

Art Directors

SOC: 27-1011 • Career Profile Report

■ Key Facts

\$111,040 Median Salary	135,000 Employment	+4.0% Growth Rate
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■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 15.0% probability of being automated in the next 10-20 years.
This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■ Work-Life Balance

6.3/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	Investigative	5.6/10
Artistic	9.6/10	Social	7.4/10
Enterprising	6.2/10	Conventional	4.4/10

■ Top Skills Required

Communication skills, Creativity, Leadership skills, Resourcefulness, Time-management skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Art Directors typically perform the following tasks:

- Work with creative directors to develop design solutions.
- Present final layouts to clients for approval.
- Manage own accounts and projects, working within budget and scheduling requirements.
- Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.
- Confer with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.
- Formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics, animation, video, and sound.
- Review and approve art materials, copy materials, and proofs of printed copy developed by staff members.
- Create custom illustrations or other graphic elements.
- Attend photo shoots and printing sessions to ensure that the products needed are obtained.
- Review illustrative material to determine if it conforms to standards and specifications.
- Hire, train, and direct staff members who develop design concepts into art layouts or who prepare layouts for printing.
- Research current trends and new technology, such as printing production techniques, computer software, and design trends.
- Mark up, paste, and complete layouts and write typography instructions to prepare materials for typesetting or printing.
- Conceptualize and help design interfaces for multimedia games, products, and devices.
- Prepare detailed storyboards showing sequence and timing of story development for television production.
- Negotiate with printers and estimators to determine what services will be performed.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/arts-and-design/art-directors.htm>