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Mrs. Silva

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### Career of Choice

The career I am interested in is visual development. Visual development also called concept art is for conveying the idea of a character, background, or item for comics, video games, television, etc before the final product. I became interested in this career after I saw it offered as a class at the University of the Arts in San Francisco, California. I enjoy designing characters and the world they live in, so I became interested in this career path.

A visual developer creates a concept before the final design is done. They are responsible for creating the mood, tone, and color palette for the piece of media they are working on. Visual designers don't just work on digital content, they can also design the sets for plays and movies and even the lighting for certain scenes. This career does not have a specific work environment, you can work in a team of people or work alone at home, neither does it have a set schedule. Concept artists work under a deadline.

Some of the important qualities someone in this field must have is an understanding of art and design, ability to use digital art programs such as photoshop and maya, being able to work in a team, and an understanding of the production process. Being able to do these is essential for a person working in this field, especially with the knowledge of digital art programs. Digital art programs are becoming the most important thing in this field with little to no studios using

traditional methods. This occupation also requires a visual development degree or some other form of art degree.

The range of salaries for a visual development artist ranges from from \$44,000 to \$109,000 per year. The average salary in california is \$58,000 while nationwide it is \$57,000. The states that have the highest employment rate for visual development artists are California, Texas, New York, Georgia, and Florida. Larger cities have the highest employment rate for this career, especially those known for film and animation. This occupation is also growing, the rate of hiring artists is expected to go up 8% in the next decade.

For this career, one can major in visual development, art, animation, or graphic design. In these majors, they learn color theory, composition, and how to use the industry standard programs. Some colleges that offer visual development as a major are the Academy of the Arts and Ringling College of Art and Design. I mentioned these two colleges because they are art schools and have classes specifically for visual development. They also are some of the most well known and both have a high graduation rate.

I believe I will pursue this career in the future, if not then a career very similar. I enjoy the process of creating something and this career is exactly that. My current plan is to attend the Academy of the Arts as a visual development student.

## Work Cited

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