

Real Life 101
 Creative Design
 Guide

In this program, student interviewers talk with Tim Fisher, Creative Director of an ad agency, Scott, a graphic designer and Bob Weiss who owns the design company, Design Island. This program can be viewed in its entirety or broken up into segments based on curriculum needing to be covered. For each job, students will learn why the person chose that job, what kind of education they needed to acquire, the creative process for each of these jobs and what are the good and bad things about the job itself. Following each segment, there is a summary and suggestions for students interested in that particular creative design career.

Activity—Creative Design Career Occupations Chart. Give this chart to students to fill out during the program. (Some areas will need to be researched beyond viewing the program.) After the program is viewed, have students break up into groups of 2 or 3. Have the groups compare notes, and if needed have students add to their individual charts. Once the class is finished, bring the class together to create one chart based on the notes they took. After all notes have been added to the class chart, then have those groups decide which career they would be interested in researching. Using resources (including the web sites listed below), have students get more information about the creative design career they chose. An extension would be to revise the class chart adding in other content that the students found during their research.

| Type of Job | Education or training needed for the job | Creative Process Used | What is good and bad about the job |
|-----------------------------|--|-----------------------|------------------------------------|
| Ad Agency Creative Director | Will need to research beyond program, using sites listed below | | |
| Graphic Designer | | | |
| Design Company | | | |

Websites for more information

Occupational Outlook Handbook

Provided by the Bureau of Labor Statistics. For each job provides information on the training and education needed; earnings; expected job prospects; what workers do on the job; working conditions. In addition, gives jobs search tips, information about the job market in each state and more.

<http://www.bls.gov/oco/>

Graphic Design and Printing Career Guide

From the Vocational Information Center. One stop for all things related to the graphic arts. Provides information on careers in the design field, skills needed, schools and the market for those jobs.

<http://www.khake.com/page27.html>

Career Resource Library

Watch career videos of real people doing real work. Videos are approximately 90 seconds in length and are shown in RealPlayer or Windows Media format.

<http://www.careerinfonet.org/crl/library.aspx?LVL2=14&LVL3=n&LVL1=4&CATID=12&PostVal=2>