

ART

What can I do with this major?

AREAS

MUSEUMS, GALLERIES AND NONPROFITS

Art direction, sales and operations
Administration and management
Curatorial practice
Conservation
Restoration
Registrar
Collections management
Exhibit design and preparation
Archive management
Education
Tours
Publications and editorial work
Development, fundraising, and grant writing
Public relations, marketing, and communication
Historian
Research and Scholarship
Art logistics, handling, and installation
Community engagement and programming
Institutional leadership and direction

FINE ARTS AND CRAFT ARTS

Studio art and craft practice
Material-based practices (e.g., ceramics, glass, fiber/textiles, metals, wood)
Drawing, painting, illustration, and print media
Sculpture and installation
Book, paper, and edition arts
Performance and time-based practices
Public art and commissioned work
Historical Restoration
Applied and functional art (e.g., furniture, tile, wood working)

EMPLOYERS

Art, history and cultural museums:
University
Public
Private
Archives, libraries, and special collections
Historical societies and cultural heritage sites
Galleries:
Commercial
Nonprofit
Artist-run
Artist residency organizations and community centers
Auction houses and art advisory firms
Arts and cultural nonprofits and foundations
Sculpture parks, botanical gardens, performing arts venues
Art publications and arts press
Artist studios, estates, and collectives
Art shipping, framing, and conservation services
Public art programs, arts commissions, and arts endowments:
Local
State-wide
Regional
National
Corporate and private art collections

Independent artist studios and collectives
Colleges and universities
Community art centers and schools
Foundries, fabrication studios, and master printers
Public art programs
Craft and art fairs
Retail art and design shops
Production studios and workshops
Theater, film, and set fabrication studios
Furniture, woodworking, and frame fabrication
Government-supported arts programs
Commissions

STRATEGIES

Gain relevant experience through internships or volunteer positions in museums, galleries, or cultural organizations.
Visit museums and cultural institutions around the country and world regularly to gain exposure to art and to build visual and institutional literacy.
Learn a foreign language and plan to study abroad to support research and international work.
Supplement curriculum with courses in history, art history, religion, anthropology, classical civilizations, or related fields. Most art historians will specialize in a period or region.
Acquire strong skills in research, fundraising, speaking, writing, organization, and an attention to detail.
Plan to earn a graduate degree in art history, museum studies, conservation or other related discipline depending upon specific interests. Each specialty has varying qualifications and required training.
Develop good interpersonal skills, including the ability to work well on teams.
Become a member of local museums.
Attend conferences, lectures, and professional gatherings in the field.
Engage with professional organizations such as the American Alliance of Museums. (AAM).

Consider graduate study such as an MFA to deepen practice and expand professional or teaching opportunities.
Consider whether you want to pursue art as a full-time job or as an avocational interest.
Opportunities are limited for full-time work. Many artists hold other jobs to supplement their income.
Participate in juried exhibitions, shows, and public art opportunities.
Maintain a current physical and digital portfolio documenting work.
Gain additional skills and experience through an apprenticeship, internship, assistantship, or volunteer

AREAS	EMPLOYERS	STRATEGIES
<u>FINE ARTS AND CRAFT ARTS cont.</u> Traditional craft and restoration Independent and entrepreneurial practice	Production of pottery, jewelry, and metalsmithing Mural, sign, and matte painting Carnival/Circus Arts	Gain additional skills and experience through an apprenticeship, internship, assistantship, or volunteer position with a professional artist or organization. Secure guild membership. Develop professional networks through residencies, guilds, and arts organizations. Build business, marketing, and grant-writing skills to support independent practice. Build a reputation by circulating art work and developing a particular style.
<u>COMMERCIAL ART</u> <i>See also "What Can I Do With a Major in Graphic Art?"</i> Visual communication and graphic design Motion design and time-based media Digital and interactive design Illustration and narrative arts (e.g., graphic novels, children's books, editorial illustration, storyboarding, animation) Advertising and marketing design Medical and scientific illustration Editorial and publication design Art direction Logo/Branding and identity design Environmental, retail, and display design	Advertising and public relation agencies Design firms Corporate marketing departments Publishing companies: Books Magazines Newspapers Digital Media Department stores Television, film, and media studios Governmental agencies and universities Manufacturing and product-based firms Greeting card companies Internet and digital media companies Independent and freelance practice Large corporations	Develop strong technical skills using industry-standard digital and design tools. Maintain a professional portfolio tailored to specific fields. Gain experience through internships, freelance projects, and part-time work. Obtain summer or part-time experience with book, magazine, or newspaper publishers. Practice working within deadlines and collaborative environments. Supplement curriculum with course work in advertising, business, marketing, or communication. For medical illustration, undergraduate coursework in anatomy and biology may be necessary, as well as a master's degree in medical illustration. Participate in professional organizations, competitions, and portfolio reviews.

AREAS	EMPLOYERS	STRATEGIES
<u>EDUCATION</u> Formal art instruction (K–12, higher education) Museum education Community and recreational arts instruction (workshops, community studios) Research, art history, and scholarship Curriculum and program development	K-12 schools, public and private Universities and colleges Art and design schools Museums and cultural institutions Community centers and libraries Arts and crafts schools Recreation, youth, and outreach programs Freelance event workshops Educational media (books, blogs, TV, online video, online courses)	Develop strong communication and teaching skills through coursework and campus activities. Obtain required teaching licensure or certification for public K–12 education. Learn requirements by state. Gain experience working with children through volunteer tutoring, volunteering, part-time work, or teaching assistant roles. Participate in art clubs, juried shows, and exhibitions. Maintain a teaching portfolio alongside a studio or research portfolio. To teach art history in higher education: Take general history classes in addition to art history classes. Learn one or more foreign language to research original sources. Earn a doctoral degree in art history. Plan for graduate or doctoral study for higher education teaching and research roles. Study, memorize, and analyze art movements around the world.
<u>ART THERAPY</u> <i>Art therapy is a mental health profession that utilizes the creative process of art to enhance functioning in individuals experiencing mental or physical difficulties. It combines the creation of art with theories of counseling and psychotherapy. (Adapted from AATA resources.)</i> Clinical art therapy practice Community-based and rehabilitative art therapy Creative arts and mental health services	Hospitals, healthcare systems, and nursing homes Mental health and rehabilitation facilities Community and nonprofit organizations Schools, colleges, and universities Correctional facilities, shelters, and social service agencies Private practice and art therapy studios	Take courses in art, as well as courses in psychology, social work, education, and child and family studies. A master's degree and coursework in art therapy from a program accredited by The American Art Therapy Association (AATA) is required to enter the field. Gain experience through volunteer work in clinical or community settings. Develop strong interpersonal, ethical, and collaborative skills. Learn to work with diverse and vulnerable populations.

AREAS	EMPLOYERS	STRATEGIES
<u>MEDIA</u> Art journalism and criticism Editorial and content development Visual storytelling and media production Digital media and social platforms Art direction Digital imaging and editing	Online publications and media platforms Magazines and newspapers Book publishers Media and production studios	Develop strong writing, editing, visual analysis, and art history skills. Learn digital publishing, content management, and multimedia tools. Build a portfolio of public-facing work. Become comfortable working in a deadline-oriented atmosphere. Gain experience through campus/local publications, freelance writing, internships, or competitions. Network through professional writing, journalism, and media organizations.
<u>PHOTOGRAPHY</u> Fine art photography Editorial photography Commercial photography (portrait, food, nature, retail, architectural) Sports photography/media Documentary and photojournalism Scientific, medical, and technical photography Event, fashion, concert, and social media photography Archival and collections photography Publishing Photo-based museum work (curatorial or conservation) Photo development and printing	Photography studios and agencies Newspapers, magazines, and digital media outlets Commercial and corporate organizations Galleries, libraries, museums, and archives Artist studios Independent and freelance practice Photo development labs Commercial/Fine art printing studios Professional sports teams	Develop proficiency with photographic and image-editing software. Learn business practices relevant to freelance and self-employed work. Attend portfolio reviews, publisher fairs, conferences, and professional events (e.g., fotofest, Filter, PhotoNOLA, Society for Photographic Education). Maintain a strong, current online portfolio. Gain experience through assistantships, internships, or apprenticeships. Follow photography magazines and blogs (e.g., Der Greif, Lenscratch, Boooooom)

AREAS	EMPLOYERS	STRATEGIES
<u>ART SALES</u> Art sales and client relations Gallery and auction operations Art consulting and advising Art marketing and outreach	Commercial galleries Auction houses Art consulting firms Museums and nonprofit galleries Specialty and retail art stores Independent and entrepreneurial practice	Develop strong interpersonal, communication, and presentation skills. Gain experience in business, sales, customer service, outreach, and entrepreneurship. Pursue a business minor or certification. Learn marketing and social media strategies relevant to the art market. Build knowledge of art history, valuation, and market practices. Serve as a student assistant in a university gallery. Volunteer in museums, membership drives, local galleries, and community outreach programs.
<u>FASHION AND TEXTILE DESIGN</u> Fashion and apparel design Textile and surface design and development Product development and manufacturing Color, trend, and material research Entrepreneurship, management, and fashion buying Trend forecasting Stylists	Fashion houses and design firms Fabric manufacturers and print studios Garment and product suppliers Retail and buying organizations	Consider graduate study or apprenticeship to obtain formalized fashion education. Develop proficiency with industry-specific design and production software such as CAD systems and Adobe Photoshop and Illustrator. Build a portfolio demonstrating both process and finished work. Stay informed about fashion, textile, and design trends. Gain experience through internships with design, production, or manufacturing firms. Develop communication skills for working across functional teams and suppliers.

GENERAL INFORMATION

- A bachelor's degree supports entry-level positions, while advanced roles often require graduate study.
- Art degrees can be tailored toward specific interests and interdisciplinary pathways.
- Portfolio development is essential across most art-related careers. Invest in quality documentation.
- Many graduates combine creative practice with teaching, administrative, or freelance work.
- Geographic mobility can increase access to opportunities.
- Professional organizations, networking, and informational interviews are important career tools.
- Skills in business, digital tools, and communication increase career flexibility.
- Volunteering can help develop skills and interests.
- Note that a significant portion of artists are self-employed.
- Careers in the arts require persistence, adaptability, and ongoing skill development.