

Career: Illustration

Illustration is the profession of creative image-making for the communication of ideas and information. Creating images for magazines, videos, books and computer presentations are just a few typical examples of illustration job assignments. Most professional illustrators work as freelance artists who are self-employed and do individual jobs for many businesses, but there are also some full-time staff employment possibilities in print and computer publishing corporations. As one of the three majors in the Communications Design Department, Illustration shares an educational program with Graphic Design and Advertising Art Direction. These are the three related fields where imagery is created specifically to carry ideas and information. The curriculum is designed to give illustration students a well-balanced understanding of the communications design industry and basic production skills in graphic design.

Some Employers of Pratt Alumni

The New York Times	Dreamworks	Lincoln Center
Sports Illustrated	*Ted G. Papoulas	Rolling Stone
McGraw Hill	Entertainment Weekly	Marvel Comics
DCComics	Simon & Schuster	Little Brown & Company
Time Warner	*Keisha Farmer	Holt Rinehart & Winston
Disney	Viking Penguin	*Anna Divito
Macmillan	Bantam Doubleday Dell	
CBS Publications	Group	
Random House	Ballantine Books	

Profile of a Successful Graduate

Scott majored in graphic design, but also loved illustration, so he filled all of his studio elective requirements with illustration courses. Upon graduation he was hired as a production artist with a national magazine publisher. At the same time, he soon started selling spot illustrations to the Village Voice and other publications while still working for the magazine. After a few years he moved to another magazine as Art Director. He found that he could use his own illustrations there, too. He also continued to freelance for other publications. Eventually his work became so well known that he had to give up his staff job as an art director. He is now regularly featured in such major publications as Time Magazine, Print, The New York Times and Rolling Stone.

Bottom Line

Salary Range:

Varies from assignment to assignment. The Graphic Artists' Guild publication [Pricing and Ethical Guidelines](#) is an excellent source of information on current fees.

Special Characteristics:

Since most assignments are freelance, illustrators

essentially run their own business.

The Career Services office 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
Phone: 718-636-3506
Fax: 718-636-3547
www.pratt.edu/career

Pratt