

Counseling Fine and Performing Arts Students



Susan Deppe
Millikin University

Andrew Laue
Webster University

Fine and Performing Arts

Careers in the Fine and Performing Arts are real. People can and do make a living in the Arts.

A high level of preparation and training is required, but the careers and job satisfaction are very rewarding.

A full and satisfying career in the Arts is possible because there will always be a demand for entertainment.



Fine and Performing Arts

A career in the Fine and Performing Arts should only be pursued if there is true passion.

Not all jobs are on stage, in front of a camera, in a studio, or creating digital work. The industry of entertainment is huge, and there are lots of jobs needed to produce, create, and distribute the final product.



Fine and Performing Arts

Although a college degree is not required to get a job in the Arts, having one will usually provide a better opportunity to be successful, and a longer more sustainable career.

Colleges that require an audition and/or portfolio review usually indicates a strong focus in that program.

A professional training degree (such as a **BFA** or **BM**) will be more intense and provide more career preparation compared to a **BA**.



Fine and Performing Arts

Professional Degree Programs: More required credit hours within major, limited general education coursework, graduate school preparation is not necessarily the focus, audition/portfolio requirement for admission, program may be closed to non-majors.



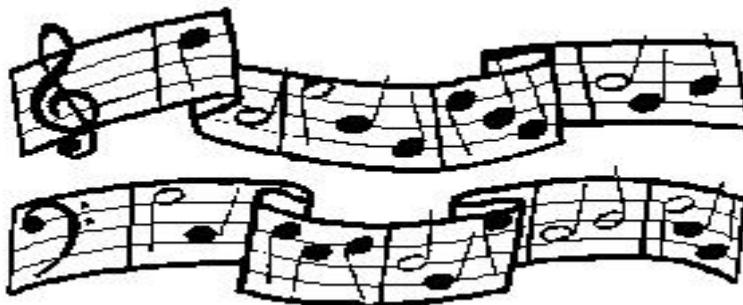
For some students, the quality of the fine arts program will trump all other criteria and considerations.

For some colleges the audition and/or portfolio review is two separate processes. At others it is considered part of the overall application evaluation.



Fine and Performing Arts

If there is interest in the business side of fine arts, be sure the school offers programs specifically designed for that career, like *Music Business*, *Commercial Music*, or *Entertainment Marketing*. If the advice is to “design your own major,” or “just take some business classes as electives,” that usually means they don’t.



Arts teachers in your building can be a very good resource. They are often very knowledgeable about what colleges have strong programs, and more importantly, can be helpful in determining what school is a good “fit.” In addition, they can usually assess whether the student has the talent or skill to be accepted to a specific college.

Fine and Performing Arts

Have a discussion about teacher education, if that's a consideration. Not every school offers it, and does the student really *want* to teach?

Encourage the student to learn about how each schools' attitude towards those who are interested in double-majoring.



Fine and Performing Arts

What amount of general education coursework is required? Some don't require any general coursework.

Be aware that at some colleges not all fine arts courses and programs are available to non-majors.

If the school has a graduate program, find out how significant the opportunities are for undergraduate students. Can they be cast in plays? Perform a solo at a major concert? How are studio time and rehearsal space for students allocated/prioritized?



Fine and Performing Arts



Carefully advise those students considering a community college.

Finding a job in the Arts after graduation is different from most other careers.

Successful students need to be entrepreneurial, passionate, and resilient; have confidence in their talent and abilities, and a strong desire to persevere.

Fine and Performing Arts

Performing and Visual Arts College Fairs

Chicago

Sunday, September 21
1:00 – 3:30

DePaul University

St. Louis

Monday, September 22
7:00 – 9:00

Webster University



Animation

I'm interested in Animation.....but I'm not going to use that exact word.

Listen for these key words, and then probe further

- Art
- Graphics/Graphic Design
- Computer Science
- Electronic Drawing
- Digital Media
- Multimedia
- Digital Graphics
- Visual Design
- Commercial Art
- Film
- Special Effects
- Computer Design
- Digital Drawing
- Visual Effects
- Web Design

Animation

At most schools with an *actual* animation major, animation means computer generated imagery (CGI) used for a variety of applications.

Applications include: filmmaking, television, advertising, education, architecture, television graphics, bio-medical, website design, simulators, military, law enforcement, and video gaming.



Careers in Animation

- Careers in animation and related fields are real, and demand and salaries are expected to increase.
- Median overall salary for animators: \$61,330
 - Animators in motion picture industry: \$68,600*
 - Advertising and related fields: \$55,890*
- Projected growth of the animation industry through 2020: 8%*
- Careers in the animation industry can be achieved without majoring in animation.
- Animation industry is competitive. Employers are looking to hire the best.



Careers in Animation



- Character Technical Director
- Art Director
- Character Animator
- Motion Capture Artist
- Character Rigger
- Background Painter
- Compositing Artist
- Visual Effects Designer
- Inbetweener
- Pre-Visualization Artist
- Texture Artists
- Creative Project Manager
- FX Artist
- Production Designer
- Storyboard Artist
- CG Modeler
- Look Development Artist

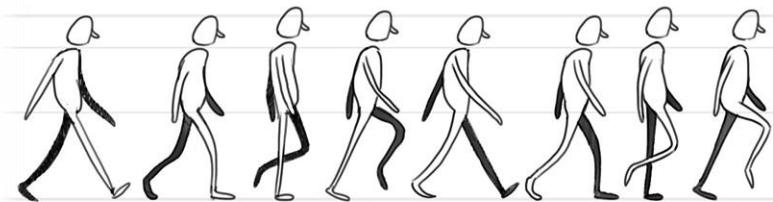
Counseling and Advising

Recommendations for Animation

- Student interested in animation should be artistically skilled, naturally creative, relentlessly passionate, and have an understanding of storytelling.
- Look for “animation,” “digital effects,” “visual effects,” “special effects,” “digital design,” or similar verbiage in program names, major requirements, and course descriptions.
- Is the school familiar with Disney’s 12 Basic Principles of Animation?
- Potential schools should also have a strong film, audio, and video programs.
- Technology resources (i.e. computer labs, software, studios, etc.) are important, but should only be one part of the evaluation process.
- Development of storytelling skills, how the animation program collaborates with related departments, and an emphasis on creativity are just as crucial.

Counseling and Advising Recommendations for Animation

- No matter how advanced or accomplished from high school, students should be prepared to focus on the fundamentals of their craft and develop a full understanding of the animation process.
- Students should be prepared to work in groups and teams, and understand that this is crucial to success in the industry.
- If artistic skills are lacking, a program with minimal art/drawing classes may be the best option.
- Carefully advise those students considering a community college.



Counseling and Advising Recommendations for Animation

- The reputation of a school can be helpful when searching for a job, but at the end of the day hires are made from demo reels.
- Talent, passion, perseverance, and a little luck are the keys to being successful.



Video Gaming

- Legitimate and growing industry -

- \$80 billion industry
- 8.6% employment growth rate
- Video game artists average salary: \$79,124
- Video game programmer average salary: \$88,298

Sources:

Game Developer magazine's 2012 Annual Salary Survey

Entertainment Software Association, *Video Games in the 21st Century Report*, by Stephen E. Siwek



Video Gaming

- Enthusiast, or genuine career interest?
- No single, defined educational path to success in the industry.
- The two primary job components in game design and development are programming, and visual design.
- Other aspects of gaming: project management, storytelling, character development, marketing/advertising, budgeting, platform compatibility, and franchise management.



Enthusiast



Professional

Counseling and Advising Recommendations for Gaming

- Look for specific verbiage such as “video game design” or “video game development.”
- Look for schools that also have programs in art, audio, video, film, and where creativity is celebrated.
- Programs that are collaborative with engineering and/or computer science can be very beneficial.
- Students should be prepared to work regularly in teams and groups.
- Carefully advise those students considering community college, and beware of for-profit institutions.

Counseling and Advising

Recommendations for Gaming

Keys to success in gaming:

- A strong desire to achieve
- An understanding of creativity and storytelling
- Ability to understand and work with the “other side,”
i.e. artists and programmers
- Ability to think logically
- Ability to learn and re-learn
- Thick skin



Examples of Game Design Jobs

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- Lead programmer
 - Technical Director
 - Lead Artist
 - Art Director
 - Producer
 - Quality Assurance Tester
 - Audio Director
 - Sound Engineer
 - Character Developer
 - Software Designer
 - Production Designer
 - Programmer
 - Artist
 - Animator
 - Project Lead
 - Associate Producer
 - Quality Assurance Lead
 - Audio Designer
 - Writer
 - Digital Compositor
 - Software Engineer
 - Advertising/Marketing



Contact Information:

Andrew Laue

Associate Director of Admissions

Webster University

St. Louis, MO

lauear@webster.edu

314-246-7712

Susan Deppe

Associate Director of Admission

Millikin University

Decatur, IL

sdeppe@mail.millikin.edu

217-521-7903