

## Design Team Jobs:

(from [www.designcouncil.org.uk/about-design/Design-as-a-profession/Careers-in-design](http://www.designcouncil.org.uk/about-design/Design-as-a-profession/Careers-in-design)), Wikipedia, work.chron.com

### Art Director:

Various artists may create or develop specific parts of an art piece or scene; but a sole art director unifies the vision. In particular, the art director is in charge of the overall visual appearance and how it communicates visually, stimulates moods, contrasts features, and psychologically appeals to a target audience. The art director makes decisions about visual elements used, what artistic style to use, and when to use motion.

One of the most difficult problems that art directors face is to translate desired moods, messages, concepts, and underdeveloped ideas into imagery. During the brainstorming process, art directors, coworkers, and clients are engaged in imagining what the finished piece or scene might look like. At times, an art director is ultimately responsible for solidifying the vision of the collective imagination while resolving conflicting agendas and inconsistencies between the various individual inputs.

### Project manager:

Project managers carry multiple responsibilities including servicing the client; building/recruiting a project team; overseeing contracts; managing time, costs, resources and people; negotiating with suppliers and contractors; risk assessment; maintaining schedules; assessing the suitability of work (potentially including safety requirements in building-related projects); signing off stages and budgets and generally mediating between everybody involved in a project.

### Graphic Designer:

The goal of the graphic designer is effective communication. The particular objectives of a piece of visual communication will be set by a client's brief and may be rigidly commercial – such as 'help us sell more products' – or may be artistic and aesthetic – such as 'create a feeling of trustworthiness around our company'. Good graphic design often achieves both aesthetic and commercial objectives.

Consequently, one of the key skills needed by graphic designers, as with most areas of design, is the ability to communicate with clients, understand their needs and business objectives and then interpret these objectives creatively.

There are different levels of designers, depending on experience, such as lead designer, senior designer, junior designer.

### Production Artist:

A production artist is a technical and often considered an entry level job position in a creative profession. The job title originated at advertising agencies, assigning what was known as paste-up work (now prepress production) to the position. It's often assumed to be a graphic designer or art director in training position, similar to an apprenticeship. Production artists work closely with the designer and art director to execute the design.

What distinguishes "production art" from design is the lack of opportunities to utilize creativity and design training in the work involved. Although the position may be treated as low-skilled labor, the degree of technical knowledge required for some production art work may be comparable to higher skilled engineering, especially with computers.

The position was once exclusive to print media until creative services departments began to offer electronic media such as web pages and CD-ROMs. There have since been no standard skill requirements for a production artist other than a working knowledge in using the standard art software of creative industries. Job descriptions for production artists are usually tailored to a company's specific needs. Alternate job titles such as "multimedia specialist" have been used to expand the role of production artists to multimedia development. Entry level multimedia work may include data entry or basic skill level programming tasks.

### **Digital asset manager:**

Digital asset management is a form of electronic media content management that includes digital assets. Digital asset management (DAM) consists of management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets. Digital photographs, animations, videos and music exemplify the target-areas of media asset management (a sub-category of DAM).<sup>[1]</sup>

Digital asset management systems (DAMS) include computer software and hardware systems that aid in the process of digital asset management. The term "digital asset management" (DAM) also refers to the protocol for downloading, renaming, backing up, rating, grouping, archiving, optimizing, maintaining, thinning, and exporting files.

### **Photo editor:**

Photo editors work for newspapers, magazines, websites, and other publications. They are in charge of coordinating photo assignments by selecting, editing, and positioning photos, and publishing images in print publications and on the web. Photo editing is a dynamic job that requires excellent visual, communication, and organizational skills, as well as a strong adherence to deadlines.

In addition to technical knowledge gained through a formal degree program, photo editors must develop a good eye for image quality and photographic content. Skills in computer imaging are also necessary, as much of the industry now relies on digital photography. Additionally, photo editors must possess good management and leadership skills.

### **Proofreader:**

Proofreading (also proof-reading) is the reading of a galley proof or computer monitor to detect and correct production-errors of text or art. Proofreaders are expected to be consistently accurate by default because they occupy the last stage of typographic production before publication.