

MEDIA ARTS- Career Resource Guide

Career Options

► GRAPHIC DESIGN:

Environmental Graphic Designer	Design large outdoor signs.
Freelance Designer	Work independently; provide services to companies who hire them directly.
Graphic Designer	Communicate ideas, information and business messages through various methods and materials, including computers.
In-house Designer	Provide design services for a company.
Staff Designer	Work for a graphic design firm and provide design services for clients.

► INTERACTION DESIGN:

Animation Programmer	Create moving sequences of computer images that portray life-like scenes for multimedia.
Computer Graphics Designer	Design computer art or images for use in documents, websites, multimedia or games.
Internet Advertising Designer	Create effective advertising features for websites including animation, sound and text.
Web Page Designer	Create linked pages of text, graphics and animation for display on the Internet.
Webmaster	Create or maintain a website. Provide content and programming or supervise writers and programmers. Monitor the performance and popularity of the site.

► PHOTOGRAPHY:

Art Buyer	Coordinate art and photography within an advertising agency. Find the right photographer for the job, find and license stock photos, negotiate fees and expenses, and oversee photo shoots.
Commercial/Industrial Photographer	Take pictures of various subjects, such as buildings, machinery, equipment, models, merchandise, artifacts and landscapes for use in books, reports, advertisements and catalogs.
Fine Arts Photographer	Sell their photographs as fine artwork.
News Photographer/Photojournalist	Photograph noteworthy people, places, and events (sporting, political and community) for newspapers, journals, magazines or television.
Portrait Photographer	Take pictures of people and often work in their own studios; some specialize in weddings, religious ceremonies or school photographs and may work on location.
Scientific Photographer	Take images of a variety of subjects to illustrate scientific or medical data or phenomena; often have knowledge in areas such as engineering, medicine, biology or chemistry.

► TV/VIDEO PRODUCTION:

Assistant/Associate Producer	Provide administrative and professional support to a television producer.
Director	Orchestrate all technical and creative elements of a television production.
Executive Producer	Conceive, develop and produce a television series, complex program or special production.
Film/Tape Editor	Edit/cut film, tape and digital content to create a visually coherent program or film.
Floor Manager/Director	Coordinate directors' instructions with studio and remote production activities.
Journalism/News Broadcasting Media Specialization	Report, write or edit for newspapers, magazines, radio stations and trade publications. Assess and meet media needs of an organization. Acquire, maintain, and operate equipment; advise others on its use. May film or videotape events and perform related services.
Producer	Create and develop individual television productions.
Production Manager	Manage all local studio and remote productions at a television station or media organization.
Videographer/Camera Operator	Shoot and edit film, tape and digital formats.

Associations/Societies

AIIGA - the professional association for design **	www.aiga.org
American Advertising Federation *	www.aaf.org
American Association of Advertising Agencies *	www.aaaa.org
American Marketing Association *	www.ama.org
American Society of Media Photographers	www.asmp.org
American Society of Picture Professionals **	www.aspp.com
BEA – Educating for Tomorrow's Media *	www.beaweb.org
Business Marketing Association *	www.marketing.org
In-Plant Printing and Mailing Association *	www.ipma.org
National Academy of Television Arts & Sciences *	www.emmyonline.org
National Association of Broadcasters	www.nab.org
National Press Photographers Association **	www.nppa.org
Professional Photographers of America	www.ppa.com
Public Relations Society of America *	www.prsa.org
Society for Technical Communication **	www.stc.org
Society of Publication Designers *	www.spd.org

Career & Employment Websites

AG Design	www.allgraphicdesign.com/jobs.html
AIGA - the professional association for design	www.aiga.org
Authentic Jobs (for web professionals)	http://authenticjobs.com
Behance	www.behance.net
Broadcast Career Network (NAB Education Foundation)	www.broadcastcareerlink.com
Creative Hotlist	www.creativehotlist.com
Design: talkboard	www.designtalkboard.com
Entertainment Careers	www.entertainmentcareers.net
Graphic Design Jobs.org	http://graphicdesignjobs.org
LinkedIn Photography Jobs	www.linkedin.com/jobs/photographer-jobs
MarketingJobs.com	www.marketingjobs.com
MediaRecruiter - Recruitment for Media Professionals	www.mediacruiter.com
Occupational Outlook Handbook (search specific job titles)	www.bls.gov/oo
Pennsylvania Association of Broadcasters	www.pab.org
Pop City	www.popcitymedia.com
Portfolio Creative (staffing firm)	www.portfolioiscreative.com
Public Relations Society of America - Job Center	www.prsa.org/jobcenter
ShowbizJobs.com - The Entertainment Professional's Network	www.showbizjobs.com
Steeltown Entertainment	www.steeltown.org
TV Jobs: Broadcast Employment Services (fee required)	www.tvjobs.com
Work in Sports	www.workinsports.com

Salary Information

- ▶ **2015 RMU Salary Survey:** Media Arts **Mean:** \$31,000 **Range:** \$28,000 - \$35,000
- ▶ **2014 RMU Salary Survey:** Media Arts **Mean:** \$29,667 **Range:** \$15,000 - \$39,000

- ▶ **2014 AIGA Survey of Design Salaries** – www.aiga.org/salary-survey
- ▶ **2016 Salary Guide for Creative and Marketing Professionals** – www.roberthalf.com/creativegroup/2016-salary-center
- ▶ **RTDNA 2016 Salary Survey** (Radio Television Digital News Association) – www.rtdna.org (Research > Salary Data)

Bachelor-Level Internship Organizations

321Blink	Disney	MAYA Design	Pittsburgh Zoo
ABC Daytime- The View	Explore Sewickley	MediaQuest	PMI
All Occasions Party Rental	Giant Eagle	Mirage Mar-Com	ROOT SPORTS
Apple Box Studios	Green Building Alliance	Moon Community Access TV	Steel City Media- City Paper
Argentine Productions	Heritage Valley Health System	Nancy Mosser Casting	Steeltown Entertainment
Artists Image Resource, Inc.	Industry Weapon	Nick Onken Photography	Sweetwater Center for the Arts
Beaver County Times	Innovations	NOVA Chemicals	Three Rivers Creative Arts
Berks Community Television	International Images Ltd.	PA Cable Network (PCN)	Wall-to-Wall Studios
Blackbox Studios	Javo Studios	Pacer Design Studios	Whirl Magazine
Brunner	John Sanderson Photography	Pittsburgh Film Office	WPXI
C-leveled	KDKA	Pittsburgh Magazine	WQED Multimedia
CAPture Production Studios	Magee-Womens Research Inst.	Pittsburgh Penguins	WTAE
Children's Hospital of Pittsburgh	Manchester Craftsmen's Guild	Pittsburgh Pirates	WTOV
Core Elements	Marbury Group	Pittsburgh Steelers	Zoltun Design

Bachelor-Level Hiring Organizations

20th Century Fox - Production Coordinator	Mine Safety Appliances - Graphic Designer
321Blink - Final Cut 10 Editor	National Rifle Association - Online Marketing Prod. Coordinator
ABC Imaging - Banner and Signs Manager	NFL Network - Production Assistant
Apple Retail - Specialist	No Name Players - Assistant Director/Stage Manager
Argentine Productions - Associate Producer	NOVA Chemicals - Graphic Design Contractor
CACI Strategic Communications - Graphic Production Specialist	Pittsburgh Penguins - Multimedia Producer
Clix Portrait Studios - Events Production Specialist	Pittsburgh Pirates - Graphic Designer
Cold Spark Media - Graphic Designer	Pittsburgh Riverhounds - Graphic Designer
Crows Run Pictures - Editor	Pittsburgh Steelers - Video Producer
Cycling Fusion - Editor	ROOT SPORTS - Production Assistant
Dick's Sporting Goods - Graphic Design Contractor	SignMasters Inc. - Graphic Designer
EIC Agency - Art Director	The Videohouse, Inc. - Production Coordinator
Fanfoto - Photographer	University of Pittsburgh - Producer/Technical Director
Heritage Valley Health System - Visual Communication Specialist	UPMC - Lead Designer
InVentiv Communications - Graphic Designer	USG Insurance Services, Inc. - Graphic and Web Designer
KDKA-TV - Digital Sales Coordinator	WPXI-TV Pittsburgh - Photo Trainee/Photographer
Latitude 360 - Staff Photographer	WPXI-TV Pittsburgh - Robotics Operator
Materials Research Society - Freelance Graphic Designer	WTRF-TV - Creative Services and Control Operator