprehension about? David feared he might not be socially accepted because of his appearance. His concern ended, however, when he began his career as an actor and writer in a class called “The Humor of Recovery,” taught by Lee Glickstein. Now represented by Damon Brooks Associates, David travels the country delivering comical and inspirational speeches and lectures on a variety of topics from disability to dating to just being human. In addition, he has developed his own one-man show called *The Church of 80% Sincerity*.

David’s extensive cavernous hemangioma—a benign tumor on the left side of his face and neck—led him to find humor in his situation and draw on the realities of his life for comedic material. “My face is part of my work,” says David. “Since I do my own shows, I am responsible for the casting, and have not yet found anyone better to play me than myself. I like being up on stage, mesmerizing the audience, feeling their energy, letting their laughter wash over me, hearing their tears.”

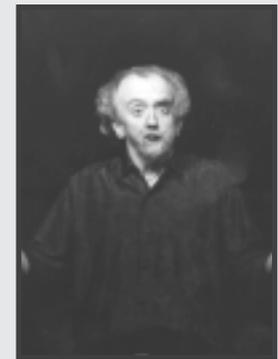
With the support of disability and theater communities in the San Francisco Bay area, particularly the San Francisco Art Commission, Marin Arts Council, Corporation for

Disabilities and Telecommunication, and Theater Bay Area, David began performing and speaking wherever he could. By 1998,

“Assume you will make mistakes. But make them out of boldness and not fear.”

with more help from the Association for Theater and Accessibility, the Media Access Office, and the National Arts and Disability Center, he was soon financially supporting himself solely through his artistic endeavors.

As for specific career advice, David recommends trying different things that might seem odd at first, but will greatly help your career along the way. For instance, David spent a semester at the San Francisco Clown School, which, as David says, “helped me get into my body on stage. I also learned a great deal about marketing and business skills as a member of the National Speakers Association.” To aspiring actors and comedians, David says, “You have to find what gives you strength and find ways to build on them. Start right where you are. Look for opportunities right in your own world. Assume you will make mistakes. But make them out of boldness and not fear.”



Forrest McMullin 1994

David Roche
Comedian

Conductor

Description: Conductors lead orchestras and bands, plan and design the season's musical performances, audition group members, and rehearse with the musicians. They may conduct community, regional, or metropolitan orchestras; or be hired for theatrical, operatic, or ballet company orchestras.

Salary Range: Conductors earn between \$13,000 and \$265,000 annually. Factors that determine salary include the type of orchestra and its reputation, as well as the conductor's skill, experience, popularity, and professional reputation.

Education and Qualifications: Conductors must have had conducting experience and musical training on the job or through a college or conservatory, private instruction, or seminars and workshops. Extensive knowledge of symphonic repertoire is necessary. Internships or positions as assistant conductors are useful.

Core Skills: Being a conductor requires the ability to sight-read music, play the piano, and communicate musical thought verbally and with body movements. Advancement may be achieved by securing a position with a higher-paying or more prestigious orchestra.

Costume Designer

Description: Costume designers are in charge of a theatrical production's costumes. They may design and develop costumes themselves, or they may choose ready-made costumes. Opportunities exist in Broadway and off-Broadway plays, regional theaters, cabaret theater productions, ballets, operas, film, and television.

Salary Range: Costume designers earn \$500 to \$20,000 or more per production, depending on skill, experience, and professional reputation. Members of the United Scenic Artists Union are paid minimum fees set by the union.

Education and Qualifications: A college degree in fashion, costume design, or theater is useful but not required. Experience designing clothing is required, and theater experience is helpful. Gaining experience in high school or community productions is beneficial. Sewing and garment construction skills are necessary.

Core Skills: Costume designers must be able to match characters with appropriate costumes and be skilled at creating them. Advancement may be achieved by moving to more prestigious projects and designing costumes for television or films.

Benita Gold-Slater is an accomplished saxophonist who shares her talent and artistic skill with others as a performer and music educator. She began playing the saxophone at a very early age and was only 13 when she started teaching others through private lessons. Benita graduated from the Peabody Institute of Johns Hopkins University with a degree in music education and performance, and has won numerous awards, including the Yale Gordon Concerto Competition, the Montgomery College Concerto Competition, the John Phillip Sousa Award, and five scholarships.

Familial spastic quadraparesis, a neuromuscular disease, has weakened Benita's legs and has caused some damage to the muscles in her arms. She has been successful in using the strength of her talent to make a difference for others with disabilities by being a strong advocate for accessibility and other disability issues.

One of her most significant accomplishments has been ensuring the accessibility of the Peabody Conservatory. "The Peabody Conservatory is over 100 years old," Benita describes, "and because of me it is now accessible." When asked what she likes most about her career, Benita is quick to mention children. "I help change the lives of our future adults. I spread awareness that limitations can be overcome. As a person with a disability teaching children music, I make them realize that if I can do it, so can they. They become more aware of what the future holds for them."

With help from Maryland's Vocational Rehabilitation and Social Security offices and Jewish Social Services, Benita has created

an independent lifestyle that allows her to perform in a variety of venues and maintain the private music lessons she offers

"If you get turned down, feel sad for 15 minutes. Then move on to your next goal."



Benita Gold-Slate
Music Educator

to children and adults with and without disabilities. As for getting "gigs," Benita says she can usually tell right off the bat whether or not she will be hired. "I look into their eyes...if they look right back into mine, I know things will be alright, but if they're looking down at my wheelchair, I know I have a fight ahead; but I also know that choosing me will be a good decision."

The advice Benita offers to aspiring musicians and other artists is "to be filled with self-determination. Don't worry about barriers; instead, figure out ways to overcome them. Be proud and strong. If you get turned down, feel sad for 15 minutes and then move on to your next goal."

Dance/Movement Therapist

Description: Dance/movement therapists explore the therapeutic effect of dance on physical, mental, or emotional disabilities. Dance/movement therapists are usually formally trained dancers who have studied psychology and physiology and understand the positive results to be gained from artistic movement.

Salary Range: Unlike dancers of the stage, who earn a minimum of \$600 per week for productions, dance/movement therapists have no union to set minimum salary rates. However, they do have the opportunity to set their own fees for individual therapy. Salaries range from \$15,000 to \$40,000 or more annually.

Education and Qualifications: Formal education is not required. Early ballet training and lifelong love of dance—and of people—are the usual prerequisites. Physical training and knowledge of the body are essential. Experience working with people with disabilities is mandatory.

Core Skills: Talent, poise, patience, and compassion are important.



Dancer

Description: Dancers entertain, express emotions, and tell stories. They take instruction from choreographers to learn new dance routines and steps. They perform classical, jazz, ballet, ethnic, folk, or modern dance in music videos, stage shows, theatrical productions, television and films, and other works.

Salary Range: Dancers may earn \$25 to \$10,000 per performance, depending on skill, experience, popularity, and professional reputation. Members of the numerous dance unions earn minimum fees set by the unions.

Education and Qualifications: Dance training is required. Training may be received in schools, workshops, classes, and private lessons. The amount of experience needed varies by assignment. High school and community performances are excellent training venues.

Core Skills: Dancers must be graceful, physically fit, and creative. Advancement may be achieved by moving to larger productions and developing contacts in the business.



Kitty Lunn's love affair with dance began at the age of eight when her grandmother took her to see the film *The Red Shoes*. By the time she was fifteen, she was dancing principal roles with the New Orleans Civic Ballet, where she made her professional debut in the title role of *Coppelia*. Her work in New Orleans led to a scholarship with the Washington Ballet and began her promising performing arts career. Now an artistic director, Kitty says she gets to do what she loves the most every day. "It is extremely rewarding to share what I know about dance with children. It is not only exciting to watch them blossom with the joy of motion and movement, but it is incredible to witness their parents' reactions. Parents begin to view their children differently. This is fantastic!"

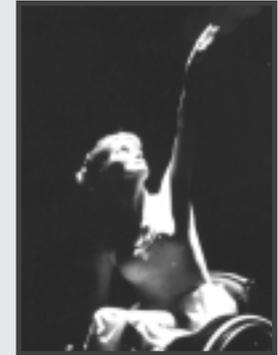
Before Kitty became an artistic director, she was focusing all of her energy and time on her professional dancing career. While preparing for her first Broadway show, however, she slipped on a patch of ice, fell down a flight of stairs, and broke her back. Now a paraplegic who uses a wheelchair, Kitty uses her talent as a professional dancer to advocate on behalf of performing artists with disabilities. In the fall of 1994, she founded Infinity Dance Theater, a non-traditional company featuring dancers with and without disabilities. As Kitty describes it, "Infinity Dance Theater is committed to bringing the joy and drama of motion and movement to a new level of inclusion by expanding the boundaries of dance and changing the world's perception of what a dancer is."

When asked about disability issues that have affected her search and placement in a job, Kitty says, "The biggest issue I face as an artist with a disability is breaking through the 'medical model.'"

The mainstream world says, 'It can't be dance. It must be dance therapy!' What I do is dance! It is not therapy!" And when asked what, if any, disability service organizations have had an impact on her career, Kitty is quick to say, "None. It is equally difficult for these agencies to see beyond the 'medical model.'"

"Disability doesn't diminish talent. It does, however, diminish opportunities. Welcome the challenge!"

Kitty says that acquiring her disability didn't affect the artist within her and she has a great deal of advice to offer other performing artists with disabilities. "What I've learned during this journey is that the dancer inside me doesn't know or care that I have a spinal cord injury and now use a wheelchair," Kitty says. "She just wanted to keep on dancing. Artists with disabilities must be prepared to forge new paths for others to follow. Disability doesn't diminish talent. It does, however, diminish opportunities. Welcome the challenge!"



Kitty Lunn
Artistic Director of
Dance Company

James Estrin for The New York Times

Director

Description: Directors have numerous responsibilities in making a motion picture, including interpreting scripts, coordinating and overseeing creative and technical aspects, and guiding actors' performances.

Salary Range: Directors earn between \$5,000 and \$1 million per film, depending on the budget of the film and the director's experience and professional reputation.

Education and Qualifications: A bachelor's degree in film, drama, theater arts, or a related field is useful but not mandatory. Experience in film or television production is necessary.

Core Skills: Directors need leadership, supervisory, and motivational skills; an eye for detail; artistic ability; and imagination and creativity. Advancement may be achieved by developing contacts in the business, moving to larger productions with a larger budget, and making successful films.



Disc Jockey

Description: Disc jockeys may play music; deliver the news, weather, or sports; and talk with celebrities or call-in listeners on the air. They design their shows with attention to time constraints and the interests of their audience. Good disc jockeys develop a consistent and loyal listening public.

Salary Range: Disc jockeys earn \$12,000 to \$40,000 or more annually. Salaries increase with popularity, experience, and location.

Education and Qualifications: There are no specific educational requirements. Experience at college radio stations or in small markets is beneficial.

Core Skills: Disc jockeys must have a clear speaking voice. They should be spontaneous, entertaining, and knowledgeable about radio technology.



Game Show Host

Description: Game show hosts moderate and serve as personalities for game shows. They help to develop show content with producers and to improve show ratings.

Salary Range: Game show hosts earn \$100,000 or more annually, depending on ratings and celebrity status.

Education and Qualifications: No formal education is necessary, however training and experience in acting and broadcasting can be beneficial. Previous fame as a comedian, talk show host, or sports star is helpful.

Core Skills: Game show hosts should have charisma, good presentation skills, ease in front of a camera, the ability to think and react quickly, and experience in television production.

Instrument Repair and Restoration Specialist

Description: Instrument repair and restoration specialists fix musical instruments that are damaged or broken. They create and build new parts. Most concentrate on one instrument. Some also design and build new instruments.

Salary Range: Salaries range from \$12,000 to \$60,000 annually.

Education and Qualifications: Training in instrument technology and repair, woodworking, and metalworking from colleges, technical schools, or private instructors is important. Most instrument repair and restoration specialists apprentice with a skilled craftsperson.

Core Skills: Mechanical ability, the ability to play musical instruments, and a good musical ear are needed. Specialists who work independently need skills to develop a customer base and run a business.

Lighting Designer

Description: Lighting designers develop design concepts for lighting and collaborate with directors; create lighting plots and cue sheets; and use their knowledge of lights, filters, and colors to enhance performances. They help create the mood and power of the visual presentation.

Salary Range: Salaries range from \$300 to \$1,500 weekly, depending on the location of the project, the type of theater, and the designer's experience and professional reputation.

Education and Qualifications: Bachelor of arts, bachelor of fine arts, and master of fine arts degrees are desirable but not required. Previous lighting experience is necessary. Training and experience may be gained through internships, apprenticeships, or hands-on lighting experience in high school and community productions.

Core Skills: Skill with electronics, understanding of color theory and technical lighting methods, good interpersonal communication skills, and the ability to work as part of a team are important. Advancement opportunities include moving to larger, more prestigious projects.

Makeup Artist/Designer

Description: Makeup artists/designers use cosmetics, appliances, and other tools to create a particular look for a character; know the appropriate makeup to use for a wide range of situations (e.g., large and small theaters, stage or television lighting); and touch up the artists' makeup during performances. They may also serve as hairstylists.

Salary Range: Salaries range from \$13,000 to \$75,000 annually, depending on expertise, experience, responsibilities, and professional reputation.

Education and Qualifications: Some makeup artists/designers have formal training, while others have practical training gained through small production internships or apprenticeships. They should have a working knowledge of theatrical makeup. A bachelor's degree in theater is helpful but not required.

Core Skills: Creativity and knowledge of cosmetology, theatrical makeup, and hairstyling are important. Advancement may be attained by taking a similar position with a more prestigious production or moving into television or films.





Milliner

Description: A milliner works by hand and machine to create new hats and headwear, or repair or alter existing hats and headwear. This may involve cutting and scraping plaster from a pattern with a hand knife to create a hat of a specified form and dimension.

Salary Range: Salary varies, but usually ranges between \$15,000 and \$35,000 per year. Self-employed milliners may have to supplement their income in winter, which is a quiet time.

Education and Qualifications: There are no specific educational requirements for milliners, but three years' secondary schooling is an advantage. Hat-making courses may be taken as part of the Advanced Diploma in Fashion Design, but those with relevant work experience in the textile industry can apply for the hat-making component only. Many hat makers also learn on a one-to-one basis with an established hat maker, or take up a hobby course.

Core Skills: Milliners need to know about hat-making techniques, hat design, pattern-making and sewing methods, and different materials. They should also know how to effectively use fabrics and materials, and how to use and care for equipment. In addition, they need to have creative ability and design and sewing skills. They should also have cutting and measuring skills and an eye for detail. If running their own business, people skills and business skills are essential.

Backup Musician

Description: Backup musicians accompany singers (one artist or a group) or featured instrumentalists during a performance or recording session. They must learn music quickly without much rehearsal. Opportunities exist in all types of music, including pop, rock, and country, and in Broadway musicals and operas.

Salary Range: Backup musicians earn from \$300 per session to \$100,000 annually, depending on experience, skill, reliability, and professional reputation.

Education and Qualifications: Backup musicians may be self-educated or may have trained through conservatories, college courses, or private lessons.

Core Skills: Musicians should be proficient in playing one or more musical instruments and skilled in sight reading. They should be reliable, versatile team players who are able to learn new pieces quickly. Advancement may occur through popularity, business connections, and increasing experience as a recording artist.

Orchestral Music Librarian

Description: Using library skills and music knowledge, orchestral music librarians manage the ordering, cataloging, distribution, and refileing of sheet music used by orchestras. They also make certain that the musicians understand the conductor's changes on the musical scores.

Salary Range: Compensation depends on the type of orchestra. Regional or metropolitan orchestral music librarians earn between \$13,000 and \$18,000 per year. Those who work for major national or international orchestras can make \$16,000 to \$30,000 or more per year.

Education and Qualifications: An undergraduate degree in music theory or music history is required. A dual major in music and library science is more desirable to employers. Experience in a library or as a music library assistant is usually required.

Core Skills: Music librarians must be organized and write neatly; a large part of the job is copying a conductor's markings onto musical scores.



Producer

Description: Producers select worthwhile scripts for theatrical or television or film productions; find investors; negotiate the necessary business arrangements; and hire the director, general manager, press agent, designers, casting director, and choreographer.

Salary Range: Salaries vary. Independent producers usually earn their salary by gathering investors or through a percentage of profits from the show. Staff producers of theaters earn salaries that range from \$5,000 to \$45,000, depending on the producer's responsibilities and experience, the length of the theater season, and the size and prestige of the theater.

Education and Qualifications: Formal education is not required. Experience and education in theater and business are useful.

Core Skills: Business and negotiation skills, contacts with talent in the field, and creativity are important. Advancement may come through a growing reputation and producing shows with more visibility and prestige.



Following literature and film studies at Providence College and New York University, Steven Delano has carved out a successful career as a producer in the performing arts. With his work including everything from writing and directing television commercials to producing and editing film documentaries, Steven is able to utilize and demonstrate his talents in diverse and creative ways. Currently working at the Denver Center for the Performing Arts, Steven has had the opportunity to work with the best of Colorado's actors, theater artists, classical musicians, and professional dancers, as well as some very talented filmmakers. In addition, he has guided a wide range of film and television productions through Denver Center Media—a full-service teleproduction studio and post-production facility—onto screens across the country.

"I suppose disability issues affected me earlier in life when they limited what types of job experience I 'might' have had," says Steven, who has spondyloepiphyseal dysplasia congenita (SEDC), a type of dwarfism that has also caused attendant orthopedic problems and impaired vision. "However, I quickly focused on a career in motion picture production and took steps to educate myself in film studies and filmmaking. My career has been a classic case of 'learn by doing,' starting out as an intern, production assistant, and so on. At Denver Center Media, I was first hired as a freelance writer and over the years have moved through the ranks as an editor, director, and producer."

Steven says that his education, the variety of "hands-on" experience he has gained at Denver Center Media, and the understanding he has acquired of others' roles in the "collaborative effort that is film production" have made him a good producer. As for lending advice to aspiring producers, he admits that he sounds contradictory when he advises a young person in the field "not



Steven Delano
Producer

"Honesty and good humor allow you to keep on working."

to limit one's studies only to filmmaking or production, but instead to get a well-rounded education. A good liberal arts curriculum added to your life experience leaves one better suited to create work of substance and worth." Steven is quick to add that common-sense business skills, honesty, and a good sense of humor are invaluable in the work of producers. "They allow you to keep on working."

Production Manager

Description: Production managers supervise the various aspects of stage or film production, working with a production designer to coordinate sets, props, costumes, lighting, and other elements of the presentation.

Salary Range: Salaries depend on the scope of the production. Most production managers are employed on a per project basis. Some earn \$1,000 per week while working, but have no income between projects. More advanced production managers in permanent jobs can earn \$100,000 or more annually.

Education and Qualifications: A bachelor's degree in stage or film production is useful, but experience as a production assistant or in properties work on stage or film productions may ultimately be more important.

Core Skills: Creativity, organization, an eye for detail, and business skills are important.

Properties Master/Properties Artisan

Description: A properties master/properties artisan coordinates and moves props for a theatrical set, works with the stage manager, and finds props needed for a performance. Props may be purchased or may be rented from rental companies, warehouses, or museums.

Salary Range: Salaries range from \$250 to \$1,200 weekly, depending on experience, skill, professional reputation, and the size and location of the production.

Education and Qualifications: Formal education is not necessary. On-the-job training is essential. Apprenticeships and internships are excellent ways to gain experience. Theater education and training are helpful.

Core Skills: Troubleshooting and problem-solving abilities, expertise with tools, organization, and creativity are essential. Advancement may be achieved by developing contacts in the business, moving to larger projects, and providing prop services to television or film.



Recording Engineer

Description: A recording engineer operates the soundboard and other equipment when recording music to achieve the desired sound image, then “mixes” recordings to further enhance the sound.

Salary Range: Salaries range from \$12,000 to \$60,000 annually, with top engineers earning \$125,000 or more. Some engineers belong to a union that sets their fees; others receive additional pay from the recording studios where the recordings are made.

Education and Qualifications: Formal education is not required, although coursework in sound engineering is available from colleges and universities or technical schools. Most engineers learn their skills on the job.

Core Skills: Studio experience and the ability to work under pressure are necessary, as is an excellent “musical ear.”

Record Producer

Description: Record producers help artists or groups select songs to be recorded, work with recording engineers to create desired effects and supervise mixing, and manage budget and permissions for recordings.

Salary Range: Salaries range from \$18,000 to \$45,000 annually for producers on staff at a record company. Independent producers with a successful track record may earn \$250,000 or more per year.

Education and Qualifications: No formal education is required, although music training and knowledge of the recording process are helpful.

Core Skills: An excellent “musical ear” and the ability to recognize potential are vital. Creativity and knowledge of the music industry are helpful.

Running Crew: Stage, Rigging

Description: Known as “grips,” members of a running crew perform a variety of tasks in the process of film-making: production, construction, and administration. Production grips set up lights and work with a camera dolly or crane tracks. Construction grips set up and break down sets and oversee production for actual photography. Administrative grips estimate construction costs, make work assignments, and take charge of payroll. Grips accompany the cameraperson when scouting locations to assess the need for equipment.

Salary Range: Hourly wages vary from \$20 to \$24. A grip boss or head grip can earn \$1,200 to \$1,400 weekly.

Education and Qualifications: No particular education or training is necessary, but rigging and carpentry skills are helpful.

Core Skills: Strength, manual dexterity, and excellent communication skills are important. Running crew members must not have a fear of heights.

Scenic Designer/Scenographer

Description: Scenic designers/scenographers design and develop sets within a budget, collaborate with directors, create floor plans and blueprints, and make models of sets.

Salary Range: Salaries range from \$500 to \$150,000 per production, depending on experience, professional reputation, and the theater type and location.

Education and Qualifications: A bachelor’s or master’s degree in design or theater arts is necessary, as is experience in theatrical production. Experience can be gained through internships or apprenticeships.

Core Skills: Artistic ability, including the ability to paint and draw; drafting skills; conceptualization skills; and creativity are important. Advancement may be achieved by developing contacts in the business; moving to larger, more visible projects; and designing sets for television or films.



Anita Hollander has been a professional actress and singer since the age of eight. Known throughout Europe and America, Anita has premiered works of composers and lyricists at venues from Carnegie Hall to the New York Shakespeare Festival. Her television work spans everything from soap operas and PBS documentaries to BBC/London's *From the Edge*. In 1997, she received a prestigious Helen Hayes Award nomination for Outstanding Lead Actress in a Musical and is a member of several actors unions, including SAG, AFTRA, and AEA.

Anita continued her promising career throughout her illness with a rare form of nerve cancer, which resulted in the amputation of her left leg. After achieving remission, she began focusing her time on her creative talents and wrote, produced, and directed her own one-woman show appropriately titled *Still Standing*. Through witty monologue and clever lyrics, the musical communicates her experiences with cancer, the loss of her leg, and, most importantly, survival.

In addition to performing *Still Standing* and other shows she has developed for appreciative audiences across the country, Anita has utilized her theatrical skills to land roles in a variety of stage and screen productions. "While I have landed numerous 'able-bodied' roles in theater, TV, and film, the hardest roles to land have, ironically, been the 'disabled' roles. I have faced prejudice, lack of understanding, and fear from agents, directors, and TV executives." Anita explains, however, that she has found valuable

career support from the Tri-Union (SAG, AFTRA, AEA) Performers with Disabilities Committee, The Non-Traditional Casting Project, the American Cancer Society, and VSA arts, which have provided her with performing opportunities, representation, and sponsorship.



Maurice J. Moran, Jr.

Anita Hollander
Actress, Singer

“Know what criticism to use and what to throw away.”

Anita has worked with other performers with disabilities and led workshops for young people with and without disabilities, and she offers this advice: "If you *must* be an actor, get good training and aggressively seek work by auditioning, mailing pictures and résumés, and performing all you can. You'll have to know how to handle rejection. But take a hard look at yourself and know what criticism to use...and what to throw away."

Sign Language Interpreter

Description: Sign language interpreters work as a guide and escort or as a conference or court interpreter. They translate a speaker's words into American Sign Language using their hands, fingers, and facial expressions. They also translate the deaf person's signed response for the speaker.

Salary Range: Sign language interpreters earn between \$9 and \$44 an hour and work on a freelance basis.

Education and Qualifications: Employers often prefer applicants who have been through an associate or four-year college certificate program and associate in arts degree graduates in American Sign Language interpretation. Interpreters and sign language interpreters may become chief interpreters, staff directors, or managers.

Core Skills: Intuitive knowledge of the "source" language, knowledge of American Sign Language, and the ability to listen and watch simultaneously are important.

Singer

Description: Singers entertain by singing and recording songs for the stage, radio, television, or motion pictures. A singer may be a chorus member, background vocalist, or major recording artist.

Salary Range: Successful background vocalists or recording artists may earn \$100,000 or more annually. The majority of singers, however, receive only small payments for performances. Some singers are members of unions that set rates for their work.

Education and Qualifications: Many singers obtain formal vocal training from a coach, private teacher, or conservatory. Other singers are self-taught.

Core Skills: Singing skills such as flexible style, good vocal range, and the ability to harmonize are important. The ability to sight-read music is helpful but not always necessary.





Songwriter

Description: Songwriters write music and lyrics, apply for copyright to protect rights to the songs, and market songs to recording artists and music publishers.

Salary Range: Salaries depend upon the success of songs. Songwriters may receive writer's or publisher's royalties, which can increase earnings.

Education and Qualifications: Formal training is not required. Songwriting training through classes, seminars, and workshops is helpful. Musical training is necessary and may be gained through private lessons, courses, or self-teaching. Experience composing poetry, music, and lyrics is beneficial.

Core Skills: Musical ability, creativity, and knowledge of music theory are important. Advancement may be achieved by writing songs that become commercially successful.



Sound Designer/Operator/Engineer

Description: Sound designers/operators/engineers discuss with musicians how to achieve stylistic goals. They operate and maintain sound equipment used during musical, film, radio, or television performances. They work at master console boards using many switches, dials, and meters that must be read and adjusted during performances, especially when the performances are being recorded.

Salary Range: Salaries range from \$21,000 to \$150,000 or more annually. They depend on experience, reputation, and place of employment.

Education and Qualifications: Two years of specialized training to become familiar with the basics of sound equipment is helpful but not necessary. Training may be obtained through a community college or technical school.

Core Skills: Attention to detail and concentration are essential.



Special Effects Artist

Description: Special effects artists consult with directors; read scripts; and offer computer animation, makeup, pyrotechnics, or mechanical effects to create illusions for movie, theater, or television productions.

Salary Range: Salaries range from \$100 to \$300 or more per day, depending on experience and reputation.

Education and Qualifications: There are no formal educational requirements, but classes in art, chemistry, mathematics, physics, computer science, and shop are helpful. Getting firsthand experience with a film crew is the best way to get into this career.

Core Skills: Creativity, imagination, confidence, manual dexterity, and an understanding of computer animation are important.



Stage Manager/Production Stage Manager

Description: A stage manager/production stage manager acts as a director's representative, schedules and attends all rehearsals, coordinates events on stage, updates scripts, and provides guidelines for prop placement. Opportunities exist in all types of venues, including Broadway and off-Broadway theater, dinner theater, summer stock, regional theater, and television.

Salary Range: Salaries range from \$250 to \$2,000 weekly, depending on the type of production and the person's experience, skill, and professional reputation. The Actor's Equity Union also represents stage managers and sets minimum payment for members.

Education and Qualifications: A bachelor's degree is preferred but not mandatory. Hands-on training, often gained through small production internships or apprenticeships, is necessary. Stage managers should also have a working knowledge of acting, directing, set design, lighting, costuming, and other areas of the theater.

Core Skills: Stage managers should have excellent people skills, such as tact. They should be detail oriented and able to handle multiple tasks at the same time. Advancement may be attained by working for more prestigious productions, becoming a director or producer, or moving into television or films.





Talk Show Host

Description: Talk show hosts interview guests and interact with their audiences. They help to develop show content with producers and to improve show ratings.

Salary Range: Talk show hosts earn \$100,000 or more per year, depending on ratings.

Education and Qualifications: An advanced degree in a subject relevant to the show's focus, such as politics, religion, or art and a drive to stay informed about current events are important.

Core Skills: The ability to draw out guests and to lead them in interesting discussions is mandatory.

Technical Director

Description: Technical directors coordinate the work of stage and set designers and their crews, making sure that behind-the-scenes work takes place on schedule and that all aspects of the set fit together properly. Lighting, property, and sound designers funnel their efforts through the technical director, who keeps set changes and storage functioning smoothly and who makes adjustments for various stages when a show is on tour.

Salary Range: Salaries range from \$20,000 to \$80,000 or more per year, depending on the number of days worked or the size of the company.

Education and Qualifications: A degree in stage production is useful, but technical savvy is most important. An artistic sense is also required. Technical directors must understand how to adjust the relationships between sets, lighting, and sound.

Core Skills: Technical ability, management skills, and an artistic inclination are important.



Television/Radio Broadcaster

Description: Radio broadcasters report the news, act as disk jockies, read commercials, and perform other duties at stations, depending on the station's size and type. Television newscasters and announcers deliver the station's news and events programming.

Salary Range: Salaries vary widely. Television pays better than radio; major markets pay better than smaller ones; and commercial broadcasting is more lucrative than public broadcasting. Average salaries are as follows: radio news announcers (\$31,000), radio sportscasters (\$44,000), television news anchors (\$62,520), television weathercasters (\$53,000), television sportscasters (\$49,000). For network news broadcasters, salaries can go into six-digit and even seven-digit figures.

Education and Qualifications: A college degree and several years of experience are required before a major radio or television network will grant an audition. Courses in broadcasting, electronic journalism, interviewing, speech, elocution, computer literacy, and writing are beneficial. Beginners can get the best experience by working at a local or campus radio station.

Core Skills: For radio and television work, a pleasant, well-controlled voice; excellent diction and pronunciation; and a good command of English are essential. For television work, a relaxed, persuasive manner in front of the camera is vital. Good communications skills, including writing, are also important.

Theater Educator

Description: Theater educators teach courses in visual and performing arts.

Salary Range: Salaries range from \$45,000 to \$74,000 or more annually. They vary according to the geographic location of the job and the person's experience.

Education and Qualifications: Most theater educators have a doctoral degree and extensive knowledge of the theory and techniques required to compose, produce, and perform drama.

Core Skills: Theater educators must enjoy teaching others, speak well, possess problem-solving tactics, and communicate effectively with others.



Theater Membership or Visitor Services Coordinator

Description: Theater membership or visitor services coordinators are responsible for recruiting members and managing the planning and promotion of special events and educational programs, such as classes, workshops, lectures, and openings. They coordinate the volunteer committees of the theater to plan special events that contribute to the fund-raising effort of the institution.

Salary Range: Salaries range from \$10,000 to \$40,000 annually, depending on responsibilities and geographic location.

Education and Qualifications: An undergraduate degree in business, public relations, marketing, public administration, or liberal arts is appropriate. Coursework in theater is preferred. Secretarial skills and proficiency on a computer are necessary.

Core Skills: Broad familiarity with nonprofit fundraising and marketing techniques is important. Excellent writing and verbal skills, along with a working knowledge of the theater, are critical.

Theater Store Retailer/Buyer

Description: Theater store retailers/buyers study market research reports and monitor consumer behavior, keep informed regarding changes and developments relating to the products in their market, remain aware of economic trends, and make purchases from wholesalers and manufacturers.

Salary Range: Salaries range from \$33,000 to \$63,000 or more annually. Income depends on seniority, amount and type of product purchased, and company sales volume. Other variables affecting income are bonuses, merchandise discounts, profit-sharing plans, and stock options.

Education and Qualifications: A bachelor's or associate's degree in marketing or purchasing is beneficial and required by most firms. Experience in the wholesale and retail business is helpful, with some businesses offering training and promotion to their own employees.

Core Skills: Excellent planning and decision-making skills, an interest in merchandising, and familiarity with computers are essential to success.

Theatrical Agent

Description: Theatrical agents work on a commission basis to get work for actors and other performers. They contact producers and casting directors to fill openings, set up auditions for clients, and negotiate contracts.

Salary Range: Agents usually receive 10% to 25% of the artist's fee. They may earn \$20,000 to \$1,000,000 or more depending on experience.

Education and Qualifications: Educational requirements vary from high school diploma to college background or bachelor's degree. Experience working in theatrical or other booking agency is usually necessary.

Core Skills: Knowledge of theater industry, good phone skills, articulateness, good sales skills, excellent organization, negotiation skills, aggressiveness, ability to work under pressure, determination, drive.



Voiceover Artist

Description: Voiceover artists read promotional copy for commercials or scripts for industrial or corporate videos. Voiceover artists also provide vocal soundtracks for film and serve as announcers offstage or off camera.

Salary Range: Most voiceover artists are unionized and command a minimum session fee set by the American Federation of Television and Radio Artists (AFTRA), usually several hundred dollars for an hour's work. Royalties are also paid in some cases and are negotiated by an agent at the time the work is created.

Education and Qualifications: Acting ability, versatility, and a good vocal range are preferred by producers. While no formal education is required, vocal training is essential.

Core Skills: Projection, expressiveness, enunciation, command of the language, and the willingness and ability to take direction are essential.



C. Career Opportunities in the Visual Arts and Design

People interested in the visual arts and design can work with a variety of organizations, including advertising agencies, antique galleries, architectural firms, art galleries, auction houses, book publishers, courts, film and animation companies, florists, government agencies, greeting card companies, landscaping companies, law firms, magazines, manufacturers (clothing and household goods, for example), museums, newspapers, photographic services, printing companies, retail stores, schools, service bureaus, social service organizations, and Web and e-zine publishers. They can also freelance.

This section describes the following careers in the visual arts and design:

Fine Arts

- Cartoonist
- Ceramicist
- Illustrator
- Painter
- Photographer
- Potter
- Printmaker
- Sculptor
- Studio Assistant
- Taxidermist

Design

- Fashion Designer
- Fiber Arts and Textile Designer
- Floral Designer
- Framer
- Graphic Designer
- Jewelry Designer
- Merchandiser/Retail Display Designer
- Multimedia Designer
- Web Site Designer

Environmental and Product Design

- Architect
- Landscape Architect
- Interior Designer

Museum and Gallery Work

- Appraiser
- Archivist
- Art Handler
- Collections Manager
- Conservator
- Curator
- Education Director, Assistant, or Associate
- Exhibition Designer
- Gallery Director/Manager
- Librarian

- Membership or Visitor Services Coordinator
- Preparator
- Retailer/Buyer

Advertising

- Advertising Manager

Business

- Art Consultant
- Business Manager

Education and Service

- Art Educator
- Art Therapist

Film

- Animator

Chapter 2

There are many other careers in the visual arts not described in this book. Some of these include the following:

- Aerial Photographer
- Airbrush Artist
- Architectural Model Builder
- Architectural Renderer
- Art Director
- Art Historian
- Arts and Entertainment Attorney
- Audience Development Specialist
- Audio Describer
- Bank Note Designer
- Billboard Artist
- Book Designer
- Book Illustrator
- Business Form Designer
- Calligrapher
- Cartographer
- Catalog Illustrator
- Courtroom Artist
- Direct Mail Designer
- Display Designer
- Display Painter
- Drafter
- Engraver
- Environmental Designer
- Etcher
- Fashion Illustrator
- Furniture Designer
- Glass Blower
- Greeting Card Artist
- Industrial Designer
- Kitchenware Designer
- Label Designer
- Letterer
- Lithographer
- Magazine Designer
- Magazine Illustrator
- Mannequin Decorator
- Medical Illustrator
- Model Maker
- Municipal Graphic Designer
- Mural Artist
- Museum Administrator
- Museum Exhibitions Coordinator
- Museum or Gallery Access Manager
- Museum Special Events Coordinator
- Museum Tour Manager
- Museum Volunteer and/or Intern Coordinator
- Newspaper Illustrator
- Presenter
- Printer
- Quick Sketch Artist
- Record Album Designer
- Scientific Illustrator
- Sign Maker
- Silhouette Artist
- Silkscreen Artist
- Stained Glass Artist
- Stencil Cutter
- Toy Designer
- Trademark Designer
- Urban Designer
- Video Game Designer





Advertising Manager



Description: Advertising managers work in or with marketing departments of businesses to supervise the creation of ad campaigns designed to carry out the firm's marketing strategy.

Salary Range: Advertising managers earn \$46,000 to \$97,000 or more annually.

Education and Qualifications: At least a bachelor's degree, preferably in marketing, business administration, or liberal arts, is required. Larger agencies and corporations look for a master of business administration for those in senior positions. Experience in marketing, sales, or advertising is essential for advertising managers and account executives.

Core Skills: Excellent communication and interpersonal skills are essential. Creativity, enthusiasm, and good business sense are invaluable, as is the ability to work under pressure.

Animator



Description: Animators draw cartoons by hand or using a computer. They prepare sketches illustrating special effects (for example, fire, wind, rain). Opportunities with advertising agencies, public relations firms, and television or motion picture studios exist in larger metropolitan areas.

Salary Range: Salaries range from \$18,000 to \$55,000 or more annually, depending on the employer and the person's experience, skill, and professional reputation.

Education and Qualifications: A bachelor's degree in graphic arts or design or from an art school is preferred but not mandatory. Classes to learn and practice computer animation are helpful. Training in drawing, sketching, and computer aided design is beneficial.

Core Skills: Natural drawing abilities, computer skills, imagination, and creativity are important. Advancement may be attained by gaining more experience, and working on better-paying projects or for larger, better-paying companies.



Appraiser

Description: Appraisers inspect and analyze art objects, making judgments about their value. They present the results of their investigation in a written report.

Salary Range: Salaries range from \$23,000 to \$55,000 or more annually and vary with experience and reputation. Appraisers employed with private firms usually earn more than appraisers working for the government.

Education and Qualifications: A bachelor's degree is essential. Some states require certified appraiser examinations. Knowledge of art history and techniques is usually required.

Core Skills: Good research and communication skills, as well as knowledge of art, are important.

Architect

Description: Architects design buildings or renovation projects, prepare construction documents, choose materials, and oversee construction.

Salary Range: Architects earn \$20,000 to \$80,000 or more annually.

Education and Qualifications: A degree in architecture (either a four-year undergraduate degree plus a two-year graduate degree, or a five-year combined program) from an accredited school is required. Architects must be licensed, complete a three-year internship, and pass a registration examination.

Core Skills: Artistic and mathematical abilities, excellent communication skills, and mechanical drawing skills are important.

When Joseph Del Vecchio was a child, he remembers traveling to his grandparents' house and passing the Rhode Island School of Design (RISD) on every trip. His mother and father always pointed it out as a prestigious school that "only the most talented kids get to attend." Now an accomplished architect with his own practice, Access Development Corporation, Joseph uses his Bachelor's of Architecture degree from RISD, artistic talents, and eye for detail to create the largest of visual arts masterpieces.

Before developing his impressive architectural career, Joseph served in the armed forces and was injured in the line of duty. Now paralyzed from the waist down, he uses a wheelchair to maximize his mobility and feels that his disability, in some ways, actually led him to pursue the arts and his chosen career path. "I have always enjoyed the arts, but if it were not for my injury, I would not have had the opportunity to really pursue my creative side. Architecture interested me because I could both build and design. I probably would not have owned my own practice, but at the time [I was pursuing employment] there were no accessible practices in the area. So I created one!" Now Joseph combines his creative talents with his knowledge and awareness of accessibility issues to produce works of architecture that are not only beautiful, but functional for all people.

As Joseph puts it, "the good fathers at Providence College, the professors at Rhode Island School of Design, a dull internship, and the ridiculous architectural examination [which he passed at age 39] prepared me for anything. What I like most about my career



Joseph A. Del Vecchio
Architect

**"Determination,
stamina, broad
shoulders, great
big sense of humor."**

are the flexibility, the impossible and exhausting deadlines, and the feeling of accomplishment in my work." When offering advice to aspiring architects, Joseph says that determination, stamina, broad shoulders, and a great big sense of humor are of vital importance. "And," he adds, "a love of all things beautiful, especially all of God's children."

Archivist

Description: Archivists handle the documentation functions of a museum or gallery. Their responsibilities include research, maintaining files and photographs of artwork, and preparing artists' biographies and collection catalogs.

Salary Range: Archivists earn \$15,000 to \$30,000 annually, depending on the size and location of the museum or gallery and the archivist's experience, responsibilities, and professional reputation.

Education and Qualifications: A bachelor's degree with art history major is preferred or required.

Core Skills: Previous experience in an art gallery or museum is required. Strong research and writing abilities are necessary, as well as excellent record-keeping skills.

Art Consultant

Description: Art consultants meet with potential art buyers (individuals or corporations); show them various artwork and galleries and introduce them to artists; and help them make purchasing decisions.

Salary Range: Self-employed consultants earn \$10,000 to \$150,000 annually, depending on sales. People employed with a large art consulting firm earn from \$20,000 to \$40,000 annually.

Education and Qualifications: No degree is required, but most consultants have college degrees with a major in art or art history.

Core Skills: A lifelong interest in and enjoyment of art is essential. Time spent learning about different styles and trends increases knowledge and confidence. Sales skills, organizational ability, and an outgoing nature aid in success.

Art Educator

Description: Art educators teach art skills to students of all ages (in elementary, middle, and high schools; colleges; and adult education programs). They create interesting and fun ways for students to appreciate and learn about art.

Salary Range: Salaries range from \$20,000 to \$55,000 or more annually, based on education and experience.

Education and Qualifications: A bachelor's degree in education or art education, with one semester of student teaching, is required. Some schools require teachers to have certification or an advanced degree.

Core Skills: Artistic and creative abilities, patience and enthusiasm, and skills in teaching communication, and organization are essential. Research skills and familiarity with foreign languages may be helpful. Advancement may be achieved by moving to a more prestigious school or taking a position as a department head.

Taking her love for the visual arts and molding it into a lucrative career, Deb Helmke-Wodtke is a visual art instructor at the Interact Center for Visual and Performing Arts, a place for emerging artists with disabilities to practice, develop, and display their creativity. Her primary role is to instruct, assist, and support artists with disabilities, which allows her to explore and enhance her own talents



Deb Helmke-Wodtke
Visual Arts Instructor

“Imagination leads to adaptability.”

as well. Deb describes her typical workday: “The first couple of hours I spend preparing for artists to arrive. I spend the rest of the morning drawing with artists or doing a short lecture on Art History. After lunch, I work with artists who are painting while other instructors work with artists on other projects. I enjoy the instant gratification of watching creativity happen.”

Deb says that before she had a stroke, her life was fairly “uneventful.” When the stroke caused paralysis of her left side, it became clear to her that she wanted to develop a career where she could combine her love for the visual arts with working in some way with people with disabilities. Social Security provided her with the financial support she needed during recovery, and Minnesota’s Division of Rehabilitation Services also helped with financial aid for school. “I discovered that my main strengths and interests were in psychology and art,” she says. “I fulfilled an internship requirement by volunteering at Courage Center, a rehabilitation center for people with disabilities. Volunteering supplemented my education with valuable experience.”

Deb feels that artists wanting to make it in this field must never give up. “There are lots of jobs for artists with disabilities. You can find or create the one that is just right for you. I believe in patience, with yourself as well as others; imagination, which leads to adaptability; and determination, as in ‘where there’s a will, there’s a way.’”

Art Handler

Description: Art handlers coordinate traveling art exhibits, consolidate works, oversee transportation arrangements, and act as a liaison between lenders, institutions, and transportation services.

Salary Range: Salaries range from \$18,000 to \$30,000 annually.

Education and Qualifications: A bachelor's degree in art or art history, with some business coursework, is required. Exposure to the transportation and freight industry is also important.

Core Skills: Administrative ability and attention to detail are important.

Art Therapist

Description: Art therapists treat patients with physical, emotional, or mental disabilities, creating a plan of action (using painting, drawing, or sculpting) for each individual.

Salary Range: Salaries range from \$18,000 to \$45,000 annually, based on experience, education, and level of responsibility.

Education and Qualifications: A bachelor's degree in art therapy is required. Some employers may require a master's degree, apprenticeship, or internship in art therapy.

Core Skills: Art skills, compassion, empathy, sensitivity, and emotional stability are essential. Advancement might include opening an independent art therapy practice, moving into a supervisory position, or taking a position with a larger facility.

Tina Blatter is an accomplished visual artist who uses a variety of mediums to create everything from masks and maracas to sculptures and murals. Through working in local artist-in-residence programs, conducting visual arts workshops, and participating in touring exhibits, Tina has created a successful career that allows her to explore her artistic talents while communicating important messages to the public regarding the arts, disability, and accessibility.

Tina, who has been legally blind since birth, has always loved art, but says she was not taken seriously when she graduated from high school and began to explore an art degree. She quickly realized that as an artist, “much of your work is done for yourself and by yourself.” She began developing her talents and career potential through her own private studio, and as her vision loss increased, so did the breadth of her artwork. “After experiencing further vision loss, I began developing new techniques, such as textured collages.”

Tina says that her disability has worked in her favor in terms of her artistic endeavors and her desire to educate the public regarding disability and accessibility. “What I am doing is unique and I have put [my disability] to my advantage. A ‘blind’ artist in the visual arts! All of my touring exhibits are tactile and everyone is welcome to touch them. Braille and large print descriptions of all my artwork accompany each exhibit.”

When asked what disability service organizations have had an impact on her career, Tina is quick to mention Vocational Rehabilitation, which assisted her with computer training. This computer

“You have to be a self-starter and work independently. Assertiveness, confidence, and positive attitude are very important.”



Tina Blatter
Visual Artist

knowledge allows Tina to more effectively maintain the administrative tasks involved with managing her own career and studio. It also provides a means for her to research additional grants and exhibition opportunities, which allows her to continuously broaden her career potential.

For emerging visual artists just beginning in the field, Tina recommends earning an arts degree in a focused discipline, developing a comprehensive portfolio, and “getting as much experience as you can, even if it is volunteering.” She also states that “you must be self-motivated, self-disciplined, and flexible. Assertiveness, confidence, and a positive attitude are very important. Display a positive presentation of your disability!”

Business Manager

Description: Business managers handle the business affairs of artists; oversee financial, tax, legal, and investment matters; set up and maintain payroll and personnel records; and negotiate contracts on behalf of the client.

Salary Range: Salaries range from \$15,000 to \$500,000 annually. Business managers are usually paid a percentage (3–10%) of the client's gross income, or they may be paid on an hourly basis.

Education and Qualifications: A bachelor's degree in business administration or accounting is required, and a master of business administration is often required or preferred. Experience as a stockbroker, financial advisor, or accountant is beneficial; performing internships and assisting managers offers experience.

Core Skills: Tax law and investment knowledge, contacts in the entertainment and art community, and negotiation skills are important. Advancement may be achieved by handling more prestigious clients and securing more clients.

Cartoonist

Description: Cartoonists develop and draw comic strip ideas and characters, create storylines, and market cartoons and comic strips to newspapers, magazines, and advertising agencies.

Salary Range: Cartoonists earn \$20,000 to \$200,000 or more annually, depending on sales.

Education and Qualifications: Formal training is not mandatory. Writing and drawing skills are helpful to hone the craft of cartoon and comic strip drawing and writing.

Core Skills: Drawing and writing skills, motivation, the ability to see humor in everyday situations, and imagination and creativity are important. Advancement is gained when a cartoonist is recognized in the field and a cartoon or comic strip is syndicated.

Ceramicist

Description: Ceramicists work with clay and glazes to make functional and decorative pieces of art, which they promote and sell. Their pieces may be displayed for sale at stores, street fairs, flea markets, craft shows, commercial art galleries, and museums, or they may be sold through mail order.

Salary Range: Earnings depend on sales. Ceramicists may sell pieces directly for a set price or on consignment, earning a percentage of the sale price. As ceramicists gain recognition and sell more pieces, their incomes increase.

Education and Qualifications: Formal training is not required. Experience working with clay is useful.

Core Skills: Artistic skills, including the ability to work with one's hands; self-motivation; and business and sales abilities are important. Advancement may be achieved by making and selling unique lines of ceramics or by displaying and selling ceramics in galleries and to collectors.

Carol Sue Egbert is a visual artist who explores many mediums through her work. Focusing mainly on ceramics and acrylic painting, she creates a variety of works from vases to murals that combine form, function, and beauty. She owns and operates her own company, Egbert Enterprises, and having painted as a hobby for many years, she is proud to now have her own shop. Although the man-



Carol Sue Egbert
Artist

“Talent with a positive attitude is a blessing.”

agement of her business and her professional artistic career requires a great deal of energy, Carol finds time to experiment with other interests, such as painting with oils and pastels. As she puts it, “I never get stale.”

“I was told I had multiple sclerosis in 1989, after many years of testing. At this time I’m in remission, but still have some trouble with eye-hand coordination. Headaches and getting my brain to function despite fatigue are issues I deal with daily,” says Carol. With the demands of an ever-evolving career filled with entering art shows and sales throughout her home state of Colorado, she sometimes finds herself tired, but, as she says, “there is always something new to try. It is so sweet to sell and get awards, because I know that I have to work harder than others to get there.”

Carol is proud and complimentary of the support she has received from the Multiple Sclerosis Society of Colorado Springs. “[They] helped me see where I was and where to go, and that I could do it,” she says. She also credits her success in part to the many teachers she has had the opportunity to work with throughout her career. “I’ve taken classes from three of the best wildlife artists in the world. I find each teacher has something different to offer.”

Her advice for up-and-coming artists? “God gave you a talent to be used, so go for it. Study the masters and copy techniques. Never think you’re too good to learn something from another artist. Talent with a positive attitude is a blessing. Being more outgoing always helps and it develops as you get more secure. But you must do this with humility.”

Collections Manager

Description: Collections managers organize and catalog art collections for a gallery or museum. They arrange for traveling exhibitions or loans of artwork to other venues.

Salary Range: Salaries range from \$30,000 to \$50,000 or more, depending on the size and prestige of the collection.

Education and Qualifications: A bachelor's or master's degree in art or art history is required. Experience as an assistant to a museum curator or gallery owner is useful.

Core Skills: Business knowledge and organizational and appraisal skills are important.

Conservator

Description: Conservators manage, oversee, and preserve works of art in a museum; write reports on the condition of artworks; determine how art will be displayed or if it may be moved to other exhibits; and work with art specialists to ensure that the art objects will not be damaged.

Salary Range: Salaries range from \$25,000 to \$60,000 annually, depending on education, experience, responsibilities, professional reputation, and the size and prestige of the museum.

Education and Qualifications: A graduate degree in conservation and a bachelor's degree in art, history, or a related field are required. Experience gained through an internship or apprenticeship is often required.

Core Skills: Artistic skills, including drawing and painting; writing skills; and technical and science-related abilities are important. Advancement may be achieved by moving to a larger, more prestigious museum or by taking a supervisory position.

Scott F. Nelson is a Minneapolis artist and writer who explores the changes in perception experienced by artists with visual impairments. A freelance curator who provides exhibit consultation and coordination services for visual arts venues, he has worked with the National MS Society's Project Rembrandt, Art Education for the Blind, the Museum of American Folk Art, the Cooper Hewitt Museum, and other presenters who create accessible arts programming for visitors with disabilities. Scott's flagship project is The Delta Gamma Foundation's "Art of the Eye," a traveling exhibition on vision that he created in 1986. Currently, he tours with and lectures for its sequel exhibition, "Art of the Eye II."

Scott has Usher Syndrome Type II, which presents him with both vision and hearing impairments, and when asked how his disability affects his work, Scott is quick to say, "My disability IS my work. I have made my own employment opportunities by creating traveling group exhibitions that address the nature of vision impairments and how they affect feelings and create changes in perception. Frustrated with 'handicap' art shows that teach nothing about living with a disability, I began creating exhibitions that demonstrate the positive influence a disability can have on the creative process."

Scott says he was able to develop his career by finding the right people and services to teach him how to achieve his objectives. "State services for the blind provided computer technology, reading devices, and white-cane travel instruction," he says. "And Social Security Disability Insurance benefits provide the financial springboard from which many of my activities grow."



Scott F. Nelson
Freelance Curator

"If you both love and agonize over your work, then you're doing the right thing."

His advice to would-be curators is to "start with an idea that requires a collective artistic effort to help solve a problem, and demonstrate refreshing methods that present a solution. Be knowledgeable and enthusiastic as you convince others to join forces with you. If you both love and agonize over your work, then you're **doing the right thing.**"

Curator

Description: Curators are responsible for administrative duties relating to museum exhibitions and acquisitions, research, publications, and donor contacts within a specific museum department or area of specialization.

Salary Range: Salaries range from \$30,000 to \$80,000 annually, depending on the size and location of the museum and the curator's experience, responsibilities, and professional reputation.

Education and Qualifications: It is strongly recommended that a curator have an undergraduate degree in art history and a graduate degree in his or her area of specialization.

Core Skills: Excellent writing, research, and public speaking skills are important, as is a familiarity with art objects, the current market, collecting ethics, and customs regulations in the area of specialization. Knowledge of foreign languages is helpful. The ability to research and request funds from private and public sources is also important.

Education Director, Assistant, or Associate

Description: Education directors, assistants, or associates help museum and zoo visitors learn through special projects, including tours, lectures, and classes that focus on the history or environment of a particular artifact or animal.

Salary Range: Salaries range from \$20,000 to \$53,000 or more, depending on experience and education.

Education and Qualifications: A bachelor's degree is a minimum requirement. A master's degree in a specialized area of education is highly recommended. In larger metropolitan areas, candidates will need a doctorate.

Core Skills: Attention to detail and good writing, communication, and research skills are important. Volunteer opportunities and entry-level work provide excellent exposure to the environment at museums and zoos.

The J. Paul Getty Museum of Art, the Gene Autry Museum of Western Heritage, and the William O. Douglas outdoor classroom at the Franklin Canyon Nature Center are just three of the institutions for which Dr. Mary Jeanette Martz has provided educational and accessibility consulting. An educational consultant and museum educator currently with the Los Angeles County Museum of Art, Mary designs, implements, and supervises art programs for children and adults with disabilities. Mary says that as a consultant, her typical workday “is flexible and varied.” She plans and schedules programs, conducts lectures and art workshops, and researches and writes educational arts materials.

A post-polio quadriplegic who uses an electronic wheelchair and a specially modified van to maximize her mobility, Mary says her disability has definitely had an impact on her job search. “I am always placed in positions that deal with programs for people with disabilities. I have gotten all of my jobs through personal contacts and I was recruited for each position.” With this in mind, Mary says that perseverance, enthusiasm, professionalism, and good communication and organizational skills are very important when pursuing a career in the arts.

A graduate of California State University with a bachelor’s degree in philosophy and of Claremont Graduate School with an master’s

“Producing something that is truly one’s own art provides the greatest fulfillment of personal creativity.”



Mary Jeanette Martz, Ph.D.
Educational Consultant

degree in religion and a doctorate in art education and linguistics, Mary received grants from the California Department of Rehabilitation for her entire college education. Having written her dissertation on the role of art as an educational and therapeutic tool, Mary says her education prepared her for her job “by increasing my awareness and understanding of art and disability issues.”

As a person who has become a mentor and resource for other pursuing similar careers, Mary says, “I would advise someone entering the field of art education to pursue a broad education themselves in the arts and humanities. Also, hands-on experience is very helpful.”

Exhibition Designer

Description: Exhibition designers create exhibits for museums and temporary exhibit facilities. They may supervise exhibit installations, create or oversee creation of exhibition cases and cabinets, and work with graphic designers on exhibit signage.

Salary Range: Salaries range from \$20,000 to \$60,000 annually, depending on the person's experience, training, responsibilities, and professional reputation and the location and prestige of the institution.

Education and Qualifications: A bachelor's degree is preferred but not required. Degrees or certificate programs in architecture, commercial art, and graphic or industrial design are relevant.

Core Skills: Skills in design (balance, aesthetic judgment, creativity, and artistic ability) and communication are important. Advancement may be achieved by freelancing, becoming a museum curator, or moving to a larger, more prestigious institution.

Fashion Designer

Description: Fashion designers sketch designs, create patterns, and make samples of the designs; stay up-to-date on clothing trends and styles; and understand fabrics, textiles, and accessories. Opportunities exist in theatrical companies, clothing and pattern manufacturers, custom order dress shops, and design studios.

Salary Range: Salaries range from \$25,000 to \$60,000 annually, depending on education, experience, responsibilities, and professional reputation. Freelance fashion designers' earnings depend on clientele, business skills, and geographic location.

Education and Qualifications: Educational requirements vary, with a degree from a two- or four-year college preferred. Relevant majors include fashion and costume design. Sewing, sketching, and designing experience is useful.

Core Skills: Artistic skills, including drawing, sketching, and sewing, are important, as is the ability to take a design from an idea to a finished product. Advancement opportunities include promotion from assistant to supervisor, freelance, or moving to a more prestigious company.

Fiber Arts and Textile Designer

Description: Fiber arts and textile designers produce or reproduce patterns for printing on textiles.

Salary Range: Salaries range from \$20,000 to \$150,000 annually.

Education and Qualifications: A bachelor of fine arts degree in textile design is beneficial. Prior work experience in changing colors of an existing pattern, tracing patterns for a layout, and correcting pattern flaws under the direction of a textile designer is also beneficial.

Core Skills: Creativity, talent in drawing and painting, and good color and design sense are necessary. Computer literacy is also needed.



Emerging from a family of artisans and tailors, Marquetta Bell Johnson began to do crafts at a very early age. She discovered her artistic talents when she became involved in a two-year tie-dyeing apprenticeship with a South African artist. Since then, she has worked diligently, acquiring the skills needed to

“Hard work and steadfastness will help you grow.”



Marquetta Bell Johnson
Textile Artist

design and produce textiles. With a 15-year career in the field of art education and a 20-year career in the professional production of her fabrics and collectibles, Marquetta is able to bring a wealth of experience to her role as an artist-in-residence for Arts for All, the Georgia affiliate of VSA arts. Her work appears in many private and corporate collections as well as galleries and museums.

“In my field, I’ve gained visibility because I stand out as an artist with a disability,” Marquetta says. “I’m a T-7 paraplegic. I have no sensation from my chest down, and cannot walk. I arrived at my current position by developing my skills as a surface design artist and learning as much as I could about the technique and history of my craft. I applied for positions through several city and county agencies and was awarded artist-in-residence positions.” Marquetta says that Arts for All/VSA arts of Georgia has been most helpful to her by arranging numerous workshops and exhibits that include her work.

“If you’re interested in surface design as a career, I suggest you develop funding sources for art supplies, because they’re expensive,” says Marquetta. “Read as much as you can on the subject and visit museums to see historical textiles. Be flexible and adapt. Hard work and steadfastness will help you grow.”



Floral Designer

Description: Floral designers create floral arrangements using fresh, silk, or dried flowers; cut and arrange flowers artistically in vases and other containers; write up work order forms; decorate floral arrangements with bows, ribbons, and balloons; and create centerpieces or wedding arrangements. Opportunities exist in floral and craft departments in retail stores and florist and craft shops. Some floral designers freelance.

Salary Range: Floral designers earn \$5.50 to \$11.00 hourly, depending on experience, responsibilities, and professional reputation.

Education and Qualifications: Training and experience requirements vary, with many inexperienced designers learning the skills on the job. Formal training is provided at vocational and technical schools and colleges.



Core Skills: Artistic skills, including a sense of color, balance, and style, is important, as are imagination and creativity. Advancement may be achieved by taking a position in a larger store, becoming a store manager, or freelancing.



Framer

Description: Framers may design frame jobs, hire and train employees, do sales work, and manage frame shops.

Salary Range: Salaries range from \$25,000 to \$40,000 or more annually.

Education and Qualifications: A high school diploma is standard, an art background is helpful, and a bachelor's degree and business courses are useful. Framing apprenticeships, experience in sales, and an understanding of business administration will aid in success.

Core Skills: Creativity, a full range of framing skills, and self-motivation are important.

Brian Spavin is highly regarded as an art director and as one of the premiere custom picture framers in the Southwest. In his full-time job as an information resources management operations manager for one of the research laboratories of the Environmental Protection Agency, he oversees all visual information services for his department, including computer graphics, desktop publishing, and photo imaging. In his spare time, Brian owns and operates the company Dreamtime Images, which specializes in custom matting and framing and the conservation and restoration of fine art.

At age ten, Brian was in a fire that caused third-degree burns over 60 percent of his body, resulting in the loss of his right arm just above the elbow and loss of the use of three fingers on his left hand. The two-year hospital stay that Brian endured during his recovery in many ways “actually determined my career,” says Brian. “During the second year of my recuperation, I was introduced to pencil drawing as part of my physical therapy. From the day I was released from the hospital, I’ve been involved in fine arts in one form or another.”

Brian used the assistance offered by private organizations to help pay for his medical and rehabilitative expenses. Of the services offered by federal and state systems, Brian is somewhat critical. “Forty-five years ago, the federal/state complex of assistance

organizations was, shall we say lacking. What assistance I received was through private organizations. One in particular paid for my third and fourth artificial arms.” Having used more than 15 prosthetic arms, Brian says this gift was particularly helpful.



Brian Spavin
Graphic Artist

**“In many ways,
you are always in
control of your destiny.”**

“Regardless of your chosen career field, I’ve found that it’s important, particularly for someone with a disability entering the job market, to have self-esteem. You have got to have respect for yourself and be able to convince your prospective employer that you are as good as, or better than, the next person, despite your disability. Being part of the creative world can give you great satisfaction, but it’s critical that you nurture your self-esteem. You must be accepted on your own merits. In so many ways, you are always in control of your destiny.”

Gallery Director/Manager

Description: Gallery directors/managers oversee gallery operations, assist customers, make sales, handle publicity, and help plan shows.

Salary Range: Salaries range from \$25,000 to \$75,000 or more annually.

Education and Qualifications: Most gallery directors have bachelor's degrees. The usual majors are art and art history, but requirements are not strict; any liberal arts background is acceptable.

Core Skills: Several years' experience in gallery work, particularly as a registrar, is important, as is an ability to sell. Equally essential are strong interpersonal skills to deal effectively with customers, employees, and artists.

Graphic Designer

Description: Graphic designers develop unique graphics for advertisements, booklets, pamphlets, books, brochures, posters, and other materials.

Salary Range: Salaries range from \$18,000 to \$45,000 annually, depending on education, experience, responsibilities, and professional reputation.

Education and Qualifications: A bachelor's degree in commercial art, fine arts, graphic art, or computer graphics is useful but not always required. Art school training is sometimes sufficient to get a talented artist a job. A portfolio of previous work helps to show skills, experience, and talent.

Core Skills: Artistic skills, including the ability to draw and illustrate; knowledge of pasteup and photography; an understanding of color and proof sheets; and creativity and imagination are important. Advancement may be achieved by becoming an art director, freelancing, or moving to a larger, more prestigious firm.

Richard Lynch is a talented young graphic artist currently working as the Art Director for VSA arts, an international nonprofit organization dedicated to promoting the creative power in people with disabilities. Through his work, he utilizes his artistic skills, flair for aesthetic design, and computer graphics expertise and has produced countless pieces of unique and colorful visual art. Designing everything from corporate publications, brochures, and annual reports to calendars, posters, and invitations, Richie has used his love for the visual arts to develop corporate and artistic identities for numerous clients.

Richie has developed a reputable career through years of artistic study and exploration. While pursuing a bachelor's degree in imaging and digital arts from the University of Maryland, Baltimore County, he became a quadriplegic as the result of a diving accident. After spending months in rehabilitation and learning how to use a wheelchair to increase his mobility, Richie went back to school to finish his degree. "A major milestone for me was realizing I could get back to the career path I had chosen without any major difficulties," he says. "Computers are 'the great equalizers.' I was able to fulfill the responsibilities of my educational and career goals to the same capacity that I could before my accident."

While in school, Richie says the support of UMBC's Disabled Student Services office and the Division of Rehabilitative Services

was a great help as he returned to his classes. Taking advantage of note-takers and assistive devices allowed him to complete his assignments and projects to the same caliber as before his accident. By using assistive devices, such as the stylus pen he uses with his computer instead of a mouse,



Richard Lynch
Graphic Artist
and Art Director

“You have to push to get what you need to succeed.”

he is able to respond to the pressures and possibilities of a career in graphic design.

“You have to push to get what you need to succeed,” he says. “Work with the resources that are available. And be proactive. Get your work and your name out there. Through internships and entry-level positions, you can build your credentials, obtain some practical experience, and gain valuable contacts. All will help you with your career in either a corporate or self-employment situation.”

Illustrator



Description: Illustrators create work for magazines, ad agencies, publishers, and other clients.

Salary Range: Illustrators earn \$15,000 to \$50,000 or more annually.

Education and Qualifications: A bachelor's degree in fine arts or a diploma from an accredited art school is required. Work on school publications or as an assistant in a large art department is helpful.

Core Skills: A wide range of art skills, the ability to communicate, attention to detail, and the ability to meet deadlines are important.



Interior Designer



Description: Interior designers work on the interiors of homes and businesses. They meet with clients to discuss desired outcomes; create drawings of plans and follow through with clients to ensure correctness before finalizing the project; estimate product and labor costs; and hire and oversee contractors. They may work for an architectural or design firm, a retail furniture store, or the design department of a business. They may also work as freelancers.

Salary Range: Interior designers earn between \$15,000 and \$100,000 annually, depending on expertise, experience, responsibilities, and professional reputation. Payment is by salary, by commission, or per project.

Education and Qualifications: Educational requirements vary, but college coursework in design, architecture, art, history, and drawing and sketching is helpful. Experience may be gained through internships or serving as an assistant to an established interior designer.

Core Skills: The ability to envision the finished product; a sense of color, style, and balance; and attention to detail are important. Advancement may be achieved by moving to a larger, more prestigious firm or project, or by freelancing.



Jewelry Designer

Description: Jewelry designers create designs for jewelry pieces that they make themselves or send out to a manufacturer.

Salary Range: Salaries range from \$20,000 to \$60,000 or more annually.

Education and Qualifications: A bachelor's degree in art, design, or jewelry making is required. Some jewelry designers, however, are educated at art schools or in specialized craft programs. Courses in metalsmithing, illustration, and sculpture are useful, and business classes are important for those who plan to work on their own.

Core Skills: Self-motivation, a clear focus on work, the ability to create a strong image for the work, and persistence in contacting potential employers and clients are important.



Having always been drawn to nature, visual artist Lynne Lockhart was on the fast track to becoming a veterinarian, but while carrying a double major—art and biology—at Salisbury State University, the artistic side of her dominated and she began pursuing her current career as



Lynne Lockhart
Illustrator

“There’s always room in this world for another artist.”

an illustrator. Lynne has carved out a lucrative career for herself as a visual artist, having illustrated several science and children’s books and participating in a variety of exhibitions. “Most of my income comes from gallery sales and oil paintings,” she explains. “I have three galleries currently representing me and hope to add a fourth in the very near future.”

As a person living with depression, Lynne finds the career freedom of the visual arts much more suitable for her needs and personality. “Anxiety, panic, delusions, and inertia deemed me unfit for thinking jobs. Manual labor was all I could even partially manage. Being socially inept led me to work by myself,” she says. “It took eight years to get a diagnosis and another seven to find a suitable medication. But now I’m coming out of the fog as a force to be reckoned with.” The arts have enabled Lynne, as she puts it, “to participate in the rest of the world, adding my fraction to the whole.”

Lynne credits her success to “tenacity and resilience, perseverance and stupidity.” Her advice for other visual artists just starting out? “If you want to be an artist, make your own job. There’s always room in this world for another artist. Jump in! The water is warm!”

Landscape Architect

Description: Landscape architects design residential and commercial areas as well as public parks and college campuses. A thorough analysis of a site's natural elements, the needs of the client, and government regulations leads to a proposal that includes a written report, sketches, models, photographs, studies of land use, and cost estimates.

Salary Range: Salaries range from \$24,000 to \$66,000 or more annually.

Education and Qualifications: A bachelor's or master's degree in landscape architecture is necessary for entry into the profession. Some states require licensing based on the Landscape Architect Registration Examination, which is sponsored by the Council of Landscape Architectural Registration Boards.

Core Skills: Self-discipline, business and marketing skills, appreciation of nature, and the ability to work with one's hands are important. Creative vision and artistic talent are desirable but not essential. Strong writing and oral communication skills and knowledge of computer applications, including computer-aided design software, are essential.

Librarian

Description: Librarians administer museum libraries for visiting museum professionals, scholars, and members of the general public; manage acquisition and cataloging of books, periodicals, and manuscripts; maintain visual resources such as slides, photographs, and videotapes; and answer scholarly inquiries.

Salary Range: Salaries range from \$18,000 to \$60,000 annually, depending on geographic location and responsibilities.

Education and Qualifications: An advanced degree in library science is necessary, and an undergraduate degree in art history is highly desirable. Courses in computer systems and writing are helpful.

Core Skills: Excellent research skills, including the ability to provide bibliographic support and familiarity with computerized information services, are important. Knowledge of a foreign language is a great asset. Museum librarians should be detail-oriented and knowledgeable about librarianship, including acquisitions, cataloging, reference, and administration.

Genny Zbach's delicate constructions of woven glass beads have gained both national and international attention in the art world. The quality of her work is reflected in the tiny logo cane that is embedded in her finest beads and glasswork. She owns and operates her own business, which she began in the mid-1980s, under the name "Genny Z." A talented visual artist with more than 30 years of experience, Genny has also taught herself glassmaking, beadwork, and silversmithing. Currently she is developing sculptural glasswork.

When Genny was diagnosed with distal spinal muscular dystrophy, she admits she thought it might be the end of her career. Osteoporosis and asthma set in, causing an inability to walk well or for long distances and a tendency toward exhaustion. However, as Genny puts it, "My friends and family never let me stop." Genny, who uses a wheelchair to maximize her mobility, says, "Most of the usual marketing techniques such as craft shows are inaccessible because they are outdoors, and usually there are problems with mud, etc. There are so few accessible crafters' schools and fairs. People just don't see the necessity. For this reason, I have no peers to share my art with. But this has given me all the more reason to keep on!"

Since Genny's business is home-based, she received no help from Vocational Rehabilitation. Instead, Social Security allowed her to

support herself as she steadfastly built up her clientele and skills. "When I decided to make my own glass beads, I called a new studio at the Corning Glass Museum," she says. "They were just building the studio, and I assisted them in making it accessible."

Genny's tenacity has received many compliments from her customers and fellow crafters and earned the title Distinguished



Neiman-Marcus

Genny Zbach
Folk Artist

"Don't assume you can't."

West Virginian, the highest civilian honor awarded by her home state. "When I started," she says, "I had to ask many questions. Now people ask *me* questions, like what advice I'd give others seeking a job in my field. I'd say, 'Don't assume you can't.' If something seems difficult or impossible, figure out plan two and maybe even plan three, because you might need it. Curiosity will make you grow and get better. Passion will allow your work to inspire others. If people feel inspired by your work, and you continue to grow in your field, then success should follow."

Membership or Visitor Services Coordinator



Description: Membership or visitor services coordinators are responsible for recruiting members and managing the planning and promotion of special events and educational programs, such as classes, films, workshops, lectures, and openings. They coordinate the volunteer committees of the museum to plan special events that contribute to the fund-raising effort of the institution.

Salary Range: Salaries range from \$10,000 to \$40,000 annually, depending on substantive development responsibilities and geographic location.

Education and Qualifications: An undergraduate degree in business, public relations, marketing, public administration, or liberal arts is appropriate. Coursework in art history is preferred. Secretarial skills and proficiency on a computer are necessary.

Core Skills: A broad familiarity with nonprofit fund-raising and marketing techniques is important. Excellent writing and verbal skills and a working knowledge of art history are critical.

Merchandiser/Retail Display Designer



Description: Merchandisers/retail display designers design and create retail window and showcase displays to attract customers, place items for sale in a pleasing display to complement the area's dimensions, and dress mannequins. They work with clients to establish a unique display by providing preliminary sketches for approval.

Salary Range: Salaries range from \$20,000 to \$55,000 annually, depending on talent, education, experience, responsibilities, and professional reputation. Freelancers doing window dressing are sometimes paid on a per project basis.

Education and Qualifications: A bachelor's degree in design, fine arts, or commercial arts is preferred but not always required. Experience gained through designing retail stores' window displays is helpful. Sketching and illustration abilities are beneficial.

Core Skills: An artistic flair, including a sense of balance, color, and aesthetics; orientation to detail; creativity; and good communication skills are important. Advancement may be achieved by working with larger or more complex settings or by freelancing and building a large client base.

Catherine V. McIntyre is an accomplished painter who works mostly in watercolor, acrylic, and oil. She is a native of Atlanta, Georgia, and received a bachelor of fine arts degree from Wesleyan College in 1973. She worked for years in commercial art and began showing her work in local juried and nonjuried exhibitions, which allowed her to learn a great deal about the exhibition process while meeting with and learning from other visual artists. Now associated with VSA arts of Georgia/Arts for All in Atlanta, Catherine is beginning to enter juried shows at the national level. Her work has been purchased by individuals through arts shows and she has also been privately commissioned by local art enthusiasts.

Catherine, who had polio at age three and now use crutches and wears a leg brace, explains that her disability doesn't affect her ability to paint, but it does affect her career. "My biggest issue is usually getting [my] work to and from shows . . . especially hanging shows. I make sure in advance that I will have help or take someone with me. I also keep my work at a size I know I can handle."

Catherine credits the Georgia Vocational Rehabilitation for helping to launch her career as the organization paid her college tuition. She also gives accolades to the VSA arts of Georgia/Arts for All for pro-

viding her with numerous exhibition opportunities, helping her to build her experience and accelerate her painting career. "Art training and business experience have given me a solid foundation of knowledge about art and



Catherine V. McIntyre
Painter

**“Identify, set,
and attain your
personal goals.”**

the business of art. They have also increased my credibility to prospective collectors. I am seen as educated and experienced.”

As a painter, Catherine recognizes the importance of exposure for an artist's career. "Visual communication is what painting is all about, but you also have to figure out how to get your work in front of people. An artist who can identify, set, and attain personal goals toward attaining a market for his or her work is one who usually performs well in this field of painting."

Multimedia Designer

Description: Multimedia designers translate multimedia scripts (compilations of graphics, video, audio, and static images) into visual and auditory compositions for presentation or promotion. They may also program computer codes that operate the presentations.

Salary Range: Salaries vary, but generally they parallel those of other computer artists. Experienced multimedia designers can earn up to \$60,000 or more per year on staff and much higher amounts if they stay busy as freelancers.

Education and Qualifications: Technical ability is enhanced by at least a bachelor's degree in computer graphics. Study of film and video is also helpful.

Core Skills: Artistic talent and advanced computer knowledge are important.

Painter

Description: Painters create art using watercolor, acrylic, or oil paint on canvas or other media and using a variety of artistic techniques. They also price and market paintings. Paintings may be sold in art shows, through commercial art galleries, or to private collectors.

Salary Range: Salaries depend on the price of the paintings and the number of sold. The painter's reputation and popularity determines sales. Pieces may be sold directly for a set price or on consignment, through which the painter receives a percentage of the sale price.

Education and Qualifications: Formal education or training is not mandatory. Formal experience is not required. A bachelor of arts, bachelor of fine arts, or master of fine arts degree may lead to greater success. A well-presented portfolio is necessary to gain entrance to galleries and to market paintings to private clients.

Core Skills: Creativity, artistic skills, the ability to sell and market paintings, and self-motivation are important. Advancement may be achieved by building a strong reputation and by selling more pieces.

Photographer

Description: Photographers use color or black-and-white film and still cameras to photograph people, places, and things for individuals, groups, newspapers, or magazines. They also develop and print photographs, and schedule appointments, and handle business affairs if freelancing.

Salary Range: Salaries range from \$18,000 to \$65,000 annually for photojournalists; salaries vary for freelance photographers, depending on their popularity and reputation.

Education and Qualifications: Formal training is not mandatory. A basic photography class may be useful. A bachelor's degree in photography, journalism, communications, or liberal arts can be helpful. Photographers usually have portfolios with sample photographs to show to clients and potential employers.

Core Skills: Artistic skills and knowledge of photography equipment and techniques are important. Photographers who freelance need business skills. Advancement opportunities will come to a talented photographer and may include freelancing.

Born in Boston, Massachusetts, Joan Sarah Wexler graduated from the University of New Hampshire with a bachelor's degree in art. Several years later she had the unique opportunity to study fine art photography with the renowned Minor White at the Massachusetts

“Believe in yourself, be highly motivated, and don't give up.”

Institute of Technology in Cambridge. She then attended the Rhode Island School of Design (RISD) in Providence to pursue her master of fine arts degree in photography.

During her first year at RISD Joan showed the initial signs of what was later diagnosed as paranoid schizophrenia and decided to move to Bethesda, Maryland, closer to her family. Through the Vocational Rehabilitation Administration of Maryland, she got a summer job at the National Institutes of Health and then began a permanent federal career at the National Science Foundation (NSF). In 1987 Joan began her current position, and became the first person in the history of the NSF to receive a job accommodation as the result of an EEO settlement.

Today Joan works full-time at the NSF as a library technician and photographer. In addition, she has served as an archives technician on detail at the Smithsonian's National Museum of Natural History. She also has extensive experience exhibiting her own photography and cataloging her own collection. She was represented by the Gomez Gallery in Baltimore from 1989 to 1992 and has exhibited widely in the Washington, DC area.

Joan says her education prepared her well for her career, but it was her own strength that saw her through. “Perseverance and self-determination have been essential to my growth and development,” she says. “You need to believe in yourself and be highly motivated. And don't give up.”



Joan Sarah Wexler 1987

**Joan Sarah Wexler
Librarian Technician,
Photographer**

Potter

Description: Potters create artwork or functional items in low-fired clay materials, high-fired stoneware, or porcelain. The work is sculpted by hand or thrown on a potter's wheel. Experimentation with glazes also yields unique results.

Salary Range: Salaries vary widely. Self-employed potters' sales vary by exposure and volume.

Education and Qualifications: No formal training is necessary; talent counts most. However, a degree in fine arts provides useful background to a career as a potter. Formal training also provides the contacts with instructors and other artists that can prove useful in the future.

Core Skills: Skills are learned or refined, but generally potters should begin with a good sense of design and the ability to work in a three-dimensional medium.

Preparator

Description: Preparators get art galleries ready for new shows and pack up departing exhibits. They create the spaces in which shows and exhibitions are hung, constructing walls and displays, altering lighting and paint, and crating and uncrating artwork.

Salary Range: Depending on the size and location of the gallery and the experience of the individual, a preparator can earn from \$18,000 to \$35,000 per year.

Education and Qualifications: Generally, preparators possess at least a bachelor's degree in the arts. They begin as volunteers or part-time employees who work on installation crews and develop experience in galleries or museums in the precise handling of artwork.

Core Skills: Carpentry skills are important, along with a good sense of organization and an eye for detail.



Rona E.S. von Mering, a self-employed potter since 1981 and founder of Rona's Touch Pottery, says she got her start in ceramics by "working with dirt in my grandfather's vegetable garden." After receiving an education at the School of American Crafts at Rochester Institute of Technology in Rochester, New York, she received her bachelor of fine arts degree from the University of Massachusetts at Amherst. She markets her pottery in numerous art and craft shows, shops, and galleries throughout the Northeast and the Midwest, and as a visiting artist, she has completed several demonstrations, workshops, and lectures at public events.

Rona was born with profound deafness and was diagnosed with Usher's disease, a degenerative retinal disease that eventually leads to blindness, at age 20. When she realized that income from Social Security was not sufficient to support her, she decided to go into business for herself, to stop being "housebound" and to enjoy life more. As a self-employed potter with a successful business, she has received several awards and honors, including the 1989 International Recognition Honor at Gallaudet University, Washington, DC. She also won the 1991 Deaf Woman of the Year honor as a potter/artist and was honored by the Massachusetts House of Representatives for her artistic accomplishments.

Although Rona says her disability has not negatively affected her search or placement in a job, she has a wealth of advice to offer others thinking of making a career in pottery or the visual arts. "I suggest that people get

"I suggest that people get out of their shells and do something creative or improvised."

out of their shells and do something creative or improvised," she says. "My work has allowed me to enjoy life more. At first I felt that would be impossible, but later I learned that with God in heart, nothing is impossible. He strengthened me to have courage and guided me to a successful career."



David Molnar (staff photographer), Springfield (MA) Union News

**Rona E.S. von Mering
Potter**

Printmaker



Description: Printmakers perform technical tasks involved in reproducing artwork by various processes.

Salary Range: Salaries range from \$12,000 to \$80,000 or more annually, depending on experience and reputation.

Education and Qualifications: A bachelor of arts or bachelor of fine arts in art is required; a master of fine arts in printmaking is helpful. Beginning printmakers should understand all major printmaking processes and specialize in at least one process.

Core Skills: Patience and precision count, as does the ability to work well with others, whether employees or clients. Printmakers should be careful and thorough as they work.



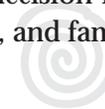
Retailer/Buyer

Description: Retailers/buyers study market research reports and monitor consumer behavior; keep informed regarding changes and developments relating to the products in their market; stay aware of economic trends; and make purchases from wholesalers and manufacturers.

Salary Range: Salaries range from \$33,000 to \$63,000 or more annually. Income depends on seniority, the amount and type of product purchased, and company sales volume. Other variables affecting income are bonuses, merchandise discounts, profit-sharing plans, and stock options.

Education and Qualifications: A bachelor's or associate's degree in marketing or purchasing is beneficial and required by most firms. Experience in a wholesale or retail business is helpful, with some businesses offering training and promotion to their own employees.

Core Skills: Excellent planning and decision-making skills, an interest in merchandising, and familiarity with computers are essential.



As a child growing up in New Mexico, where his mother was a potter, Michael Naranjo knew he wanted to be a sculptor. As he helped his mother prepare her clay, he began to explore the medium himself, and realized that sculpting was his dream. Now a critically acclaimed artist who “sees with his hands,” Michael’s work has been exhibited in shows across the country and is included in many private collections. Creating three-dimensional works that range in size from small to life size and larger, Michael has impressed critics and art enthusiasts with his amazing talent in the visual arts.

In January of 1968, while serving his country in the Vietnam War, Michael was totally blinded as a result of an injury he sustained from a grenade explosion. He also lost partial use of his right hand. After completing three months in a VA Blind Rehabilitation Center where he engaged in a variety of activities designed to enhance the rehabilitation process, Michael returned home and began his career as a sculptor. Using his talents to promote disability awareness, in 1991 Michael held his first “all touch” show at the Eiteljorg Museum of American Indian and Western Art in Indianapolis. Everywhere his work is displayed, Michael invites people to touch his sculptures, allowing others to gain the full understanding and appreciation of visual art forms that he had been previously denied. “Through touch, a whole other dimension of experience is added,” explains Michael.

When asked what disability service organizations have had an impact on his career, Michael says, “At the Western Blind Rehabilitation Center in Palo Alto, California, I was given the confidence to go on,” Michael says. “Shortly thereafter, I was assigned a social worker who dealt with veterans with visual impairments at



Mary Fredenburgh

**Michael A. Naranjo,
Sculptor**

**“With time, effort,
and energy,
you’ll get there.”**

the VA Hospital in Albuquerque, New Mexico, and he was really one of the few people who believed in me and my [career] choice in those early years. I found I could still sculpt using one hand.”

Michael says that one of the greatest joys of his work is sharing it with others, hoping there is as much pleasure in the viewing as in the creation. “You have to follow your heart and soul,” Michael advises. “Love your work and nourish it. With time, effort, and energy, you’ll get there.”

Sculptor

Description: Sculptors create art objects using materials such as clay, glass, wire, plastic, fabric, wood, stone, or metal. They carve, mold, weld, or join materials, set prices for their work, and market the sculptures. Sculptures may be displayed at art shows, museums, stores, collections, commercial art galleries, and craft fairs.

Salary Range: Salaries depend on sales of sculptures. Sculptors or their agents may sell pieces of art outright for a set price or on consignment, with the artist earning a percentage of the sale price.

Education and Qualifications: Formal education or training is not required. A bachelor's degree in fine arts can be helpful.

Core Skills: Artistic skills, especially the ability to sculpt and an understanding of various media; the ability to work with one's hands in a creative and imaginative way; and the ability to create and sell appealing sculptures are important. Advancement may be achieved by gaining professional recognition and increasing sales.

Studio Assistant

Description: Studio assistants help artists in commercial or private studio settings. They arrange materials (e.g., paint, ink, clay) in the way most convenient or useful to the artist or photographer.

Salary Range: Salaries depend on the volume of work or success of the studio. Assistants are usually in some sort of internship and looking for experience, so they should not expect more than \$7.50 to \$10.00 per hour.

Education and Qualifications: No education is necessary, but if participation in the creation of artwork is involved, a studio assistant should also have artistic talent and be interested in an art degree or career.

Core Skills: Talent specific to the type of studio, a willingness to learn, and an understanding of the artistic temperament are important.



Taxidermist

Description: Taxidermists prepare, stuff, and mount the skins of birds, fish, and other animals to create lifelike models used as trophies or museum exhibits.

Salary Range: Salaries range from \$11,000 to \$20,000 annually.

Education and Qualifications: A high school diploma is essential. Classes should include art, biology, and wood and metal shop. Taxidermy courses are helpful.

Core Skills: An interest in animals, artistic ability (including the ability to sculpt), good knowledge of animal anatomy, and special training in taxidermy processes are beneficial.



Web Site Designer

Description: Web site designers design all visual elements for Web pages, including graphics, photos, illustrations, and text. They create compelling images to secure the interest of readers.

Salary Range: In design firms or large companies, annual salaries for Web site designers may range from \$30,000 to \$60,000. Independent contractors can command much more, with hourly rates in the \$60 to \$100 range.

Education and Qualifications: A bachelor's degree in art or design is important. Familiarity with the latest computer art and design programs is necessary, as is an understanding of basic printing and type design.

Core Skills: Computer and Internet literacy, artistic talent, and photography skills are important.



D. Career Opportunities in Arts Services

People interested in the arts in general can work with a variety of organizations, including dance companies, government agencies, museums, nonprofit organizations, schools, and symphony orchestras.

This section describes the following careers in arts services:

- Executive Director of Local Arts Council
- Fund-Raiser
- Grants Manager for Grant-Making Agency
- Grants Writer
- Public Relations Specialist
- Researcher/Research Assistant

There are other careers in arts services not described in this book. Some of these include the following:

- Arts Administrator
- Program Manager of Local Arts Council

Executive Director of Local Arts Council

Description: Executive directors of local arts councils communicate with state or federal legislatures about the status of arts in their area. They are the primary lobbyists for the arts and for agency funding allocation. They set goals and agency standards for dispensing funds to artists and arts organizations. They work with staff to ensure that government funds have been spent properly.

Salary Range: Salaries range from \$55,000 to \$120,000 annually, depending on geographic location and whether the director is working with a state government or the federal government.

Education and Qualifications: An undergraduate degree in one of the arts or a related field in the humanities is important. An advanced degree in business, management, or the arts is generally required as well.

Core Skills: Tact, eloquence, and political savvy are important, as is the ability to evaluate, understand, and articulate the goals of the arts community in order to lead an effective planning process.



Fund-Raiser

Description: Fund-Raisers develop, organize, and implement fund-raising programs for performing arts centers, ballet or opera companies, orchestras, or not-for-profit theaters. They garner financial support from grants, sales, and donations.

Salary Range: Salaries range from \$12,000 to \$80,000 annually, depending on experience and fund-raising record.

Education and Qualifications: A college degree in arts administration or management, marketing, public relations, or liberal arts is preferred but not always required. Experience in public relations, fund-raising, and development is highly recommended; knowledge of grant writing and an understanding of the arts are helpful. Certification programs in fund-raising are helpful. Volunteering is an excellent way to gain experience and show a track record in fund-raising.

Core Skills: Sales ability, creativity, and interpersonal and written communication skills are important. Advancement may be achieved by moving to a larger or more prestigious organization, generally resulting in increased responsibilities and earnings.

Grants Manager for Grant-Making Agency

Description: Grants managers for grant-making agencies are responsible for researching grant applications to government agencies, foundations, and corporations. They edit applications and maintain a reference library of potential funding sources; stay in contact with volunteers, board members, corporation leaders, and members of the press; speak at fund-raising events; and monitor requests for payment from the granting agency once the grant has been received.

Salary Range: Salaries range from \$18,000 to \$150,000 or more annually, depending on experience, responsibility, and place of employment.

Education and Qualifications: A bachelor's degree in liberal arts is beneficial. Recommended classes include English, speech, foreign languages, public relations, psychology, business administration, social work, and journalism. Having a working knowledge of economics, accounting, and mathematics is helpful.

Core Skills: Organizational skills, persistence, verbal and written communication skills, administrative/business skills, and knowledge of grant procedures are essential.

Grants Writer

Description: Grants writers assist with or write grant applications to government agencies, foundations, or corporations, complying with funding source guidelines and deadlines. They also handle clerical duties related to grant applications.

Salary Range: Grants writers earn \$18,000 to \$25,000 or more annually, depending on responsibilities and place of employment.

Education and Qualifications: A degree in arts administration is desirable but not essential. Courses in art history are important, as are excellent writing skills. Proficiency in word processing is valuable.

Core Skills: Attention to detail and good verbal and written communication skills are important.



Public Relations Specialist

Description: Public relations specialists develop public relations campaigns. They create and maintain a positive image for the client or employer through effectively written press releases. They may also write annual reports and speeches. They respond to media queries, develop media events and promotions, arrange interviews, schedule bookings for clients on radio or television talk shows, and arrange press conferences.

Salary Range: Salaries range from \$18,000 to \$150,000 or more annually, depending on the specific employer or client. Hourly rates range between \$10 and \$250 depending on experience and reputation.

Education and Qualifications: A bachelor's degree in a relevant field, such as public relations, marketing, advertising, journalism, English, or communications, is important. Experience in writing, marketing, or publicizing is helpful.

Core Skills: Excellent creative writing and communication skills are essential. Advancement may be achieved by becoming a director of public relations, freelancing, or moving to a larger firm.



Researcher/Research Assistant

Description: Researchers/research assistants find and confirm facts through investigative research. They use information, including statistics, to aid in decision making by various types of companies.

Salary Range: Salaries range from \$14,000 to \$30,000 or more annually. Salaries vary depending on the field in which research is done and the size of the company.

Education and Qualifications: A bachelor's degree is preferred. Research in fields like engineering, law, and "hard" sciences (e.g., chemistry, physics) may require advanced degrees or special training.

Core Skills: Researchers/research assistants need to be self-motivated, naturally curious, responsible, and reliable. They should have excellent phone, library, and computer skills.

E. Other Career Guides

Career Guides for the Literary Arts

Careers for Writers and Others Who Have a Way with Words

By Robert Bly

NTC Publishing Group

1995

This book provides a balanced analysis of the advantages and disadvantages of a writing career.

Getting Your Book Published:

Inside Secrets of a Successful Author

By Robert Bly

Roblin Press

1997

This book gives step-by-step instructions on how to construct a book so that it attracts publishers.

National Writers Union Guide to Freelance Rates & Standard Practice

National Writers Union

1995

This book offers hard-to-find information for the aspiring freelance writer in the areas of journalism, books, technical writing, corporate/nonprofit communications, literary magazines, and academic writing.

Chapter 2

Writer's Market

Writer's Digest Books

Published annually

This book provides information and guidelines for specific freelance markets and how to approach them.

How to Write a Book Proposal

By Michael Larsen

Writer's Digest Books

1997

This author explains how to develop, market, and sell your proposal for a book *before* you spend years writing it.

Market Guide for Young Writers:

Where and How to Sell What You Write

5th edition

By Kathy Henderson

Betterway Publications

1996

This book provides profiles of professional editors and young writers, information on opportunities in electronic communications, guidance on studying markets, advice about markets and contests to avoid, author's tips, and more.

100 Things Every Writer Needs to Know

By Scott Edelstein

Perigee

1999

This book discusses many artistic techniques and offers inspiration. It also gives practical insiders' advice on how to get published.

Opportunities in Writing Careers

Revised edition

By Elizabeth Foote-Smith, James D. Franklin (editor), and Thomas Clark

VGM Career Horizons

1999

This book provides basic information for the aspiring writer, discussing job requirements, projections for future marketability, and salary ranges.



Career Guides for the Performing Arts

Acoustic Musician's Guide to Sound Reinforcement and Live Recordings

By Mike Sokol
Prentice Hall
1997

This is a guide for acoustic musicians and sound engineers who work with live sound and recording. It explains how to set up and operate a sound system.

Advice for Dancers: Emotional Counseling and Practical Strategies

By Linda H. Hamilton
Jossey-Bass
1998

This book offers sensible advice on coping with the highs and lows, the achievements and challenges, and the joys and heartbreaks of the dance world.

All Area Access: Personal Management for Unsigned Musicians

By Marc Davison
Hal Leonard Publishing Corporation
1997

This book gives insight on how to handle complicated contracts, riders, accounting forms, merchandising forms, and other forms used daily by musicians.

The Back Stage Handbook for Performing Artists: The How-to and Who-to-Contact Reference for Actors, Singers, and Dancers

3rd edition
By Sherry Eaker
Back Stage Books
1995

This book offers information on how to contact agents and break into any aspect of show business.

Cabaret Artist's Handbook: Creating Your Own Act in Today's Liveliest Theater Setting

By Bob Harrington and Sherry Eaker (editor)
Watson-Guptill
2000

This book shows performers the ins and outs of the business, including choosing the right material and finding a music director.

Career Opportunities in the Music Industry

3rd edition

By Shelly Field

Facts on File

1995

This is a complete and comprehensive guide to careers in the music industry. It provides descriptions of over 80 jobs and includes information on job duties, salaries, employment prospects, advancement prospects, necessary skills and personality traits, and tips for successfully entering each field.

Career Opportunities in Theater and the Performing Arts

2nd edition

By Shelly Field

Checkmark Books

1999

Careers in the performing arts can be on stage, backstage, and even off stage. From acting to design to dance therapy, this book profiles more than 70 careers, helping job seekers discover how to get the position they want. The book includes appendixes listing professional and amateur organizations, academic institutions, and publications.

The Dancer's Complete Guide to Health Care and a Long Career

By Allan J. Ryan and Robert E. Stephens

Bonus Books

1988

This book offers advice on helping dancers understand the causes of dance-related injuries, how to prevent them, and how to facilitate rehabilitation. A wide variety of stretching exercises for dancers is provided.

88 Song Writing Wrongs and How to Write Them: Concrete Ways to Improve Your Songwriting and Make Your Songs More Marketable

By Pat Laboff

Writer's Digest Books

1992

This book is written in 88 bite-sized chapters that cover the entire songwriting process, from inspiration to royalty collection.



Great Jobs for Theater Majors

By Jan Goldberg
VGM Career Horizons
1999

This book provides information and guidance on various topics, from self-assessment to successful interviewing. It also provides descriptions of a variety of theater-related career paths.

Making Music Your Business: A Guide for Young Musicians

By David Ellefson
Miller Freeman
1997

This book offers personal insight and insiders' information on breaking into the music business. It explains how to succeed in management, recording, promotions, touring, and other topics.



The Playwright's Companion 1999: A Practical Guide to Script Opportunities in the U.S.A.

By Mollie Ann Meserve
Feedback Theatre Books
1999

This book is a warehouse of information for aspiring playwrights. It includes information on contests, publishers, agents, college and university playwriting programs, and other topics.

Your Film Acting Career: How to Break into the Movies & TV & Survive in Hollywood
4th edition

By M.K. Lewis and Rosemary R. Lewis
Gorham House
1997

This is a comprehensive guide to acting in film. It covers topics such as finding an agent, seeking work, and doing commercials and provides an extensive appendix of relevant information and resources.



Career Guides for the Visual Arts



Advice to Young Artists in a Postmodern Era

By William V. Dunning

Syracuse University

1998

This book gives advice on art, art criticism, and various characteristics that lead to success in art and an art career.

The Artist's Guide to New Markets: Opportunities to Show and Sell Art beyond Galleries

By Peggy Hadden

Watson-Guptill

1998

This book reveals how emerging and established artists can build and expand their careers beyond the gallery setting.

Art Marketing 101: A Handbook for the Fine Artist

2nd edition

By Constance Smith and Allen Hollingsworth

Art Networks

1997

This book shares the secrets of successful artists: developing repeat customers, finding alternative avenues for selling art, creating an impressive image, and building name recognition.

Business and Legal Forms for Fine Artists

Revised edition

By Tad Crawford

Allworth Press

1999

This book includes 19 ready-to-use forms and negotiation checklists for fine artists, as well as information on artists' legal rights and an accompanying CD that contains all the forms.

Art & Reality: The Standard Reference Guide and Business Plan for Actively Developing Your Career as an Artist

By Robert J. Abbot and Catherine Newman

The Contemporary Marketing Group

1993

This paperback and accompanying workbook include information and worksheets for artist self-evaluation, planning strategies, describing your art, determining marketplaces, developing your presentation materials, publishing your work, funding your work, and more. It can be ordered from: The Contemporary Marketing Group, 1345 Coral Drive, Laguna Beach, CA 92663, Tel: (714) 497-6052, Fax: (714) 497-0571.



Crafting as a Business

By Wendy Rosen
The Rosen Group
1994

For fine artists who want to distribute their art through craft fairs, trade shows, or galleries, this book offers information on pricing, networking, product and market development, public relations, and more.

Graphic Artists Guild Handbook: Pricing and Ethical Guidelines

9th edition
Graphic Artists Guild
1997

This book provides information about how freelance graphic artists conduct business, legal rights and issues, professional guidelines, new technology issues, pricing and marketing artwork, salaries, standard contracts, and resources.

Career Ideas for People Who Like Art

By Dianne Lindsey Reeves
IDG Worldwide
1997

This book advises artists how to apply their skills to various occupations.

Career Opportunities in Art

By Susan H. Haubenstock and David Joselit
Checkmark Books
1995

This book profiles 83 careers for people with experience, education, or ambition in art. It gives details on salaries, skill requirements, advancement prospects, and duties. Careers are grouped in sections: art and design, museums, art galleries, education, funding agencies for the arts, art journalism, auction galleries, and art-related businesses.

Careers by Design: A Headhunter's Secrets for Success and Survival in Graphic Design

By Roz Goldfarb

Allworth Press

1997

This book reveals which design jobs lead to lifelong careers, what the jobs pay, what type of lifestyle they may involve, and the vast number of new possibilities that exist in graphic design. The author shares her knowledge about vital topics, including selecting a training program with a curriculum relevant to today's market; networking, creating résumés, and working with headhunters; using new technology to prepare and present a portfolio; choosing or changing a design specialty; looking for jobs on the Web; understanding hiring practices in the current market; determining what you are worth (and what the job's worth); negotiating salary and benefits; and changing jobs.

The Fine Artist's Guide to Marketing and Self-Promotion: Innovative Techniques to Build Your Career as an Artist

by Julius Vitali

Watson-Guption

1997

This innovative book helps artists understand self-promotion and marketing.

How to Survive and Prosper as an Artist: Selling Yourself without Selling Your Soul

by Caroll Michels

Henry Holt

1997

This book offers insiders' information on how to get work exhibited, prepare résumés and presentations, and handle public relations and advertising.



Other Useful Career Guides

Cover Letters Made Easy

By Patty Marler

NTC Publishing Group

1995

This confidence-building book provides complete instructions for writing cover letters that stand out.

Creating a Life Worth Living: A Practical Course in Career Design for Aspiring Writers, Artists, Filmmakers, Musicians, and Others Who Are Interested

By Carol Lloyd

Harperperennial

1997

This book focuses on the unique needs of artists, inventors, entrepreneurs, and anyone with creative aspirations. It helps readers clarify their desires and create a tangible plan for implementing their dreams.



100 Best Careers for Writers and Artists

By Shelly Field

IDG Books Worldwide

1997

This book profiles the best job opportunities in communications and the arts and discusses how to succeed in those jobs. It offers complete coverage of all the most exciting careers in theater, television, film, journalism, advertising, marketing, publishing, and other areas.

Résumés for Performing Arts Careers

By VMG Career Horizons

NTC/Contemporary Publishing Company

1997

This book offers the essential ingredients for writing a résumé for a career as a performing artist.

F. The Impact of Technology and the Internet on Arts Careers

Voice recognition software, large high-definition monitors, touch screens, and modified touch pads have increased accessibility to the Internet, which offers artists and other people with disabilities new opportunities. There are new ways to create, market, and showcase work. And there are new careers available: people can make a living designing Web pages, software, and movie special effects and doing other jobs in new media.

Today's job seekers cannot ignore the Internet and other new technology. As the Internet becomes less about technology and more about life online, it will change the arts and entertainment industries even more significantly.

Three major technological shifts may significantly affect artists' work and careers. First, the Internet is changing content creation. Second, new media is affecting content distribution. Third, there is a conceptual shift from the material world to the digital world, or from atoms to bits.

Content Creation

Digital tools are giving artists new ways to express themselves, enhance traditional art forms, and create entirely new ones. A wide range of software applications and input and display technologies enable artists to create sculpture, animation, photography, and music and to do Web design and writing. Some music, feature films, and major works of art are now created using only digital technology.

Content Distribution

A common buzzword in the new Internet economy is "disintermediation," the removal of mediators and the direct exchange of goods between producers and consumers. For instance, much music is now sold online. Artists may publicize and distribute their music online, generating interest and potential sales without the support of a big label, distributors, and stores.



Shift from Atoms to Bits



Moving from atoms to bits, a concept first introduced by Massachusetts Institute of Technology professor Nicholas Negroponte in his book *Being Digital*, means dealing less with physical objects and more with digital data that take the form of sound, pictures, transactions, movies, and the like. Because people are increasingly using digital tools and digital distribution, the importance of time and place has decreased. This opens up new opportunities for where, when, and how we work. It also enables limitless collaboration between individuals online.

These shifts are opening the door for new and unique career paths every day. Job seekers will need to embrace these cultural changes and learn how to benefit from them.



