Commercial Art Jobs

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date Due\_\_\_\_\_\_\_\_\_\_

We will select 10 different commercial art jobs from our list. Each student is given a number 1-8 that will identify which job they are going to research the answers to. Write your number and job name below, then research the answers as best you can.

# \_\_\_ Job Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you have a product or a service that you sell? Describe what that is.

2. What does someone in this position do?

3. What kind of experience or skills do you need to get this job (art skills?)?

4. Describe what your portfolio (examples of your work used to promote yourself) would be like?

5. Identify the “target audience” (Age, gender, culture, education, income, ethnic or religious background) of your “end user” (the person who will be using it, but not necessarily purchasing it).

6. What else might you need to know about your target audience?

7. How would you want to get a job doing this? Why there?

8. Click on the link and read the page on [Niche markets](https://www.thebalancesmb.com/niche-market-definition-for-business-2947188)  Now, think of a possible ‘Niche Market” for your job, and describe it in a paragraph below.