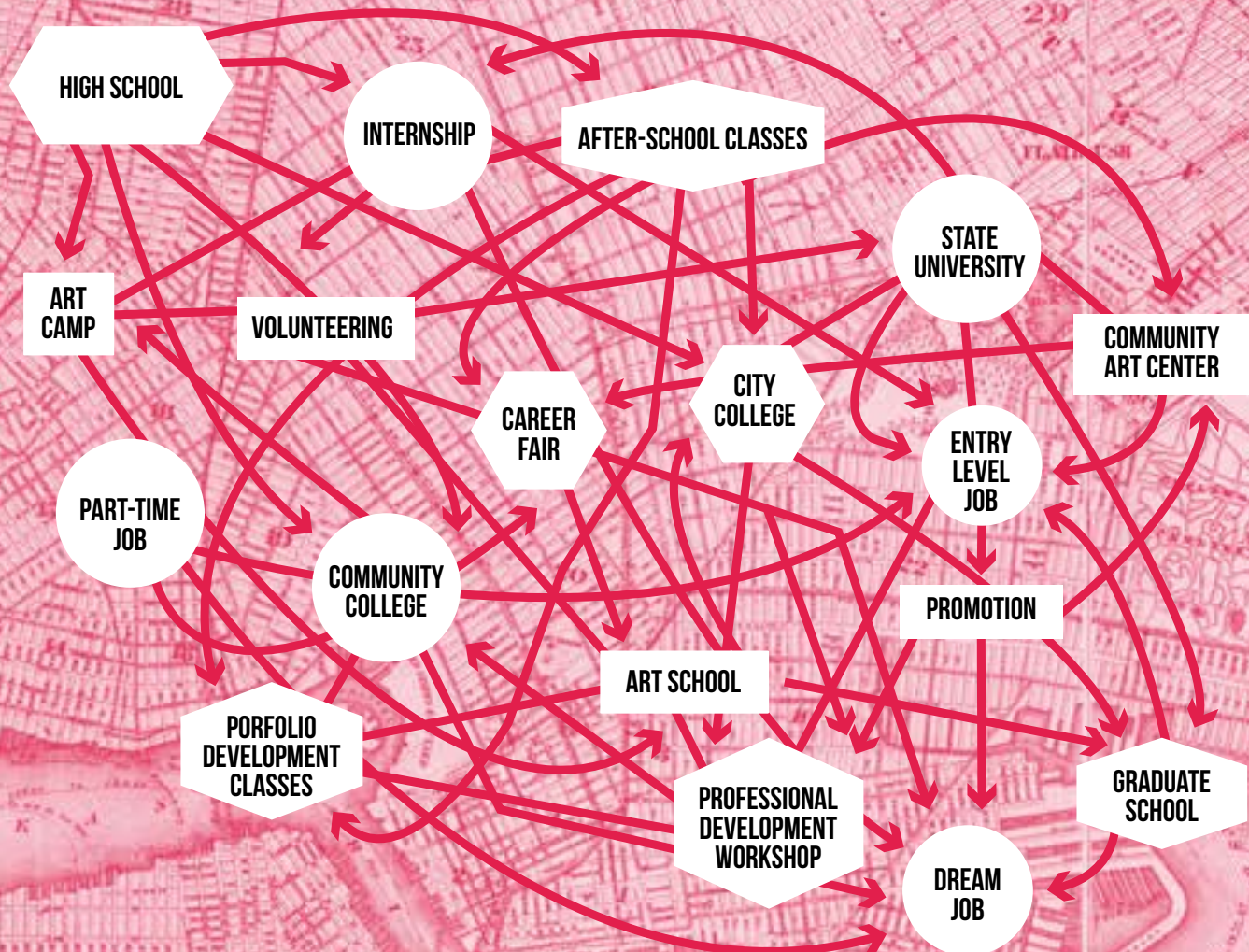


ART FUTURE
NYC >>>

CAREER & RESOURCE GUIDE

HOW DO I GET FROM HERE TO THERE?



OUR MISSION

Art Futures aims to expose educational and professional opportunities within the visual arts and design. We aim to provide access to professionals in different points of their careers who can share insight on their success while being sensitive to challenges often faced by first generation college students from low-income backgrounds, students of color and students of varying immigration statuses. Based on the experiences shared, you can build on the tools & resources needed to make well-informed decisions about college and career paths.

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COLLEGE APPLICATION GUIDE

ART FUTURE ▶▶▶

PURSUE YOUR PASSIONS CONFIDENTLY, BUT COMMIT TO BEING EXCEEDINGLY GIFTED AT YOUR CRAFT. RESIST MEDIOCRITY.

CHARLES HARBISON



NEVER STOP LEARNING AND PRACTICING YOUR CRAFT. FIND A DISTINCT “VOICE” AND AESTHETIC THAT IS TRUE TO YOU AND YOUR CREATIVE INTEGRITY.

GAMU MOYO



WORK HARD, BE PASSIONATE, BE KIND AND TAKE EVERY OPPORTUNITY THAT COMES YOUR WAY.

VASILIKI ZANNETTIS



ART FUTURE NYC ▶▶▶

This is a guide to help you prepare to apply for college admissions. It outlines steps for building a competitive application for art & design schools and college programs.

9TH & 10TH GRADE CHECKLIST

☐ Art Journal

Keep an art journal where you can write stories, draw, and sketch out ideas for future projects. Use your journal as a way to experiment with new ideas and materials.

☐ Goals List

Make a list of artistic and academic goals for yourself, they can be long-term and short-term; this is something you can update and change as time goes on.

☐ Extracurricular

Volunteer and participate in activities and organizations that are related to your interests, this is a great way to try new things and get a feel for what you like and don't like doing. Keep active and think about what you are involved with and might want to make a commitment to through high school—colleges like to see that you can stick to something for a while (like their college) so choose something you enjoy and focus on that—there is nothing wrong with trying a variety of activities, but at least one should be long-term.

☐ Teachers and Counselors

Meet with teachers and counselors to let them know what your interests and long-term goals are so that they can keep you in mind when they hear about cool camps, summer programs, and contests that might be good for you—keep checking in with them to give updates. Make a 4-year course plan and let them know your dream colleges at this point—you don't have to commit, but keep them updated

☐ Use Your Voice

While completing art assignments for art classes, make your mark and let your sense of humor/voice and opinions shine through your interpretations of the directions; you can do this through your choice of color, subject matter, and materials you use.

☐ Research Schools

Look at the application requirements for high schools to know what you will need to do and when. Sign up for mailing lists of colleges you are interested in to get newsletters.

☐ Research Scholarships

Register on scholarship search websites.

☐ Grades

Keep your grades up and take the most challenging classes

☐ Apply for the Scholastic Art Awards

Scholastic Art Awards has partnered with leading art institutes, colleges and universities to provide scholarships for Scholastic Award Winners. The effort that you put into applying for a scholastic art award will pay off. The possible opportunity to exhibit and for your work to be published is also an exciting part of winning an award. Apply for Scholastic Art Awards every year. Also research other awards and publishing/exhibition opportunities for your age group.

11TH GRADE CHECKLIST

☐ Take an Assessment of your Work

Take a look at the art you have made so far and think about what your strengths and weaknesses are, so that you can make improvements on skills and accentuate great aspects of your art.

☐ National Portfolio Day

Go to National Portfolio Day in November and bring along some of your art to talk with admissions staff from a large variety of art schools and colleges with art programs.

☐ Make Art outside of School

Make art on your own time and in art classes. This is a year to work hard and make most of the work that will become the portfolio you apply to college with.

☐ Visit Colleges and Art Schools

Visit colleges while they are in session, and make an appointment to join a tour around campus. Pay attention to how you feel about the campus, ask some students about their experiences there, and be sure to swing by your department to see where you would be studying.

☐ Register for Tests

Register for your PSATs in the fall and take them (they count for the National Merit Scholarship).

In the winter: register for the SAT, ACT, and SAT II if the colleges you're considering require them.

☐ Make a list of Scholarships

Compile a list of scholarships and deadlines so that they are ready to go when the time comes. Look online at winning essays to get an idea of the quality they are looking for.

☐ School Checklists

Know what the schools you are applying to want from you during the application process. There are general admissions requirements and program-specific requirements at most schools.

☐ Meet with your Counselor

Meet with college and careers counselor frequently and think about a timeline for the year and figure out together: what you will have to do and when (the next year will go by quickly).

☐ Recommendations

Over the summer think about what teachers or mentors you will want to ask for recommendations.

☐ Apply for the Scholastic Art Awards

Scholastic Art Awards has partnered with leading art institutes, colleges and universities to provide scholarships for Scholastic Award Winners. The effort that you put into applying for a scholastic art award will pay off. The possible opportunity to exhibit and for your work to be published is also an exciting part of winning an award. Apply for Scholastic Art Awards every year. Also research other awards and publishing/exhibition opportunities for your age group.

12TH GRADE CHECKLIST

☐ **Make Art outside of School**

Keep working hard and make art on a regular basis.

☐ **Apply for the Scholastic Art Awards**

Submit 8 of your best pieces to the Portfolio Category, and your strongest pieces to any other category relevant to your work as well. Apply for other awards and publishing/exhibition opportunities for your age group.

☐ **Attend Local Events**

Visit open studios, film screenings or other art events at local college programs. Talk to the artists and ask them about their work and experiences in the program they are studying in. Visit art and design museums and galleries as well.

☐ **Request Recommendations**

Ask for recommendations, you could give them: a resume listing your experiences and a few images of your best work.

☐ **High School Transcripts**

Make sure your school transcripts are correct.

☐ **Document your Work**

With help from a professional photographer or art teacher, photograph work to upload to slideroom.

☐ **College Essay/Artist Statement**

When schools ask for an essay or artist statement, refer

to pieces of writing you are happy with or ideas you have explored in your sketchbook as a place to start.

☐ **Applications**

Request and fill out any applications for early admissions, regular admissions, housing paperwork and turn them in on time, carefully read all instructions—ask questions if you are confused.

☐ **Financial Aid**

In the winter, gather your tax information for financial aid & fill out forms/applications.

☐ **Check Application Status**

Check on any materials you, your teachers, or administration sent to schools to make sure they were received.

☐ **Ask Questions & Share Progress**

Check in regularly with your counselor with questions or to give updates on your progress.

☐ **Apply for Scholarships**

Apply for scholarships, and keep looking for more, some you can apply for over and over again. Register on scholarship websites and update your information every year.

☐ **Review Acceptance Letters & Scholarship Awards**

Once acceptance letters start rolling in review your options.

EXTRA TIPS FOR APPLYING TO COLLEGE

☐ **Give Yourself Time**

Applying for college requires plenty of prep-time, and a great deal of research. Begin researching and preparing early.

☐ **Ask for Help when you need it**

Inform adults in your life that you want to attend college and need their help. These adults include your parents, teachers, school counselors and mentors. These people will be happy to help you reach your goals.

☐ **Take AP courses**

Take plenty of high-level classes, which are normally Advanced Placement (AP) and International Baccalaureate (IB). Not only will they help prepare you for college level classes but they'll also show colleges that you're capable of challenging yourself.

☐ **Research Different Art Majors & School Programs**

Research schools and programs to see which are the best options for you. There are specialized programs you may be interested in that you don't yet know about.

☐ **Research Different Art Majors & School Programs**

Go on as many campus tours as possible: Doing so will give you a good sense of what schools fit for you and if they offer any opportunity programs to help with tuition. Talk with professors about your interests and get an assessment of the school's strengths in your intended major.

☐ **Make a list of Deadlines**

Make an actual list. Consider Early action for your top choice schools.

☐ **Home Tests**

Some schools require art work in addition to your portfolio or in place of a traditional portfolio. For example Parsons requires that applicants complete the Parsons Challenge, RISD has a list of requirements, FIT has different specific requirements for each different major they offer, and Cooper Union sends applicants a different home test each year.

Do not wait until the last minute to start on these tests. The schools weigh them heavily when considering applicants for admissions and scholarship consideration.

☐ **Make an Common Application account**

The Common Application is a form students can fill out online, which sends their information and essay to various schools. Many private institutions accept the Common Application. Make an account early and become familiar with the specific requirement for each school you will apply to. Many have additional questions you must be prepared to answer.

☐ **Seek Avenues for Improvement**

Sign up for Portfolio Preparation classes and summer programs, or other art or design classes. Have someone review and edit your essay. Watch tutorials on how to take good photographs of your work, or ask a photographer for help. Pursue your goals with ambition.

PORTFOLIO DEVELOPMENT GUIDE

ART FUTURE NYC ▶▶▶

This section is a guide to help you prepare an art portfolio for college admissions. It outlines ideas & practices to support you in building a competitive portfolio & application for art & design college programs.

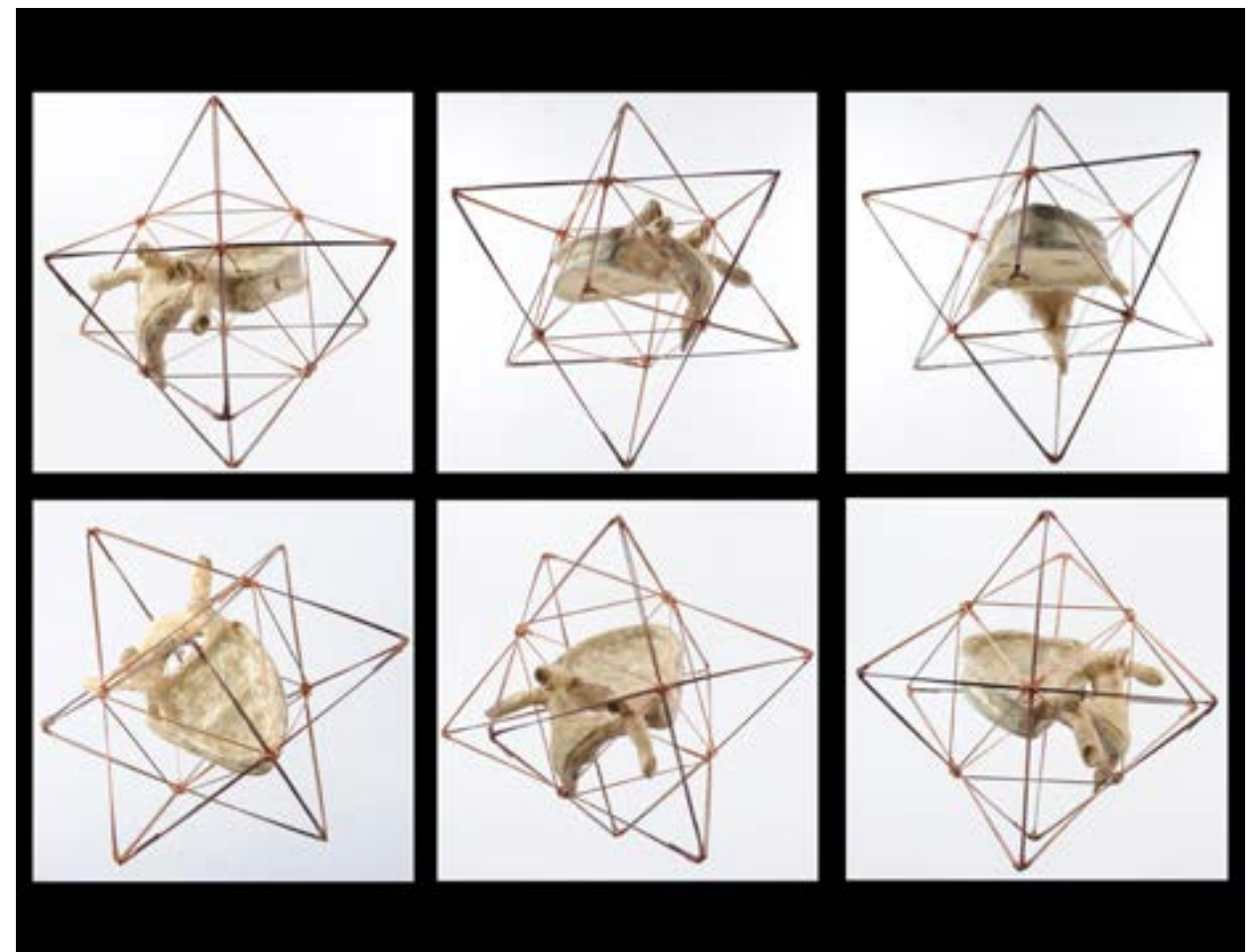
CREATING A PORTFOLIO

All colleges have different admissions requirements and specific portfolio formats. Be sure to familiarize yourself with each school's requirements before applying.

Colleges require between 8-25 slides/images.

Art Portfolios should demonstrate a range of work that includes observational drawings and personal work 3-dimensional work. An applicant's portfolio should be a range of personal work, not just work from classroom assignments.

Develop more pieces than the admissions portfolio requires. This way you can choose the best work that represents you.



ELIZABETH, JMF STUDENT – ACCEPTED TO PRATT, ILLUSTRATION

PORTFOLIO TIP #1

BE OBSERVATIONAL

Draw, paint and sculpt what you see, with emotion and sensibility.

LIFE PORTRAIT EXAMPLES

- » a family member
- » your hands or feet
- » a friend
- » a self-portrait
- » yourself
- » nude figure drawings
- » someone sleeping

STILL LIFE DRAWING EXAMPLES

- » collect a group of random objects
- » a combination of some of your favorite objects
- » contents of your bag
- » objects within a certain color range or subject matter



JOEUN, ASHCAN STUDENT – ACCEPTED TO NYU, FINE ART



KEREN, ASHCAN STUDENT – ACCEPTED TO CORNELL, FINE ART



JINYOUNG, ASHCAN STUDENT – ACCEPTED TO CORNELL, FINE ART



JASON, ASHCAN STUDENT – ACCEPTED TO PARSONS, FASHION DESIGN



SIMOON, ASHCAN STUDENT – ACCEPTED TO SVA, ILLUSTRATION



ELANOR, ASHCAN STUDENT – ACCEPTED TO SVA, ILLUSTRATION

PORTFOLIO TIP #2

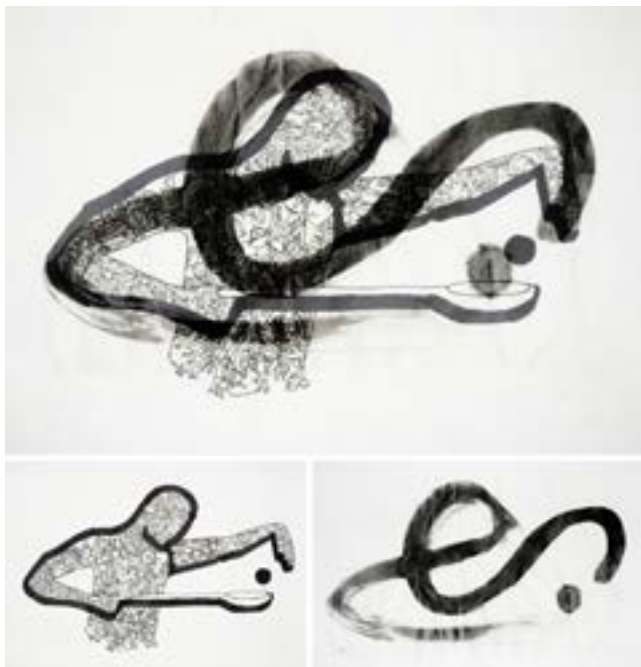
THEMATIC

Chose an overall theme--something that interests you--and base your portfolio work on this theme. Some work can address the theme directly, some abstractly.

THEMATIC EXAMPLES

- » sleep
- » dreaming
- » ecology
- » urban life
- » compassion
- » family
- » hybrids
- » money
- » identity
- » nostalgia
- » opposites
- » mirrors
- » pattern
- » power

JOSEPH, ASHCAN STUDENT – ACCEPTED
TO COOPER UNION, FINE ART



PORTFOLIO TIP #3

BE YOURSELF

Make work for your portfolio that reflects who you are. Be genuine and express your true identity. Work that is honest has the most impact.

YOU AS AN ARTIST/DESIGNER:

- » Where do you come from?
- » How did your upbringing shape you?
- » Whatever it was that first inspired you to draw, build on that inspiration, and keep building.
- » What do you remember most vividly?
- » What are your likes and dislikes?



SIMOON, ASHCAN STUDENT – ACCEPTED TO SVA, ILLUSTRATION

PORTFOLIO TIP #4

USE DIFFERENT MEDIUMS

Medium refers to the art materials or artist supplies used to create a work of art. It is whatever you use to make a mark upon a surface. Tools for art making are all around you.

MEDIUMS TO TRY:

- | | | | |
|----------|------------|-------------|--------------|
| » pen | » water | » plastic | » food/candy |
| » marker | » charcoal | » newspaper | » a book |
| » crayon | » paper | » receipts | » metal |
| » paint | » wood | » trash | » clay |



ELEANOR, ASHCAN STUDENT – ACCEPTED TO SVA, ILLUSTRATION



YOORO, ASHCAN STUDENT – ACCEPTED TO PARSONS, FASHION DESIGN



TING TING, ASHCAN STUDENT – ACCEPTED TO RISD, FINE ART



KEREN, ASHCAN STUDENT – ACCEPTED TO CORNELL, FINE ART



JIN SOO, ASHCAN STUDENT – ACCEPTED TO PARSONS, FASHION DESIGN

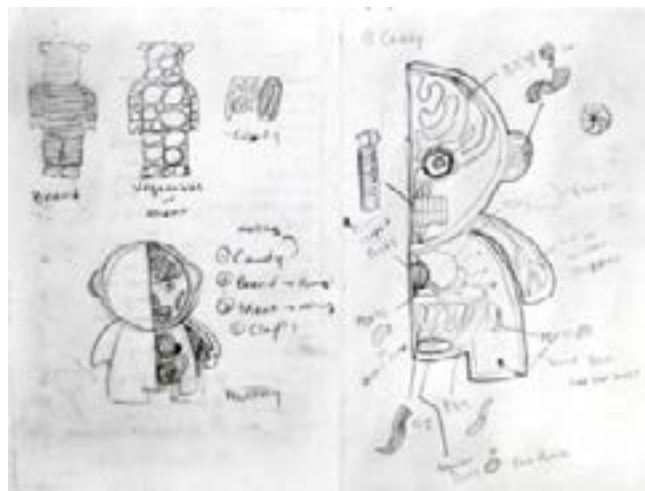
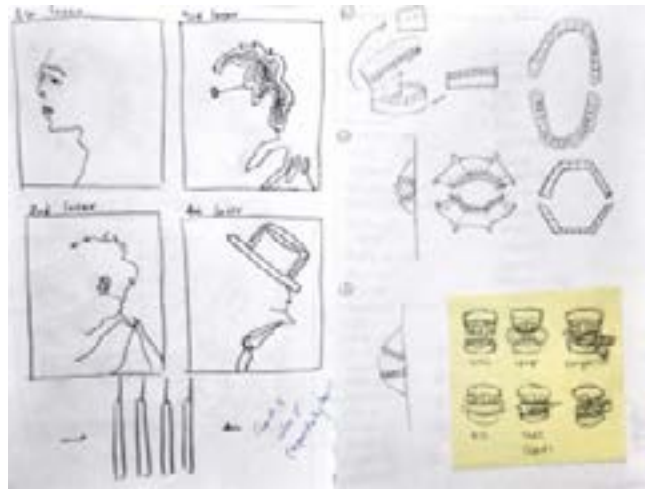
PORTFOLIO TIP #5

USE A SKETCHBOOK

Carry it around with you each day. The drawings you make here, and the notes that you take, are golden insights into what you are attracted to as an artist/ designer. Sketchbooks provide a place for you to identity and visually narrate what you see and imagine. Remember to take a look at what you've drawn and written about in the past; it will inspire you.

SKETCHBOOK IDEAS:

- » Record popular culture and your opinion of it.
- » Scrutinize and record the body language of the population around you: the shape of a crowd, the expression on someone's face, the way a hand holds a newspaper, an umbrella, or a coffee.
- » Draw automatically: let your pencil or pen wander across the paper and see where it takes you.
- » Cut out textures, images or poetry and add it to your sketchbook.
- » Leave them as they are or incorporate them into sketches.
- » Think about each entire page of your sketchbook as its own universe, narrative, or composition.



JIYEON, ASHCAN STUDENT – ACCEPTED TO RISD, INDUSTRIAL DESIGN

PORTFOLIO TIP #6

SHOW YOUR DEDICATION TO ART MAKING

Challenge yourself and maintain a positive attitude. Schools receive thousands of portfolios; if your work looks like you cared about it and enjoyed making it, it will show dedication and commitment to learning.

WAYS TO SHOW YOUR DEDICATION:

- » Branch out: include music, film, clothing, etc. that you have made in your portfolio.
- » Know that art never stops being challenging.
- » Make every drawing/painting/sculpture/mixed media work you do better than the last.
- » If another artist's work inspires you, try to do what that artist did with whatever means you have.
- » If you strive for something big, you will surprise yourself.



JIHYE, ASHCAN STUDENT – ACCEPTED TO PARSONS, GRAPHIC DESIGN



TING TING, ASHCAN STUDENT – ACCEPTED TO RISD, FINE ART



JINYOUNG, ASHCAN STUDENT – ACCEPTED TO SVA, ILLUSTRATION



JEE HEE, ASHCAN STUDENT – ACCEPTED TO SVA, FINE ART

PORTFOLIO TIP #7

DOCUMENT RELEVANT EXPERIENCES

Explore ways to visualize related experiences. If you're interested in architecture and have experience helping your dad do construction work, how can you represent that work visually? If you're interested in art education and have taught arts & crafts at summer camp, how can you share that work? Consider photos, videos, digital media, a graphic novel, etc.

THIS ARTIST USED AUDIO TO DESCRIBE HER WORK:

"The footprint I created represents my mom and the journey she has taken in her life..."



ESSAY & ARTIST STATEMENT

College essays/artist statements inform colleges of who you are , what you are interested in, your artistic process, and what type of work you make. Colleges usually ask a specific question for you to answer, related to your creative process and ideas and to communicate what makes you an ideal candidate for thier school.

COLLEGE ESSAY EXAMPLES:

PARSONS: "What do you make, how do you make it, and why do you make? Ultimately, where do you visualize your creative abilities and academic study to take you after your education here at Parsons? (Maximum 500 words)"

PRATT: "Describe when and how you became interested in art, design, writing, architecture, or the particular major to which you are applying. Describe how this interest has manifested itself in your daily life"

FIT: "What makes you a perfect candidate for FIT? Why are you interest in the major you are applying to? The essay is also a chance to tell us more about your experiences, activities and accomplishments."

TO GET YOU STARTED:

WRITE DOWN THE ANSWERS TO EACH

- 1.What or who inspires you the most? Why?
2. How does this event/political or cultural movement/person/place/practice/ object/element inform your artwork? Color? Materials? Subject matter? Emotion? Narrative? Ambition? Quality?
3. Pick three of the of portfolio pieces you are most proud of, list adjectives for each, list materials you used for each, list possible inspirations for each:

ADVICE FROM CAROLINA WHEAT, DIRECTOR OF ADMISSIONS FOR PARSONS

IN YOUR STATEMENT OR ESSAY

1. Represent yourself through text.
2. Use words you are comfortable using.
3. Discuss your process.
4. Please do not begin the essay "I always knew I wanted to be an artist."

DOCUMENTING ARTWORK

Here are some pointers for documenting your portfolio

- ❑ The images should be clear and straightforward and not shot at an angle. The piece should be oriented at the vertical and horizontal center of the picture plane.
 - ❑ Pieces should be shot on a neutral background (ex: clean white wall, paper backdrop) or on site if it's within context.
 - ❑ Never use flash when photographing artwork.
- Pieces should either be shot using two point studio lighting or natural daylight. The lighting should be even and not dominate parts of the artwork.
- ❑ Files for online use should be saved at 72-150 dpi as a .jpeg / File names should correspond with application requirements.
 - ❑ A separate folder should be made for each school with images in order.



USING DIRECT CAMERA ANGLES

“Quality of documentation affects perceived quality of work”

- CYNTHIA LAWSON



photographed from above



photographed from below



photographed from right



photographed from left



photographed from center

SASKIA, JOAN MITCHELL
FOUNDATION PARTICIPANT

ANGLE: Take photographs of your work straight on (centered both vertical and horizontal), be careful not to angle the camera above, below or from the side.

CONTEXT

Take photographs of your work in front of a neutral background (backdrop paper), or in some cases, on site.

LIGHTING

Never use a flash, they can create “hot spots” in the image, and produce harsh and uneven lighting.

Use two point (evenly lit) studio lighting or natural light (sunlight)

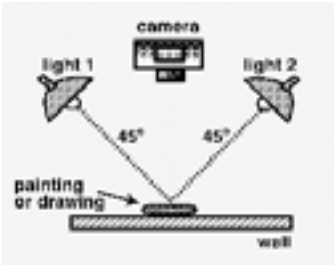


ILLUSTRATION OF TWO POINT LIGHTING SET UP



PHOTOGRAPHED ON SITE. JOEUN, ASHCAN
STUDENT – ACCEPTED TO NYU, FINE ART



“HOT SPOT” FROM USING FLASH

FILE MANAGEMENT

Digital files for screen display use should be saved at 72 -150 dpi as jpeg files.

Keep original and edited versions in separate folders, and save the original files at full size as a back up.

Appropriately name files and folders: be sure to include your name in the file or folder name in the versions you submit to the school.

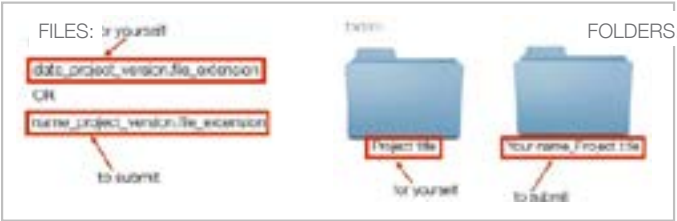
When saving your files don’t use spaces: use underscores _ (example: Figuredrawing_Lawson.jpeg)

2-D work, list Dimensions x Height x Width – measurements in inches

3-D work, list Dimensions x Height x Width – measurements in inches



IMAGE SIZE SETTINGS IN PHOTOSHOP



NAMING FILES AND FOLDERS

CAREERS
IN THE
ARTS

This section is a guide to Careers in the Arts to help you decide which college Major and future Career in the Arts may be right for you.

CAREERS IN THE ARTS

ARCHITECTURE

- » Industrial Architect
- » Landscape Architect
- » Interior Designer
- » Urban Designer/Town Planner
- » Playground/Theme Park/Sports Arena Designer
- » Set/Stage Designer for film, television, theater

ARTS ADMINISTRATION

- » Executive Director of a museum or nonprofit organization
- » Curator
- » Social Media Coordinator
- » Event Planner
- » Director of Arts Curriculum
- » Publications/Publications editor

DIGITAL/MULTI-MEDIA

- » Animator
- » App Designer/Developer for Apple, Android, Windows
- » Television and Film Producer
- » Documentary Filmmaker
- » Video Game Design
- » Film Editor

FASHION/TEXTILES

- » Designer (accessory, costumes, menswear, womenswear, children's wear)
- » Consultant
- » Stylist
- » Pattern Maker
- » Retail Manager
- » Buyer
- » Seamstress/Tailor
- » Visual Merchandiser

FINE ART

- » Painter
- » Muralist
- » Tattooist
- » Cartoonist
- » Printmaker
- » Book Illustrator
- » Sculptor

GRAPHIC DESIGN

- » Magazine Layout Designer
- » Typographer
- » Logo Designer
- » Advertising director
- » Book/eBook Designer
- » Sign Writer

PHOTOGRAPHY

- » Photo Journalist
- » Fashion Photographer
- » Food Photographer
- » Wedding Photographer
- » Police, Law Enforcement and Criminal Forensic Imaging
- » Photo Editor
- » Special Effects (F/X) Photography

PRODUCT DESIGN

- » Toy Designer
- » Prop Designer for film, photography, television and theater
- » Glass Artist
- » Weaver
- » Food Product Designer
- » Furniture designer
- » Interior designer

ADDITIONAL CAREERS:

- » Magazine editor
- » Art Critic for a publication or website
- » Floral Arranger
- » Gallery Owner
- » Cinematographer
- » Music video producer
- » Fashion Show producer

CAREER DEFINITIONS



Monica, JMF student

ARCHITECTURE + INTERIOR DESIGN

Architecture is the process and the product of planning, designing, and constructing buildings and other physical structures. Architectural works are often perceived as cultural symbols and as works of art. The field of architecture includes the macro-level (urban design, landscape architecture) to the micro-level (construction details and furniture).

Interior design encompasses the design of interior spaces, and is closely tied to the field of architecture. One aspect of interior design is interior decorating, which includes the art or process of designing the interior decoration of a room or building. An interior designer is someone who coordinates and manages projects for interior spaces. I

Architecture and interior design involve planning, designing and constructing form, space and ambiance to reflect functional, technical, social, environmental and aesthetic considerations.

Hee Min, Ashcan student

APP DESIGN



DIGITAL + INTERACTION DESIGN + MOTION GRAPHICS

Digital design, a term used to describe a wide variety of computer related skills, includes work in fields such as web design, digital imaging and 3D modeling. The term can further be expanded to any digitally created visual media. Digital advertising and web design firms compete with individual designers to sell their expertise, while artists use the same mediums to express themselves.

Interaction design, often abbreviated IxD, is “about shaping digital things for people’s use”, alternately defined as “the practice of designing interactive digital products, environments, systems, and services. Like many other design fields, interaction design also has an interest in form but its main focus is on behavior. What clearly marks interaction design as a design field as opposed to a science or engineering field is that it is synthesis and imagining things as they might be, more so than focusing on how things are.

Motion Graphic Design is a subset of digital/graphic design in that it uses graphic design principles in a filmmaking or video production

context (or other temporally evolving visual medium) through the use of animation or filmic techniques. Examples include the kinetic typography and graphics you see as the titles for a film, or opening sequences for television or the spinning, web-based animations, three-dimensional station identification logo for a television channel.



Jennifer, Ashcan student

FASHION DESIGN + STYLING + COSTUME DESIGN

Fashion design is the application of design to create original clothing, accessories, and footwear. Fashion designers sketch, select material and patterns, and give instructions on how to make products. The field of fashion is heavily influenced by cultural and economic fluctuations and designers work in a number of ways to be reflective of a given market. Some clothing is designed specifically for an individual, as in the case of haute couture or bespoke tailoring but most clothing is designed for the mass market, especially casual and everyday wear.

A **fashion stylist** is someone who selects clothing for published editorial features, print or television advertising campaigns, music videos, concert performances, and public appearances. Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer/director, hair stylist and makeup artist to put together a particular look or theme for the specific project.

Costume design is the fabrication of clothing for the overall appearance of a character or performer. Costume is specific in the style of dress particular to a nation, a class, or a period. Costume design is a tool to express an art form, such as a play or film script, dance piece, or opera. Costumes may be for theater, cinema, or musical events as well as other types of performances.



Chris, Ashcan student

FILM + TV + ANIMATION

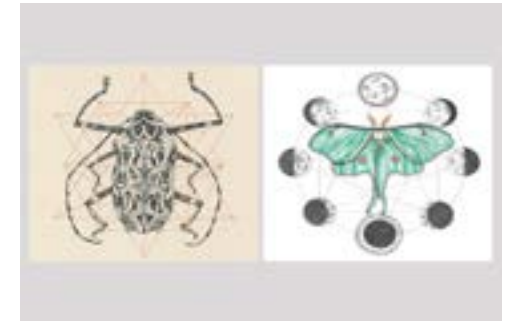
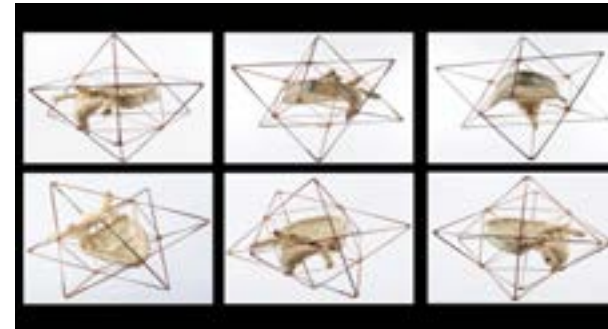
Filmmaking involves a number of discrete stages including an initial story, idea, or commission, through scriptwriting, casting, shooting, sound recording and reproduction, editing, and screening the finished product before an audience that may result in a film release and exhibition. Filmmaking takes place in many places around the world in a range of economic, social, and political contexts, and using a variety of technologies and cinematic techniques. Typically, the process involves a group of people, and can take anywhere from a few months to several years to complete depending on the scale and scope of the project.

Producers may oversee all aspects of pre- and post-production. Some producers take more of an executive role, in that they conceive new programs and pitch them to the television networks, but upon acceptance they focus on business matters, such as budgets and contracts. Other producers are more involved with the day-to-day workings, participating in activities such as screenwriting, set design, casting, and even directing.

An **animator** is an artist who creates multiple images, known as frames, that give an illusion of movement called animation when displayed in rapid sequence. Animators can work in a variety of fields including film, television, and video games. Animation is closely related to filmmaking

and like filmmaking is extremely labor-intensive, which means that most significant works require the collaboration of several animators. The methods of creating the images or frames for an animation piece depends on the animators' artistic styles and their field.

Elizabeth JMF student



FINE ART + ARTS ADMINISTRATION + ART EDUCATION

Fine artists create original pieces of artwork, through a variety of media. They often specialize in a particular type of art, such as drawing, sculpture or performance. Fine artists can be commissioned to produce projects or they can create work on their own terms to sell either through galleries or directly to the public. Many fine artists choose to teach or assume roles within community-based art projects.

Arts administration is the field that concerns business operations around an arts organization. Arts administrators are responsible for facilitating the day-to-day operations of the organization and fulfilling its mission. Arts organizations include professional non-profit entities and professional and non-professional for-profit arts-related organizations. The duties of an arts administrator can include staff management, marketing, budget management, public relations, fundraising, program development and evaluation, and board relations.

Art Education is the area of learning that is based upon visual arts—drawing, painting, sculpture, and design in jewelry, pottery, weaving, fabrics, etc. and design. Contemporary topics include photography, video, film, design, and computer art. Art education may focus on students creating art, on learning to critique or appreciate art, or some combination of the two.



Yemi JMF student

GRAPHIC COMMUNICATION DESIGN + ADVERTISING

Graphic Communication/ Communication Design mix the disciplines of design and information-development, which is concerned with how media intermission such as printed, crafted, electronic media or presentations communicate with people, incorporating word and image to convey data, concepts and emotions.

Advertising is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. Advertising messages are usually paid for by sponsors and viewed via various media, including newspapers, magazines, television, radio, blogs, signage, websites and text messages. Commercial advertisers often seek to generate increased consumption of their products or services through “branding”, which involves associating a product name or image with certain qualities in the minds of consumers.



ILLUSTRATION + COMICS

An **illustrator** is an artist who specializes in enhancing writing or elucidating concepts by providing a visual representation that corresponds to the content of the associated text or idea. The illustration may be intended to clarify complicated concepts or objects that are difficult to describe textually, which is the reason illustrations are often found in children’s books. Illustrations have been used in advertisements, architectural rendering, greeting cards, posters, books, graphic novels, storyboards, manuals, business, magazines, shirts greeting cards, video games, tutorials and newspapers. A cartoon illustration can add humor to stories or essays.

A **comics artist** is a person working within the comics medium on comic strips, comic books or graphic novels. The term may refer to any number of artists who contribute to produce a work in the comics form, from those who oversee all aspects of the work to those who contribute only a part.

Art is about ideas. The most important thing is to build the self-knowledge necessary to fight for the value of your ideas through a medium that gets you all excited to make.”

TANYA LINN
ALBRIGTSEN-FRABLE

“Cultivate an environment of openness and sharing that encourages those around you to work collectively towards solutions.”

SALOME ASEGA

“To work professionally in any area of the arts having talent only gets you so far, but hard work, training, dedication, and a good attitude are vital. Clear communication and the ability to admit you don’t know or that you made a mistake will keep you honest and useful.”

JEREMY CHERNICK

“Passion and a love for what you’re doing are the most important things you’ll need to be successful. This will drive you to create better work, learn more skills, be a better artist and push forward when the road is bumpy and unclear.”

NICOLE DOMINGUEZ

“When entering into an arts career you must always be willing to learn and reinvent yourself.”

MARC FLORESTANT

“Always focus on the work itself. Job opportunities, recognition, and awards of any kind will come and go. Improving your skills and figuring out what you love to do is what will sustain you and give your career meaning.”

OLIVIA FU

“Do something! And do it NOW! Just get your feet wet: sign up for classes, intern, attend artist workshops, research, explore, experiment, but just do it, don’t wait for the ‘opportune’ time... Be a creator and create now!”

ASHAKA GIVENS

“Be passionate about your choices.”

GHISLAINE HERMANUZ

“The keys to any career on the road less traveled are patience and perseverance. The patience to learn.”

JAMAL IGLE

“Be prepared to carve out your own artistic path. Collect collaborators and tools necessary to see your vision to fruition and create by any means necessary.”

NIKYATU JUSU

PLANNING COMMITTEE



JOSÉ ORTIZ

Student Opportunities and Support Coordinator, Joan Mitchell Foundation

José Ortiz is painter, multi-media artist and arts educator, committed to connecting art with our everyday world. José holds a Bachelor of Fine Arts from the School of Visual Arts, NYC. In addition to exhibiting his work both regionally and internationally, he has curated visual art shows, designed sets for dance performances and was a key collaborator on several large-scale multi-media installation projects.



JOELLE RIFFLE

Program Administrator, Parsons Scholars Program

Joelle graduated from Parsons in 2013 with a BFA in Communication Design. As program administrator, she is able to integrate a love for art and design with her work in the daily running of the Parsons Scholars Program.



JESSICA WALKER

Faculty and Director, Summer and Pre-College Programs, Parsons The New School for Design

Jessica Walker directs summer and pre-college programs and teaches drawing and digital design at Parsons The New School for Design. She collaborates with faculty and community partners to develop opportunities for students to engage with art and design, portfolio development and college readiness. Jessica is a practicing artist and filmmaker.



HAVANNA FISHER

Youth Advocate, Parsons Scholars Program.

In addition to working with the Parsons Scholars Program she is a multi Interdisciplinary artist and designer that has a passion in engaging and cultivating responsibility and compassion for humanity through skills in graphic, fashion design and performing arts. She received a Bachelor of Fine Arts in fashion design from Parsons and a Bachelor of Liberal Arts in dance from Eugene Lang.



HAYLEY PALMATIER

Director, Ashcan Studio of Art

Hayley Palmatier is a multi media artist, arts educator, and the Director and one of the founding members of Ashcan Studio of Art, located in New York City. She has an MFA in Illustration from the Fashion Institute of Technology and a BFA in Fine Arts from Pratt Institute.



NADIA WILLIAMS

Director, Parsons Scholars Program Faculty of Diversity & Inclusion

Nadia is an alumna of the Parsons Fashion Design BFA program. Nadia has taught pre-college Fashion Design courses at Parsons and in numerous NYC public schools as a teaching artist. She is a member of NYCoRE (NY Collective or Radical Educators), sits on The New School University Social Justice Committee, and is faculty of advisor for Sisters Art Salon (a collective of women artists of color) and The New School DREAM Team (which supports undocumented students and allies).



FRANCISCO DONOSO

Youth Development Associate, Groundswell Youth Advocate, Parsons Scholars Program

Francisco Donoso, born in Quito, Ecuador by way of Miami, Florida, holds a BFA in Painting & Drawing from SUNY Purchase and maintains his studio practice in Inwood, NYC.

He's interested in the intersections of art, education and social justice, with a love for youth empowerment.



NANA AMA BENTSI-ENCHILL

Groundswell, Youth Development Manager

Ama is a multi-media artist, educator and arts advocate who holds over 15 years of experience in the non-profit, arts and youth development. She has managed to bridge her love for youth empowerment, contemporary African art and global affairs in her art practice. As an arts administrator,

her work lend itself to the power of art to fuel community development and inspire a reevaluation of cultural norms."



ART FUTURE NYC PARTNERS

JOAN MITCHELL FOUNDATION

A central principle of the Joan Mitchell Foundation's mission is to encourage the ambitions and education of developing visual artists. The Foundation's Art Education program strives to fulfill this mission by providing opportunities for both emerging youth artists and working adult artists through inclusive and diverse arts education programming, offered completely free to the public..



The Parsons Scholars Program is a three-year college access and preparation program in art and design for NYC public high school students. During their sophomore through senior year in high school, students from a wide range of high schools dedicate their Saturdays and summers to studying art and design at the Pre-College Academy of Parsons The New School for Design while receiving college credits. They explore a range of art and design careers while acquiring the tools and knowledge necessary to gain admittance to and achieve success at competitive art and design college programs.

THE PARSONS PRE-COLLEGE ACADEMY

Designed for students in grades 3 through 12, Parsons' Pre-College Academy meets on Saturday mornings during the school year and for two weeks during the summer. Classes are organized by grade level for elementary school, middle school, and high school groups.



Lincoln Center Education provides arts and education programs to some 80 New York area public schools, Lincoln Center Education works with students and educators nationally and internationally by helping to stimulate imagination, encourage critical thinking, and support learning in other subjects.



Ashcan Studio of Art is an art school geared toward creative development and portfolio preparation. Our curriculum is an individualized program in which each student's personal interests and skills are the focus. With a lot of hard work, and with the resources of New York City's arts community, 100% of our students have excelled to their greatest potential and have earned admittance into many of the highest-ranked BFA and MFA programs, most having received scholarships.



museum of arts and design

The mission of the Museum of Arts and Design (MAD) is to collect, display, and interpret objects that document contemporary and historic innovation in craft, art, and design. In its exhibitions and educational programs, the Museum celebrates the creative process through which materials are crafted into works that enhance contemporary life.



Groundswell brings together artists, youth, and community organizations through our Scaffold Up! model to use art as a tool for social change, for a more just and equitable world. Our projects beautify neighborhoods, engage youth in societal and personal transformation, and give expression to ideas and perspectives that are underrepresented in the public dialogue.

