

This Is The Job: Art Director

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is an Art Director?

We make ads look amazing, through the use of design, colours, typography, photos, illustration and more. We tend to be people who love photography, design, illustration, painting, and other visual ways of expressing ourselves.

This is what they do most days

I imagine...

I work with a copywriter to brainstorm and think of ways to reach consumers with our client's message.

I design...

I sketch various ideas for ads using pen and paper before moving to a computer to do final designs.

I build...

I use a number of computer design programs to combine design, photography and copy (words) to make a final ad, email or direct mail piece.

In their own words:

“ There's no such thing as a 'typical day' (which I love!). Some days I'm brainstorming with my writing partner, some days I'm rocking out to music while photoshopping, and other days I'm on set or editing.” - Meagan E.

“ Growing up, I always enjoyed art and being creative, but never really thought it could be a career until university. I was taking accounting and it was super boring, so I decided to re-think my future goals. I started studying Art & Design at George Brown, and eventually landed a gig in advertising.” - Greg R.

Explore some of the skills you'll need.

- ✓ Drawing, sketching, design
- ✓ Animation
- ✓ Photography
- ✓ Understanding colour theory
- ✓ Being able to adapt and learn new digital programs
- ✓ Ability to use platforms like Photoshop, InDesign, Lightroom, Illustrator
- ✓ Ability to think conceptually and visually
- ✓ Communication skills
- ✓ Multitasking abilities
- ✓ Portfolio to showcase creative abilities

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org