

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Make Art School Work For You

By Michael Long

When I was in school I had a graphic design professor - a very smart individual who graduated from Yale and whose expertise was fonts. I spent two hours a day for an entire semester building fonts with a pencil and a clipboard. As the professor did not know how to use a computer, he did not require any of his students to either. This class was boring, but what was worse is that it was completely useless.

Rarely is a real company going to pay for a font. They are going to pay for business cards, logos, web sites, CDROMs and commercials but not a font. Many professors at prestigious schools with good reputations are relics of a past age. Graphic design requires technology, and technologies change and adapt. Oftentimes those that teach graphic design remain stagnant and enforce archaic concepts and methods. Academic graphic design is much closer to fine art than commercial graphic design (the type that makes money).

Avoid classes with names like "The History of Byzantine Graphic Design," "The Stencil as Design Tool" or "Dimension in Design."

You should design your schedule around your portfolio, your web site and your resume. The best classes are those that teach software and can provide tangible art that employers will want to see. Look at the want ads and then look at your schedule. If the class teaches or requires Photoshop, Adobe Premiere, Flash, or HTML then take it immediately. Look for teachers who have worked in the world of graphic design and understand concepts like deadlines, client needs, and real world application.

The most important way to jumpstart your career is by establishing a web site early and constantly adding to it and improving it. Your web site should be the crown jewel of your arts education. If you can improve the site each year by adding flash animation or streaming video then you will have a job magnet when you are ready to graduate.

A college degree is a wonderful thing to have, but sometimes software certification is more important for finding a job. A Flash developer certification from Macromedia can lead to a job much faster than a

How To Make Art School Work For You

graphic design degree from even the best university. Software certification can open doors that a degree cannot. You have four years of art school to learn and improve yourself. You will never again have the time and resources to pursue certifications. The best part is that you can probably receive academic credit for anything that you do if you just fill out a little of the correct paperwork.

Michael Long is a Seattle area graphic designer, web designer and flash developer that has worked for some of the biggest names in the Fortune 500. He is the former CEO of Overdrive Media and currently works as a design consultant. Sponsored by: Art Schools Digital – Seattle

<http://www.artschoolsdigital.com/>

Why Bother With Art Colleges?

By Linda Emerson

If you are pretty talented at art you might not even consider going to Art College. Why should you, anyway? You can draw like the masters: Boticelli, Michaelangelo, Da Vinci. There wasn't a landscape scene your brushes didn't like, and there wasn't any portrait you couldn't draw. You can sketch anything that exists!

But as with any talent, you must have realized that this is one big world we live in. There is always room for improvement, and although your work might speak for itself, a degree behind you may be just what employers are looking for. Therefore, you muster all your reserves; you pack your easel, your brushes, and your palette and head north to the nearest art college.

1. Good choice?

Art school will definitely benefit you as an artist. Your innate talent will benefit from the proven concepts and techniques you can learn here. It may be that you already know the basics and the techniques of your art. Rest assured that there are always things the art school can teach you that you won't already know.

Art school also develops in its students a love and appreciation for the different forms of art. It opens to the student new vistas of learning and expressing. Even if only for that reason, Art school would be worth every penny.

2. Who Is Art School Suited For?

Artists are a rare kind. They seem to be able to create masterpieces without complicated theories and computations. It's as if they are moved by instinct to draw, paint, and create visually pleasing artworks. Some artists, when asked about their artwork, would simply shrug and say they didn't know what motivated them, and they just felt like painting it. Art school should not aim to correct this freewheeling style of artistry. It should, however, provide the basic techniques and theories on art and creativity. Instead of suppressing natural skill, it should develop and enlighten it by explaining the concepts behind art. Unlike what most people think, there truly is a science behind art.

How To Make Art School Work For You

Artists sometimes just create art. But after Art College, they come to a realization of theories behind what they have done by instinct. Fundamental theories can only improve and supplement the talent students have.

3. What to Learn?

When choosing an Arts College, look into the nature of its programs.

– Is it solely a graphic design school or does it offer courses in other specific areas? – Is this school well-known for its emphasis on its programs? – Is the school recognized internationally? – Is the class size large or small? – How many years will the program be in total? – Does the school provide any statistics or downloadable documents outlining the percentage of its graduates that are now working in their chosen field?

4. Specialize!

Remember that the subject of art is not just a big blob with the label art. It is composed of numerous subcategories and specializations. You need to choose a specialization because if you don't, your skills will be diffused trying to learn the many branches of art. Try to improve the most at the area of your interest. It could be painting, sculpture, digital arts or others.

5. Be The Best

Also, look into whether the school participates in any graphical arts competitions or has accomplished anything of renown in the industry. This is a sure sign of their commitment to the arts and the education of its students. One of the best things one can get out of Art College is exposure to competition and industry standards. Such competition pushes one from being complacent. If you are to be a better artist, you should never be satisfied with what you already know. You should grab the opportunity to learn new and exciting things.

6. Conclusion

Your education might be the most important investment you make in your life. Without proper training, your chances at success are greatly diminished. A proper Art college will certainly train you and equip you with the tools needed to make it big in your profession.

For more great art education related articles and resources check out

<http://www.theartschoolsite.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!