

# Career: Advertising Art Direction

---

Advertising Art Direction is the profession of creative product and service promotion. As an art director you may create magazine ads, TV commercials, outdoor billboards, on-line/interactive spots or direct mail. You will need all of the skills of a graphic designer as well as the special ability to develop concepts that not only inform, but persuade the consumer into action. A career in creative advertising typically progresses from assistant art director to art director, then to creative director, and possibly to vice president. Some even reach partner/owner positions. The typical work environment is in a large agency. As one of the three majors in the Communications Design Department, Advertising shares an educational program with Graphic Design and Illustration. These are the three related fields where imagery is created specifically to carry ideas and information. The curriculum is designed to reinforce this relationship and to give students a well rounded understanding of the communications design industry.

---

## Some Employers of Pratt Alumni

J. Walter Thompson	Foote Cone&Belding	D'Arcy Masius Benton & Bowles
Gerstman&Meyers	Pinpoint Design LLC	Young & Rubicam
Ogilvy & Mather	Saatchi&Saatchi	McCann-Erickson
North Bridge Productions	Lifestyle Ventures	Worldwide
Rave! Advertising	Kietra	PMG Ad Group
Grey Advertising	The Onion	

---

## Profile of a Successful Graduate

Nicole interned in a large New York agency during the summer of her junior year. She did light production work and sat in on team strategy meetings. During her senior year she was asked to help out with a pitch to a major prospective account. She was hired there as an assistant art director after graduation and worked for a year as a team member on a major cosmetics account. She then moved to another agency as an art director. In the next year she was hired as a senior art director for the Clairol account at J. Walter Thompson. After two years she moved up again to an even better job at Leo Burnett Worldwide in Chicago.

---

## Bottom Line

*Starting Salary Range:*  
*BFA: \$30,000-\$40,000*  
*MS: \$40,000-\$55,000*

*Special Characteristics:* Most positions are in major consumer advertising agencies. Employment opportunities are usually in large urban centers, primarily

in New York, Chicago or San Francisco.

The Office of Career Services lists over 4000 jobs annually. We offer career counseling and job referrals for those entering their professional field as well as general art-related jobs for those still developing portfolios.

In addition, a number of companies come each year to interview students for internships and permanent positions.  
East Hall 1  
E-mail: [career@pratt.edu](mailto:career@pratt.edu)  
Phone: 718-636-3506  
Fax: 718-636-3547  
[www.pratt.edu/career](http://www.pratt.edu/career)

# Pratt

---