

CAREER PREP NEWS

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CAREER MAP

THE ARTIST'S PATH

ARTS AND COMMUNICATIONS



Careers in the Arts and Communications pathway are everywhere—from the design on a soft-drink can to the hottest CD cover to the recording artist on the CD to the manual that came with your digital camera.

Technical Writer: Most people don't really want to know how their computers, scanners, and digital cameras work—they just want to learn how to use them. On the other hand, if you are trying to repair a photocopier, you probably need the technology explained in detail. Technical writers make complicated information easy to understand. They write technical reports, operating and repair manuals, assembly instructions, online help, and other materials for a wide range of industries,

products, and audiences.

Many technical writers are employed by computer, software, and electronics companies. These writers are also at work in every science and technology sector, including the aerospace, automotive, chemical, pharmaceutical, and manufacturing industries. They help specialists communicate with one another and with non-specialist audiences. Technical writers write for scientists, engineers, plant executives, line workers, and production managers, as well as household consumers.

After receiving an assignment, technical writers start learning about the product or process they are being asked to explain. They may study the needs of the target audience, interview the experts (such as engineers or programmers), and read up on the subject area. Sometimes they're responsible for selecting illustrations and photographs or laying out the text. In other cases they collaborate with designers, trainers, and marketers to produce attractive and user-friendly publications.

Illustrator: Do you like to doodle and draw cartoon characters? What if someone paid you to draw those illustrations? Graphic Designer/Illustrator may be in your future. You may be employed as an animation timer or as a designer for characters on clothing or maybe even a book illustrator. Draw as much as you can and practice, practice, practice. Take art classes and keep focused on

the basics. Drawing skills come naturally—these are skills that you can't be taught.

Web Site Designer: Have you ever taken a long look at the web sites of major companies? The owners of those companies didn't take time out of their busy days to design their sites. They hired professional web site designers.



As their name implies, web site designers design internet sites. This means that they plan how the site will be constructed or laid out, and what it will look like. First they make sure that the layout is "user friendly", which is another way of saying that users should be able to find information quickly and easily. Second, they plan what is called the "look and feel" of the site, which, for example, could be either playful or business-like.

The layout of a site is very important. Users who cannot accomplish their goals quickly and easily on one site, will go to another. To ensure that a web site is designed well, designers may draw a plan of the site that shows how each of the web pages connects to each other. Then, following the plan, they build a test web site and ask people to use the site and comment on their experience.

The graphic design or "look" of a web site is just as important. The site should be visually appealing. Background colors, patterns, images, and font size can be

distracting and overwhelming if they are not chosen carefully. Designers also take into account the overall “mood” or feeling that each site should have. They might create a dramatic and colorful site for a circus, but not for a funeral parlor.

Once the layout is completed and a general look is achieved, the designer usually puts together the first few pages of a site and shows it to the client. If the client approves, the design is given to a team of web developers and graphic artists who, between them, create the web site and get it up and running. Although some freelance web designers do their own coding and graphic design, it is more common for them to bring in such specialists, especially on larger projects.



Computer Animator.

Much like traditional animators, computer animators manipulate graphics to create the illusion of movement. Unlike traditional animators, however, computer animators use computers to experiment with new kinds of effects and avoid the repetitive, frame-by-frame re-drawing of pictures.

The projects in which computer animators are involved range from simple manipulations of existing film, cartoon, or other graphics, to the creation of entire three-dimensional (3-D) worlds.

A typical computer animation project goes through several stages. First, an animator works both alone and with colleagues to brainstorm new ideas. Next, he or she produces storyboards which visually outline how proposed ideas can be developed. Once an idea is selected, a computer animator creates the graphics that will appear in the animated segment. This could mean anything from scanning hand-drawings into the computer to

constructing complicated 3-D models using computer software. Imagination opens a whole new world!

Finally, the graphics are animated. Again, the degree of complexity involved can vary greatly. Sometimes, animators will simply make a company’s logo move across a television screen. Other times, they may work as part of a team and use extremely expensive, high-powered computer hardware and software to animate 3-D objects like dinosaurs and spaceships. Physics is essential for 3-D Animators.

Video games are another area where you can see the work of computer animators.

Computer animation is also used to simulate scientific ideas or processes that could never be clearly shown in reality; for example, the bonding of two atoms too tiny for the eye to see, or the rotation of the solar system. Architectural firms employ computer animation to create realistic, 3-D models of structures that allow the potential buyer to take a virtual tour of a building before a single brick is laid.

Other careers in the Arts and Communications Pathway include:

- Actor
- Advertising
- Architect
- Art Teacher
- Book Illustrator
- Composer Engineer
- Drama Teacher
- Fashion Designer
- Glass Artist
- Graphic Artist
- Interior Designer
- Interpreter/Translator
- Motivational Speaker
- Musician
- Photographer
- Photojournalist
- Plastic Surgeon (yes!)
- Public Relations Specialist
- Set Designer
- Video Game Designer

Source: careercruising.com

MICHIGAN EMPLOYMENT FACTS

The occupations that are projected to grow the ***fastest in Michigan*** through 2014 and requiring a Bachelor’s degree* (4-year program) are:

1. Computer Systems Analyst
2. Network Systems Analyst
3. Physician Assistant
4. Database Administrator
5. Pharmacist
6. Technical Writer
7. Post-Secondary Teacher
8. Employment/Placement Specialist
9. Social Worker
10. Personal Financial Advisor

***acinet.org**

DID YOU KNOW . . .

Washtenaw County’s fastest-growing careers through the year 2012 are in the Health, Business, and Technology pathways . . .

- Computer Software Engineer
- Dental Hygienist
- Information Systems Manager
- Systems Analyst
- Pharmacist
- Registered Nurse
- Sales Manager
- Sales Representative

Our next Career Map series will feature the ***Business, Marketing, Management and Technology Pathway***

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