

Career Exploration Report

Multimedia Artist and Animator & Fashion Designer

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ABSTRACT

This report details two careers and four internship opportunities that relate to those careers. Extensive research about the two careers, multimedia art and animation and fashion design, was performed using a variety of online sources. Many different websites, including government, informational, and corporate sources were used, including the Bureau of Labor Statistics' Occupational Outlook Handbook and the College Board Big Future College Search. From this research, four internships were located. Out of the four, interning at PerBlue Games is preferable, because not only is the internship remote, but it also offers real-world experience working as a video game artist in a studio setting. Next steps include building a work portfolio to present, applying for an internship at PerBlue Games, and continuing to build skills related to multimedia art and animation.

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CAREER EXPLORATION REPORT

OVERVIEW

The purpose of this document is to report the research process of Ava during their career exploration in Technical Reading and Writing at the Dayton Regional STEM School during the 2020-21 school year. The following sections document essential questions used to begin the career exploration process, potential career(s) and rationale(s) for choosing those career(s), an overview of the research process used during Ava's career exploration, resources found and used during the process, a resolution, and a reflection of the process as well as a daily logbook of all tasks completed.

The following Driving Question was used to guide this career exploration process: How can I locate a potential internship site, college, potential career by conducting extensive independent research?

ESSENTIAL QUESTIONS

Throughout the career exploration research process, the following questions were asked:

- WHAT IS THE MEDIAN SALARY FOR THIS CAREER IN OHIO? IN THE U.S.?
- WHAT DO PEOPLE IN THIS CAREER DO ON THE AVERAGE DAY?
- WHAT IS THE WORK ENVIRONMENT OF THIS CAREER?
- WHAT INTERNSHIP OPPORTUNITIES ARE AVAILABLE FOR THIS CAREER?
- WHAT STATES OFFER THE BEST MEDIAN PAY FOR THIS CAREER?
- WHAT IN-STATE COLLEGES OFFER PROGRAMS RELATED TO THIS CAREER?

POTENTIAL CAREERS & RATIONALES

This section provides a comprehensive list of potential future careers as well as rationale for choosing those careers.

MULTIMEDIA ART AND ANIMATION

In the Occupational Outlook Handbook, the Bureau of Labor Statistics reports, "Multimedia artists and animators create images that appear to move and visual effects for various forms of media and entertainment" (Bureau of Labor Statistics). Multimedia artists and animators work to create visual special effects, video games, animated movies, and more, often working within specific fields. Many multimedia artists and animators work in offices, though some work at home as freelancers. The Bureau of Labor Statistics reports that 56% of multimedia artists and animators are self-employed, as of 2019.

According to the contributors of O*NET, the projected growth of the multimedia art and animation field from 2019 to 2029 is 3-4%, which is average. In Ohio, the projected growth from 2018-2028 is -5%, meaning there is an estimated decrease in positions. The authors also suggest that there will be 130 projected annual job openings from 2018 to 2028. On a national level, the median wage of multimedia artists and animators is \$79,270; the lowest 10% earn less than \$40,250, while the highest 10% of workers earn more than \$139,940 annually (Bureau of Labor Statistics). While there is not state or area data for multimedia artists and animators, the Bureau of Labor Statistics has published data for special effects artists, which is a similar field. As stated in their research, in May 2019, the mean annual wage for special effects artists in Ohio was \$54,670; the state with the highest mean salary in the same data set is Connecticut, where workers earn \$105,770 on average. Overall, based on this data, it seems the prospects for multimedia artists and animators in Ohio are lacking, so those seeking this field should move to another state in which the career is more common.

Most employers look for applicants with a bachelor's degree in fine arts, computer graphics, or other related fields, as well as those with strong portfolios that showcase one's artistic skills. Portfolios can be developed through self-study of graphics/animation skills or can be added to as one progresses their career (Bureau of Labor Statistics). With multiple fields of study relevant to this career, it is not hard to find a suitable college in one's area. According to the College Board Big Future College Search, there are 159 colleges in Ohio alone that offer degrees in fine/general arts, computer graphics, or game and interactive media design. Miami University, Wright State University, Kent State University, the Art Academy of Cincinnati, and many other colleges offer courses relevant to aspiring multimedia artists and animators, with Miami University offering a major focused on game design with game art courses for those interested in working in the video game industry.

Multimedia art and animation is a high contender for a potential career track for many reasons. Firstly, this career involves both 3D modeling and digital art skills, which are already proficiencies of mine. Secondly, the pay for this career is vastly superior to other artistic fields; a common criticism aspiring artists face is the lack of pay or job security, but this career is an exceptional choice because even in starting positions, multimedia artists and animators live comfortably. Lastly, already being enrolled in a class focusing on building 3D modeling skills provides an edge over competitors in the job market. Because of this, the career path ahead of me will be relatively simple. Overall, multimedia art and animation is a beneficial career choice because of its use of creative skills, its high pay, and its accessibility as someone already learning the skills necessary to thrive in this career track.

POSSIBLE INTERNSHIPS FOR MULTIMEDIA ART AND ANIMATION

Beneficial internships for aspiring multimedia artist and animators would include experiences that replicate working in a studio environment, experiences that require the communication of ideas or one's creative vision, or experiences that simulate working with clients as a freelancer. There is plenty of diversity within this career of the "average day," but generally, any internship experience that allows students to practice the skills most important to their specialization within multimedia art and animation would be advantageous to those entering the field. Two potential internship opportunities, along with contact information, are listed below.

PerBlue Games

Contact: contact@perblue.com

Address: 307 S. Paterson St Madison, WI 53703

Multivarious Game Studio

Contact: info@multivarious.com

Address: 421 W State St. Columbus, OH 43215

FASHION DESIGN

Fashion designers are responsible for designing everything one can wear. According to the Bureau of Labor Statistics, fashion designers typically "study fashion trends ... decide on [themes] for [collections]; use computer-aided design (CAD) programs to create designs; visit manufacturers or trade shows to get [fabric samples]; select fabrics, embellishments, colors or a style for each garment or accessory; work with other designers or team members to create prototype designs; present design ideas to creative directors or showcase their ideas in fashion or trade shows; market designs to clothing retailers or to consumers; [and] oversee the final production of their designs." The Bureau of Labor Statistics notes that most fashion designers work in California or New York. While some work in-house for wholesalers or manufacturers, some fashion designers are self-employed. There are further specializations within the field, including accessory designers, costume designers, clothing designers, and footwear designers. Fashion designers may travel several times a year studying trends at fashion/trade shows. Most fashion designers work to meet production deadlines, meaning they can sometimes work long hours.

According to O*NET's contributors, the 2019 median annual wage for fashion designers is \$73,790. The projected growth from 2019 to 2029 is a -1% decline, with 2300 projected job openings from 2019 to 2029. The Bureau of Labor Statistics reports that the lowest 10% of annual wages were less than \$37,260, while the top 10% of annual wages were above \$149,010. There is no state-based data for Ohio, however Indiana, a neighboring state, reports a median annual wage of \$77,410. The highest median annual wage is California's, which is \$93,870. Based on this data, aspiring fashion designers may need to move far away from their home state in order to find work.

Those looking to enter this field usually have training in vocational schools, relevant on-job experience, or an associate degree in the field (O*NET OnLine). Most jobs in fashion design require a bachelor's degree in fashion design or fashion merchandising (Bureau of Labor Statistics). Like many other artistic fields, it is important to build a portfolio of work. Many employers gauge applicants' creative skills by the work in their portfolios. Portfolios can be built through entering designs into student or amateur fashion competitions. Aspiring fashion designers can gain experience through internships or by working as an assistant designer. While this career field is uncommon in Ohio, according to the College Board Big Future College Search, both Kent State University and Miami University offer fashion design majors.

Fashion design is a career of great interest for a multitude of reasons. When one has enjoyed sewing since youth, fashion design becomes an appealing career track. Creating garments is a form of self-expression, allowing one to exercise greater control over their wardrobe. However, it is sometimes difficult to find unique styles at affordable prices or in large size ranges. Because of this, I want to become an independent fashion designer in order to provide creative styles in an accessible manner. While it is unlikely for an independent designer to become world-famous, they can always make a difference.

POSSIBLE INTERNSHIPS FOR FASHION DESIGN

Internships useful to aspiring fashion designers include environments in which one can practice their sewing and design skills. This career involves a multitude of skills best simulated in either a studio or retail store environment. The former allows one to practice sewing or designing garments, while the latter allows one to study fashion trends directly or to involve themselves in the marketing side of fashion design. Two potential locations and contact information are provided below.

Hannah Horror

Website: <https://hannahhorror.com/contact>

Tracy's Sewing Studio

Address: 2655 Olson Dr, Kettering, Ohio 45420

Phone Number: (937) 668-8108

Website: <https://www.tracyssewingstudio.com/contact/>

RESOURCES

This section provides a list of resources found during the career exploration research process (can include resources used to explore your career fields, possible internships, etc.).

Big future college search. (n.d.). College Board. Retrieved December 9, 2020, from <https://bigfuture.collegeboard.org/college-search>

- Provides a list of colleges that fit specific search criteria, such as degree programs available.

Bureau of Labor Statistics, U.S. Department of Labor. (2020a, September 1). *Fashion designers*. Occupational Outlook Handbook. <https://www.bls.gov/ooh/arts-and-design/fashion-designers.htm>

- Lists essential career information, including both qualitative and quantitative data, about fashion designers.

Bureau of Labor Statistics, U.S. Department of Labor. (2020b, September 1). *Multimedia artists and animators*. Occupational Outlook Handbook. <https://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm>

- Lists essential career information, including both qualitative and quantitative data, about multimedia artists and animators.

CareerExplorer. (2019, November 14). *What does a fashion designer do?* <https://www.careerexplorer.com/careers/fashion-designer/>

- Explains role of fashion designers in society.

Colman, C. (2017, March 30). *What is working in China's animation industry like?* British Council. <https://www.britishcouncil.org/voices-magazine/what-working-chinas-animation-industry>

- Compares working as an animator between two countries, Britain and China.

Fashion designer careers. (n.d.). The Princeton Review. Retrieved December 9, 2020, from <https://www.princetonreview.com/careers/63/fashion-designer>

- Describes possible career track of fashion designers after college.

Kochar, S. (2019, January 31). *What is a tech pack?* Techpacker Blog. <https://techpacker.com/blog/design/what-is-a-techpack/#:~:text=A%20tech%20pack%20is%20a.measurements%2C%20trim%2C%20labels%20etc.>

- Defines the term, “technical pack.”

Local training finder. (n.d.-a). CareerOneStop. Retrieved December 9, 2020, from <https://www.careeronestop.org/Toolkit/Training/find-local-training.aspx?keyword=Fashion%20Designers&location=UNITED%20STATES&ajax=occ&post=y>

- Lists schools where one can train to become a fashion designer.

Local training finder. (n.d.-b). CareerOneStop. Retrieved December 9, 2020, from <https://www.careeronestop.org/Toolkit/Training/find-local-training.aspx?keyword=Game%20and%20Interactive%20Media%20Design&location=UNITED%20STATES&ajax=0&post=y&lang=en>

- Lists schools with Game and Interactive Media Design degree programs.

National Center for O*NET Development. (n.d.-a). 27-1014.00 - *Special effects artists and animators*. O*NET OnLine. Retrieved December 9, 2020, from <https://www.onetonline.org/link/details/27-1014.00>

- Provides a general overview of what multimedia artists and animators do in their careers.

National Center for O*NET Development. (n.d.-b). 27-1022.00 - *Fashion designers*. O*NET OnLine. Retrieved December 9, 2020, from <https://www.onetonline.org/link/details/27-1022.00>

- Provides a general overview of what fashion designers do in their careers.

What is a typical day in the life of an animator? (n.d.). Affordable Schools. Retrieved December 9, 2020, from <https://affordableschools.net/faq/what-is-a-typical-day-in-the-life-of-an-animator/>

- Describes daily roles and responsibilities of animators.

REFLECTION

This section provides the reflection and resolution to Ava's career exploration.

Ever since I was a child, I loved making things—whether that be through painting, sewing clothes, or even cooking. I spent most of my time exercising creative skills; I knew from a young age that I wanted to be an artist. While I have been discouraged from that decision for many years due to art's reputation as a low-paying career track, I learned through writing this report that I have options, some of which offer great pay. I was forced to consider that the "starving artist" stereotype was not true, as some creative fields, such as multimedia art and animation, offer great pay, even for starting positions. I also realized that I do not have to move far from home to get started in either field. There are many independent fashion designers in Dayton that sell clothing through local stores, so as an independent fashion designer, I can meet and learn from other designers in my community. Even for multimedia art/animation, I have found many small game studios in the Midwest, as well as online communities for game designers in Ohio, which will be monumental in starting my own studio or finding a job. The most important thing I learned about multimedia art and animation is that it encompasses many experiences; from animators working in studios to freelance game artists, there are many potential fields within multimedia art and animation. If one particular career does not work out, I can enter another field that uses the same skills with relative ease.

In terms of writing this report, writing about and researching my future is new to me, however, I have been written reports like this as early as elementary school. Early in the process of researching internships online, I had great difficulty finding anything in my area. However, when I considered looking for internships in my local community, I found several opportunities. For multimedia art and animation, I had less luck finding internship opportunities in my immediate vicinity, but I did find several potential studios to intern at in central and northern Ohio. Documenting research in reports like this is a part of both of the careers I researched; in multimedia art and animation, it is important to document research in order to collaborate with peers on projects. In fashion design, when presenting designs for manufacturing, one has to give a detailed report of the pattern, materials used, measurements, and how to create the garment in "tech packs" (technical packets.)

From this research, I have found multiple internship opportunities; I have discovered many local fashion designers in my community, and I have found many independent game studios in the Midwest. I have also discovered a plethora of colleges in Ohio that could propel my career in the right direction. After researching four potential internship opportunities, I would prefer to intern at PerBlue Games, because the position is paid and remote, which ensures my safety during the COVID-19 pandemic. However, if they do not accept my request for an internship, I now have other potential organizations to contact. After comparing multimedia art and animation and fashion design, I conclude that, based on this report, I am still undecided between the two careers, however, from this research, I have narrowed my potential careers to these two industries. Both have positives and negatives for my lifestyle, so whichever of the two I choose in the future will depend heavily on where I live, my community, and what college I am accepted into.

LOGBOOK

The following logbook was kept during Ava's career exploration process. It details the tasks completed during this process including sources consulted, essential questions asked and answered, as well as any other information collected each day.

Date	Tasks Completed
11/06/2020	<ul style="list-style-type: none">Added essential questions
11/09/20	<ul style="list-style-type: none">Added essential questionsBegan research for multimedia artist and animator career
11/10/20	<ul style="list-style-type: none">Continued researching multimedia artist and animator career details
11/12/20	<ul style="list-style-type: none">Began finding sources for international career informationAdded essential questions

11/16/20	<ul style="list-style-type: none"> • Wrote outline for career sections for both careers • Researched fashion design career information
11/17/20	<ul style="list-style-type: none"> • Drafted career sections for both careers
11/20/20	<ul style="list-style-type: none"> • Searched for internships
11/30/20	<ul style="list-style-type: none"> • Gave and received peer feedback on draft
12/1/20	<ul style="list-style-type: none"> • Searched for internships
12/2/20	<ul style="list-style-type: none"> • Searched for internships
12/4/20	<ul style="list-style-type: none"> • Checked usage of in-text citations
12/7/20	<ul style="list-style-type: none"> • Edited template to omit instructions, replaced information (such as name and pronouns) as necessary
12/8/20	<ul style="list-style-type: none"> • Researched fashion design internships • Wrote internship sections for both careers
12/9/20	<ul style="list-style-type: none"> • Wrote reflection section • Wrote abstract • Revised career sections • Polished final draft based off polishing checklist