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## Use Your Art Degree as an Art Director

**Summary:** *An art degree is not a waste, like some may make you believe. One way you can use this degree is to become an art director.*



Spending four years to get an art degree can be a lot of fun, but it doesn't always open up as many doors or opportunities as a math or science degree. People say there is no future, or at least no successful future, with an art degree, but we are here to show just one feasible option out of many for anyone to work towards if they have an art degree.

U.S. News ranked art directors as the No. 2 best creative and media job in 2016. The No. 1 position went to interpreter and translator. The Bureau of Labor Statistics gave art directors a 2 percent projected growth in employment numbers by 2024. Art directors have a wide range of areas they can be involved in. They work in everything from advertising campaigns, television shows, websites, films, magazines, and products.

### Find Art Director Jobs on [Hound.com](https://www.hound.com)

As an art director, you can expect to be in charge of a design team, keeping them on task to meet the client's objectives and stay true to the brand. They will be expected to know print, social media, Web, and tablets, as design is seen and available everywhere. Traits such as time management, professionalism, team collaboration, work ethic, punctuality, and leadership are important.

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The median salary is \$85,610 with the upper ten percent making around \$168,040 and the lowest ten percent still earning \$45,060. Big cities will bring the higher paying jobs.

Art directors need to have at least a Bachelor of Arts degree in art or design with three to five years of experience in the industry. Some art directors start out as graphic designers, illustrators, set designers, industrial designers, photographers, or copy editors. Knowledge and experience in marketing, communications, business, and production will come in handy.

Start building a portfolio in whatever position you hold now to use when applying for the job and later to attract clients. The job has a lot of opportunities for upward mobility, but also carries a higher level of stress and poor work-life balance.

**Read about these other career opportunities in the art field:**

- [2 Ways to Make Money as a Handmade Artist](#)
- [Makeup Artists Make More Than You Might Think](#)
- [Toy Makers Have All the Fun](#)

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