Overlooked Creative Positions in Startups
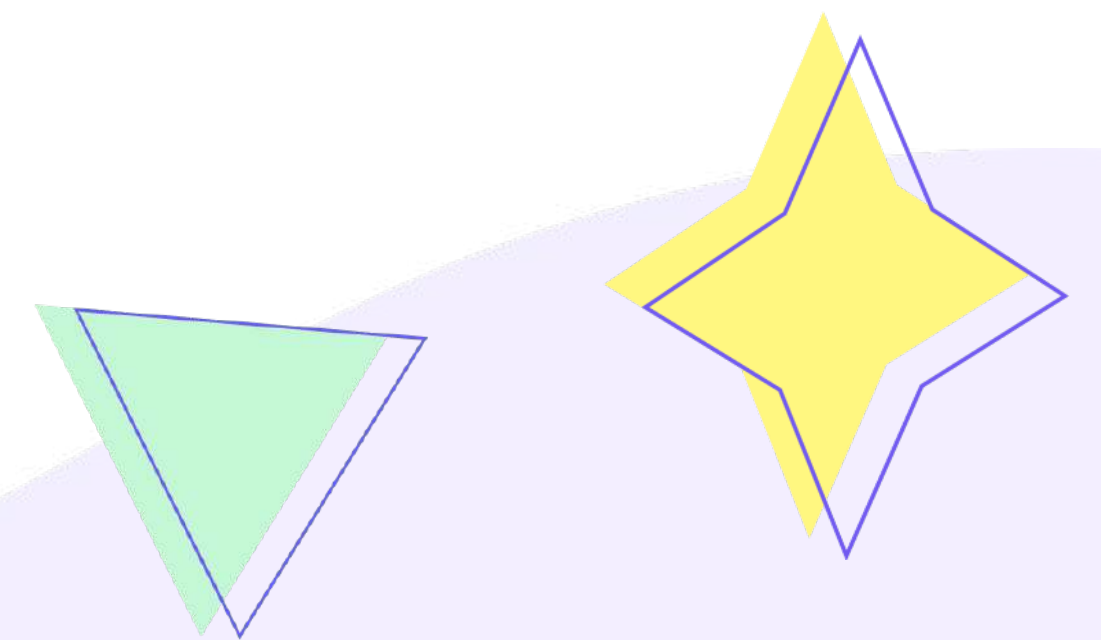
PATH UNBOUND

Stella Guan

Designer, Founder of Path Unbound

Stella Guan is an award-winning designer, entrepreneur, design educator and speaker. She is the founder of Path Unbound, a design school providing students with customized and affordable ways to learn design and start a career in the creative field.

PATH UNBOUND

Look, look, missed...

Art Director

Senior Art Director, Design

Apple · Cupertino, CA **11 hours ago** · 26 applicants

💼 Full-time · Director

🏢 10,001+ employees · Computers and Electronics Manufacturing

👥 44 connections · 68 school alumni

💡 See how you compare to 26 applicants. Retry Premium Free

◎ Actively recruiting

**Apply** ↗   **Save**

Summary

Marcom is Apple's Global Marketing Communications group. We lead all of Apple's advertising and marketing to ensure the detailed development and execution of extraordinary communications!

We are looking for a Senior Art Director to join the iPhone/iPad/iOS Marketing team. You

What We're Looking For:

- Full knowledge of Adobe CS, and proficient in Photoshop, Illustrator, InDesign and After Effects (a must)
- Superior PowerPoint skills a must
- Knowledge of Premiere, Sketch and Invision strongly preferred
- Be able to take a project from ideation to completion
- Experience creating creative content for social media campaigns – particularly across Facebook, Instagram and Pinterest for a brand or at an agency strongly preferred
- Ability to communicate and collaborate on cross-functional teams.
- Strong, clean visual design sense
- Bachelor's degree in Graphic Design, Design and Visual Communication, Communications Design, Fine Arts, or relevant experience in lieu of a degree.
- 5+ years of experience in design
- A diverse portfolio that exhibits excellent use of typography, color, imagery, and graphic elements
- Please provide a website link to your portfolio in your application

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INTRODUCING iPhone 13

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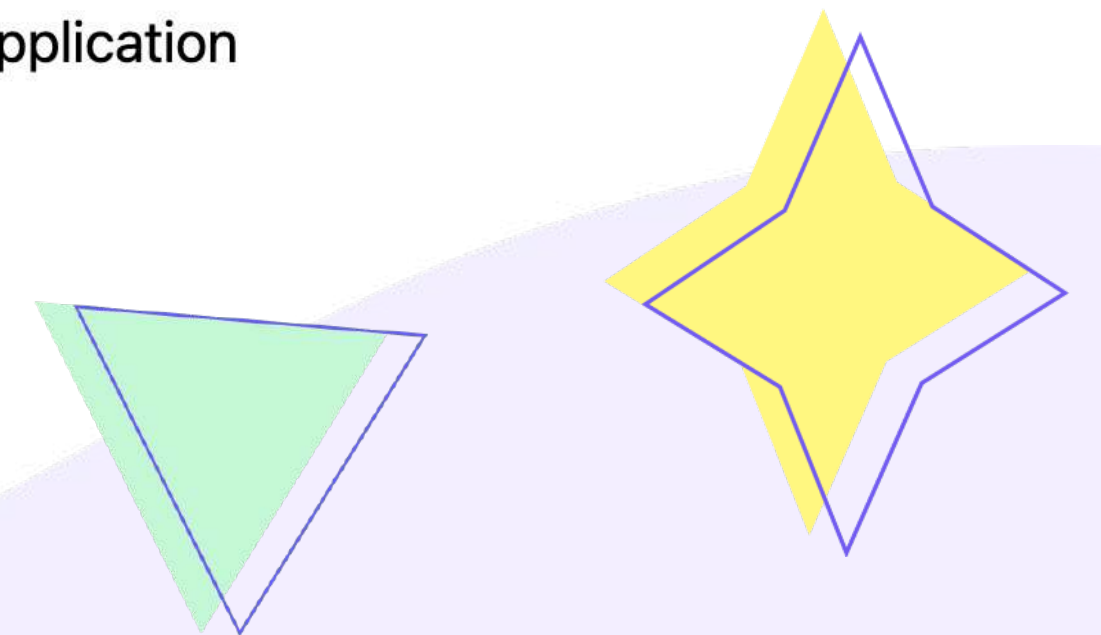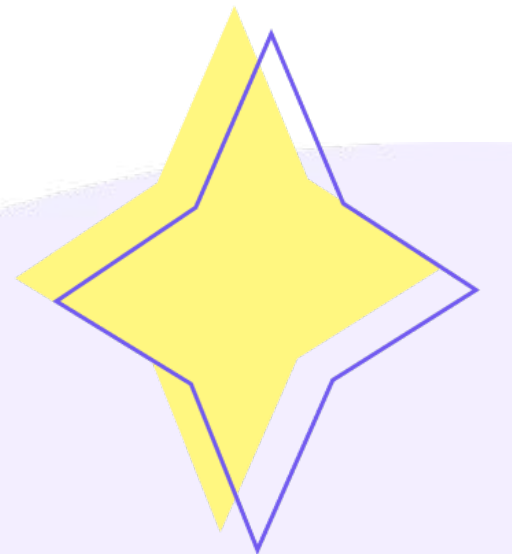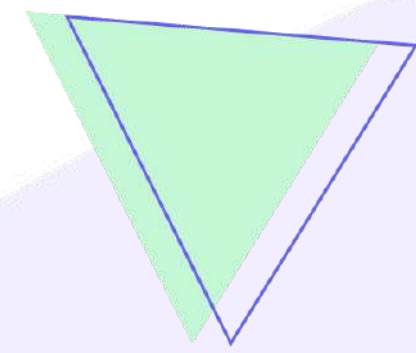
What Is An Art Director?

Art directors determine the overall style and tone of a project and work to ensure that vision is brought to life.

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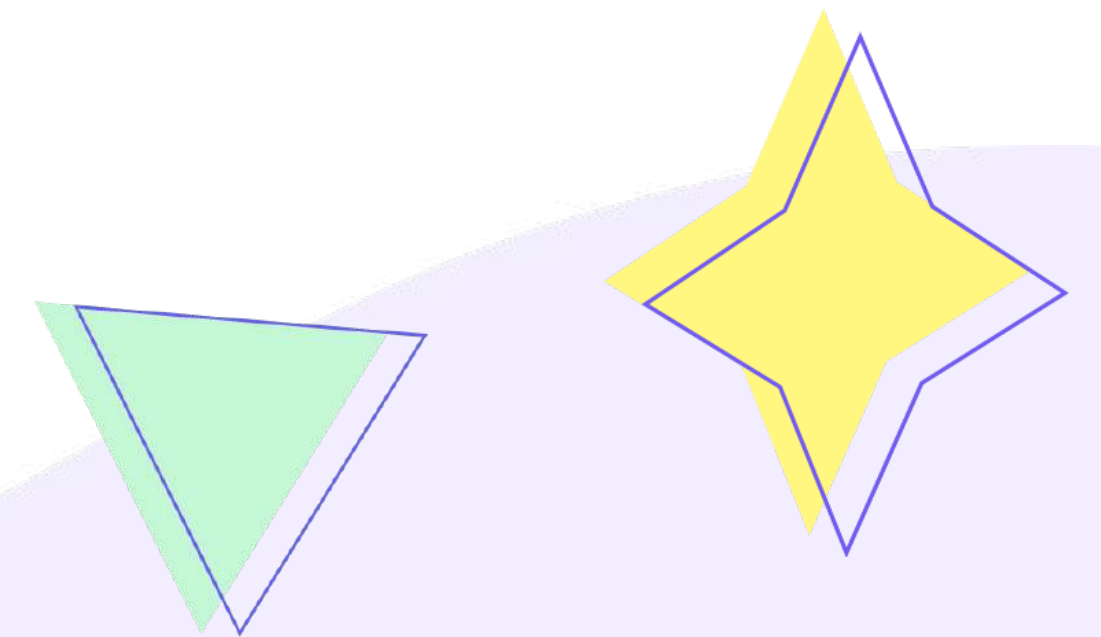
Daily Responsibilities of An Art Director

Presenting designs to clients for approval

Deciding which design elements to use

Managing design workflows and collaborating with design staff to ensure projects are delivered on time and are of the utmost quality

Reviewing and approving designs and other types of graphics created by design staff

Communicating with clients and/or senior management to develop an aesthetic that reflects the goals of a campaign or project

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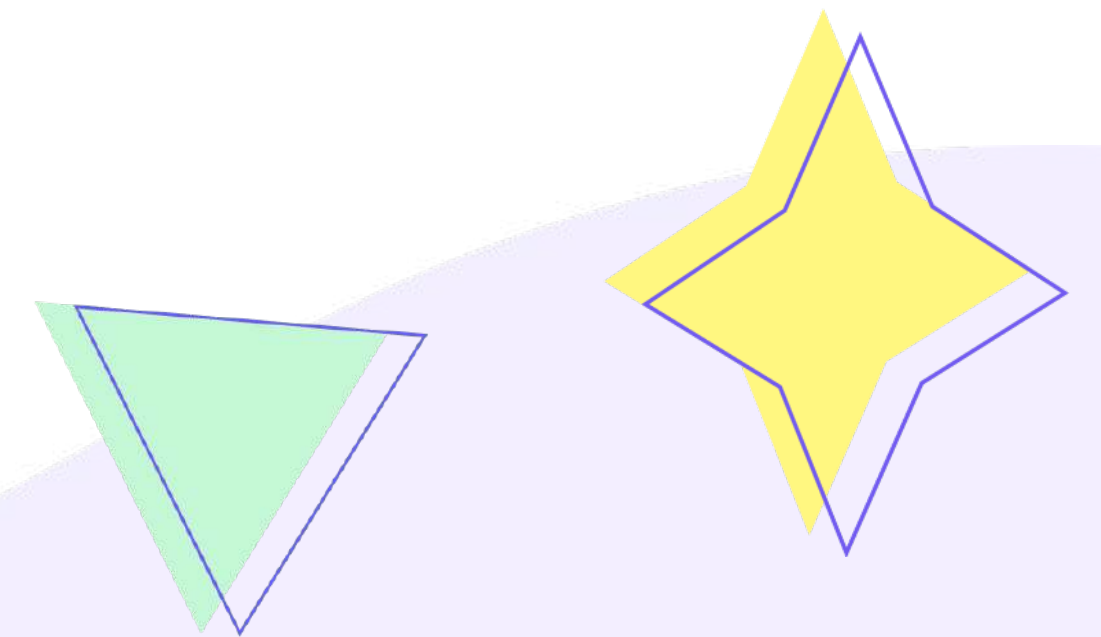
# A Day In The Life As An Art Director
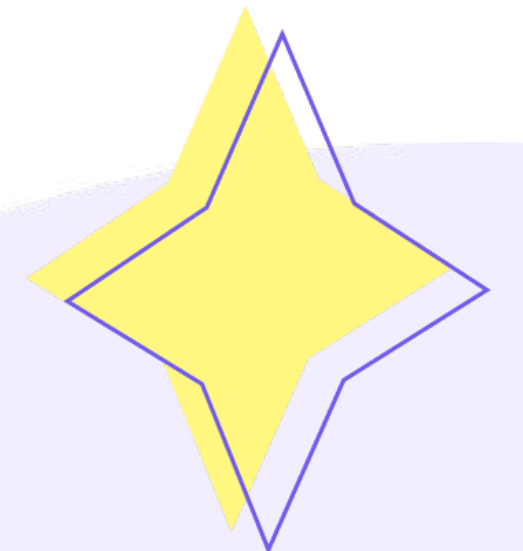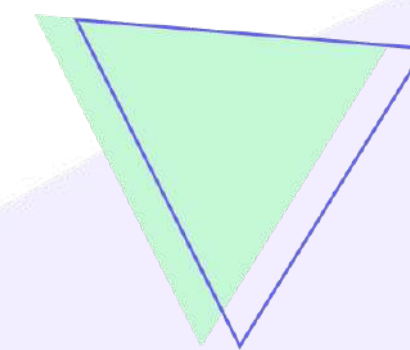
Creative Director vs. Art Director?

A creative director is more of a business role whereas an art director is a design/creative role with conceptual abilities & light management skills. While both of these roles require the ability to effectively manage projects, a creative director will be more business goal-oriented and perhaps even manage the art director.
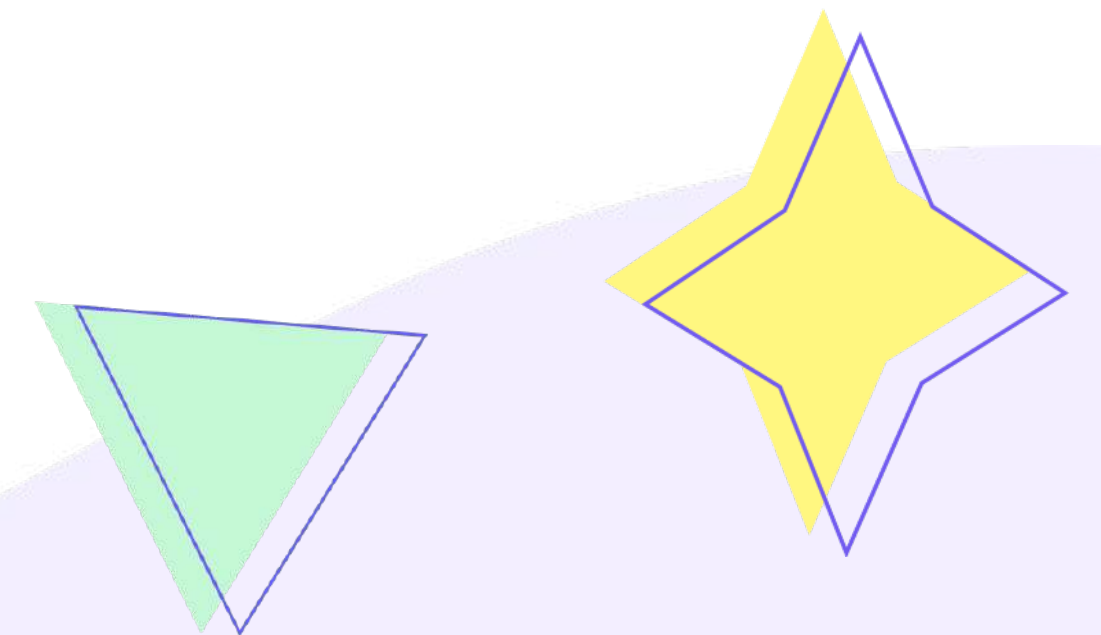
Art Direction at Startup Case Study
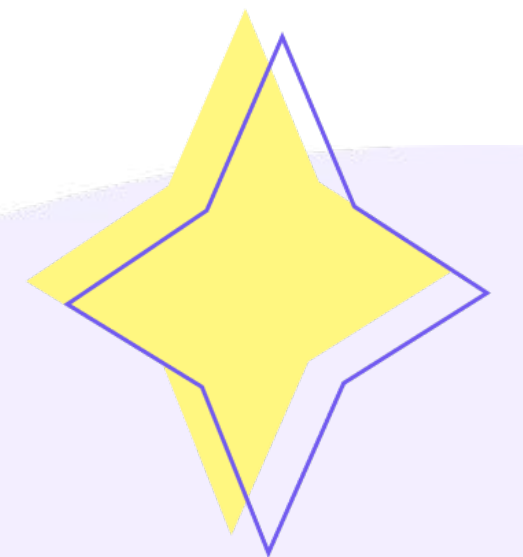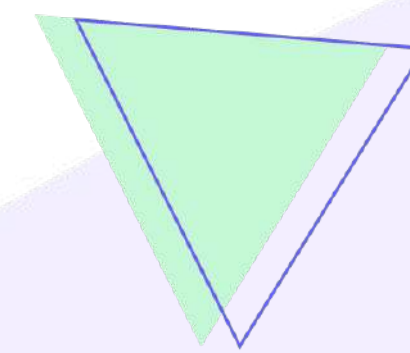
Casper Case Study
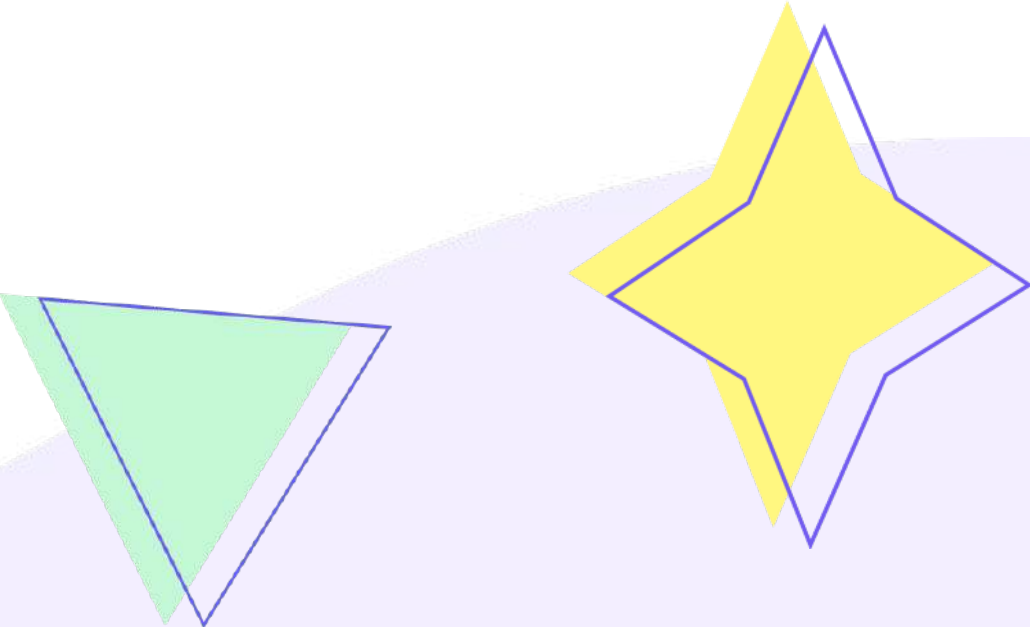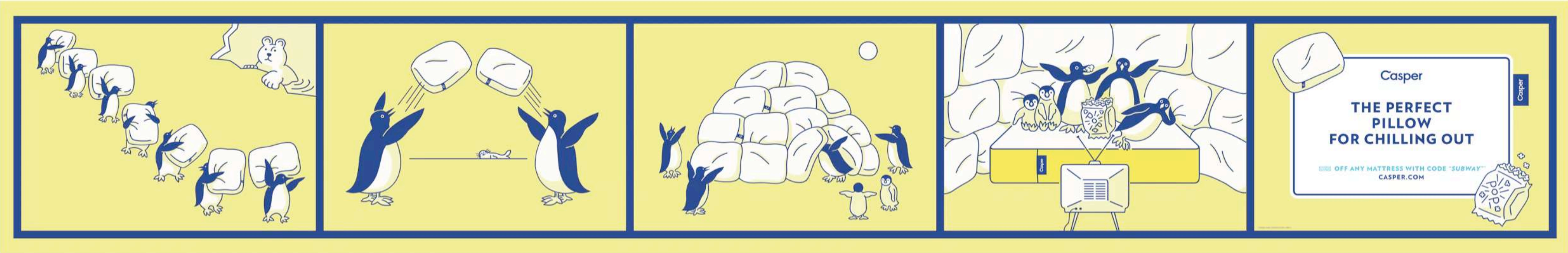
Our Students Who Became Art Directors

PHOTOGRAPHER TURNED ART DIRECTOR AND DESIGNER
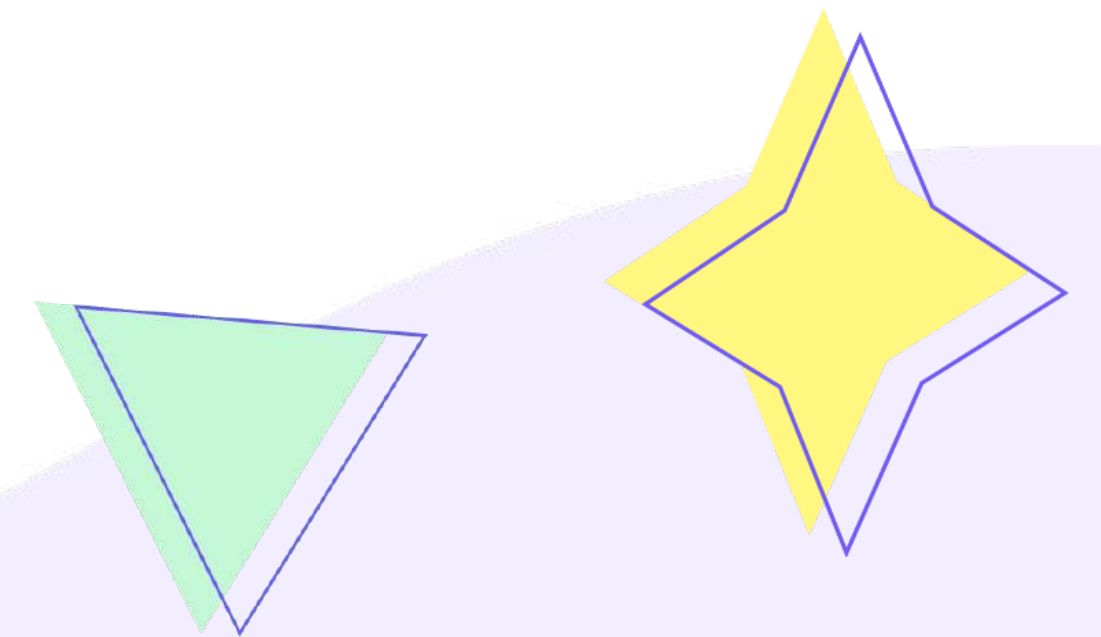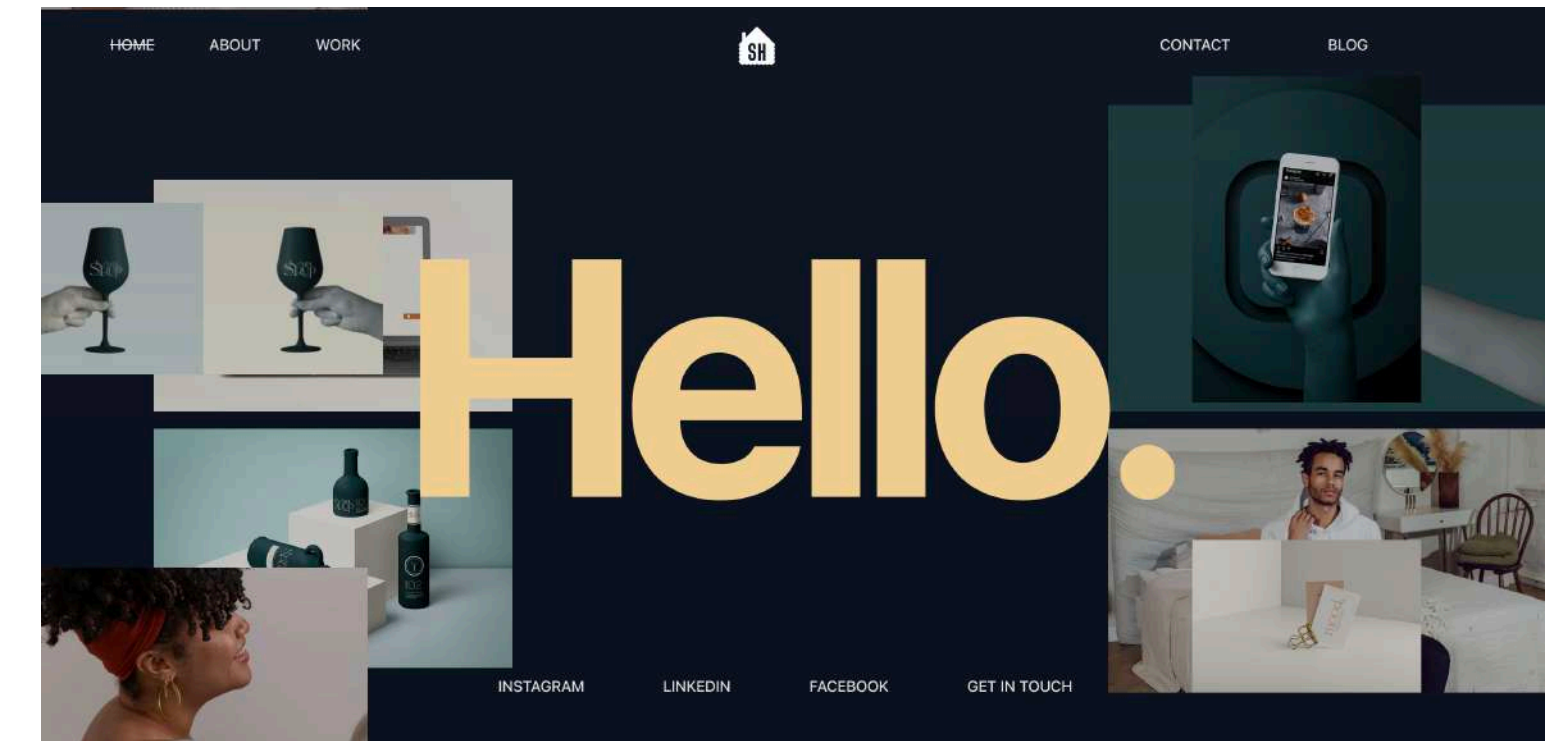
Michael Pierce

From Photographer to Art Director and Designer

Michael Pierce is an Atlanta-based photographer turned designer and art director. He came to Path Unbound after completing several design programs at other schools, unsure of how to create a portfolio that will set himself apart from the competition. After graduating from the Portfolio School program, Michael launched his own creative agency and became an art director.

View Work   Live Site

HOME   ABOUT   WORK   SH   CONTACT   BLOG

Hello.

INSTAGRAM   LINKEDIN   FACEBOOK   GET IN TOUCH

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How Does Art Direction and Product Design Work Together?

Art Direction and Product Design fit together incredibly well. They are both tasked with creating something that stands out from the rest but does it through different means. They are essentially two sides of the same coin.

Art Direction is focused on the general aesthetic vision. It pulls together a brand and makes the whole array of products that they offer align together to promote a family of products instead of just multiple randomized projects. Product Design implements the physical and small changes into reality and creates the products and designs that the Art Direction calls for. Functionally, while Art Direction is concerned with how a product feels to the customer, Product Design focuses on how the product looks, acts, and works. These two different focuses come together to make a product that is simultaneously innovative within a lineup of products yet remains cohesive with everything else in the brand.

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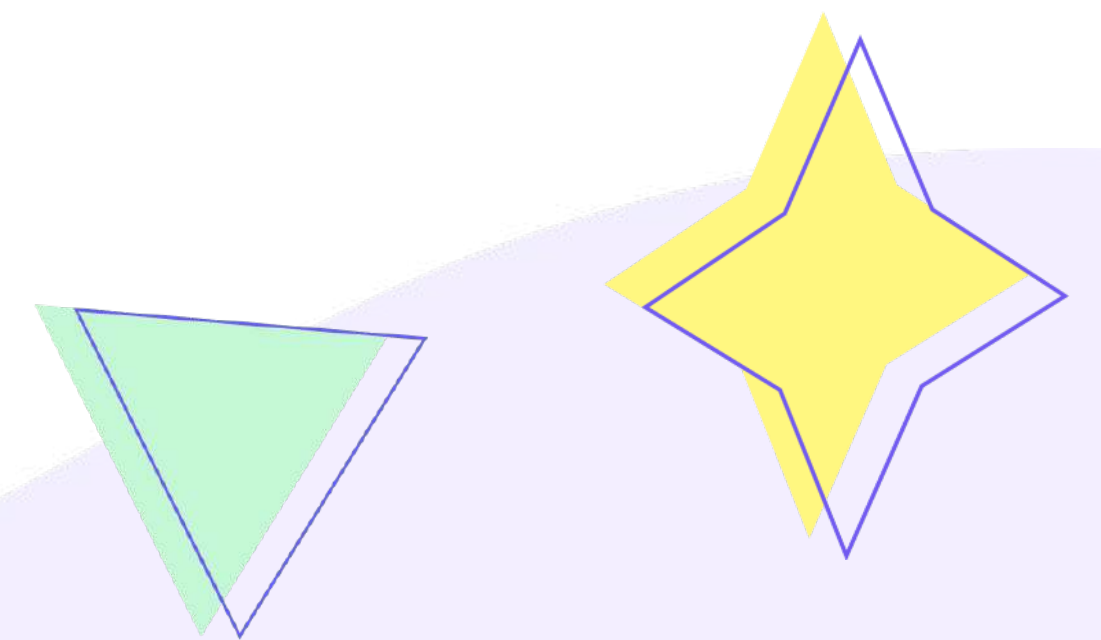
Creative Directors

Associate Creative Director

Adobe · California, United States (Remote)   2 weeks ago · Over 200 applicants

What You'll Do

- Ownership of work and accountability for successful execution and creative direction
- Constructive reviews of work with the group's senior creative staff to get feedback on direction, and to ensure the work is aligned with other initiatives in the organization
- Ability to conceive of, design, and lead the development of high-quality creative work that pushes the Adobe brand forward
- Build relationships with cross-functional teams and senior marketers
- Serve as a mentor and motivator to encourage teamwork
- Ability to present the team's work expertly to a broad audience

What You Need To Succeed

- 8-10 years of related experience
- Excellent design, layout, and typography skills in a range of media across a broad range of projects
- Ability to deliver on-strategy ideas which are forward-thinking and meet the objectives of the brief
- Ability to collaborate with writers, designers, and technologists to develop concepts
- Ability to communicate effectively with creative and project management staff, building trust and respect
- Strong written, oral, and presentation skills
- Awareness of creative trends, ability to incorporate new techniques and inform others
- Excellent skills with design software, including, but not limited to, Adobe Photoshop, Adobe Illustrator, and Adobe XD. Adobe Premiere Pro and/or After Effects experience a plus.
- Portfolio of original, breakthrough work

Brand Designers

Brand Designer, Amazon Brand Team

Amazon · Seattle, WA · **18 hours ago** · 68 applicants

Basic Qualifications
- Bachelor's degree in design, advertising, or related field or equivalent
- 6+ years of design/advertising industry experience
- A portfolio of work that demonstrates expertise in brand guidelines, brand identity, design thinking, process, and solutions. We're just as interested in seeing the strategy and your process as much as the final product.
- Ability to present ideas and discuss solutions clearly and thoughtfully.
- Competency with Adobe suite, Figma, Keynote, and basic drag-and-drop CMS capability.
- Ability to create design prototypes thought starters to facilitate conversations.
- Passion for working with many partners in a dynamic, collaborative environment.

Preferred Qualifications
- Experience working in a multidisciplinary brand design agency or organization
- UX experience
- Information architecture experience
- Naming and taxonomy experience
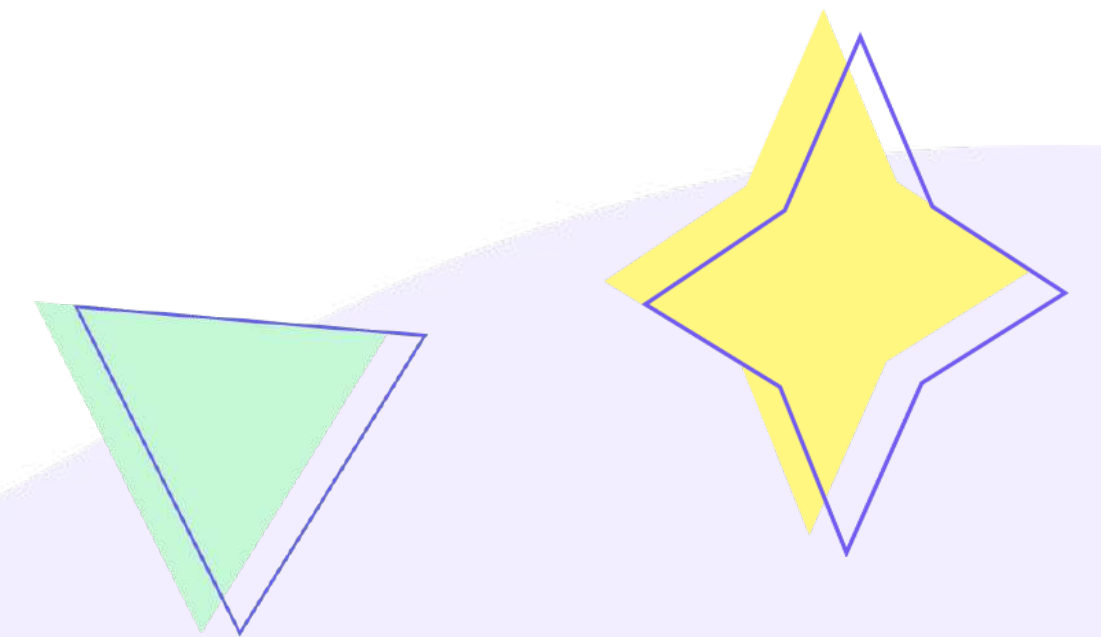
Content Designers

Content Designer

Adobe · San Jose, CA   1 week ago · **20 applicants**

What You'll Be Working On

- Drive content design for multiple digital media provenance tools, workflows, and communication channels that support interoperability and extensibility across Adobe products and external platforms
- Work alongside product designers, product managers, engineers, and cross-functional partners to conceptualize new features, evolve workflows, and refine content that makes our products easier to use
- Work without close supervision but seek out and welcome feedback from senior leaders and managers
- Maintain a global mentality, advocating for designs and language that internationalize well

What You'll Bring To The Team

- A minimum of 5 years of content strategy experience
- Excellent writing and editing skills
- Solid understanding of user experience design principles and interaction patterns
- Strong project management skills and self-driven approach to work
- Ability to simplify and communicate complex ideas to broad audiences

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So what?

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Takeaway

Learning art direction and brand design will afford designers with more career options

Feeling creative but not extremely hands on? Become an art director

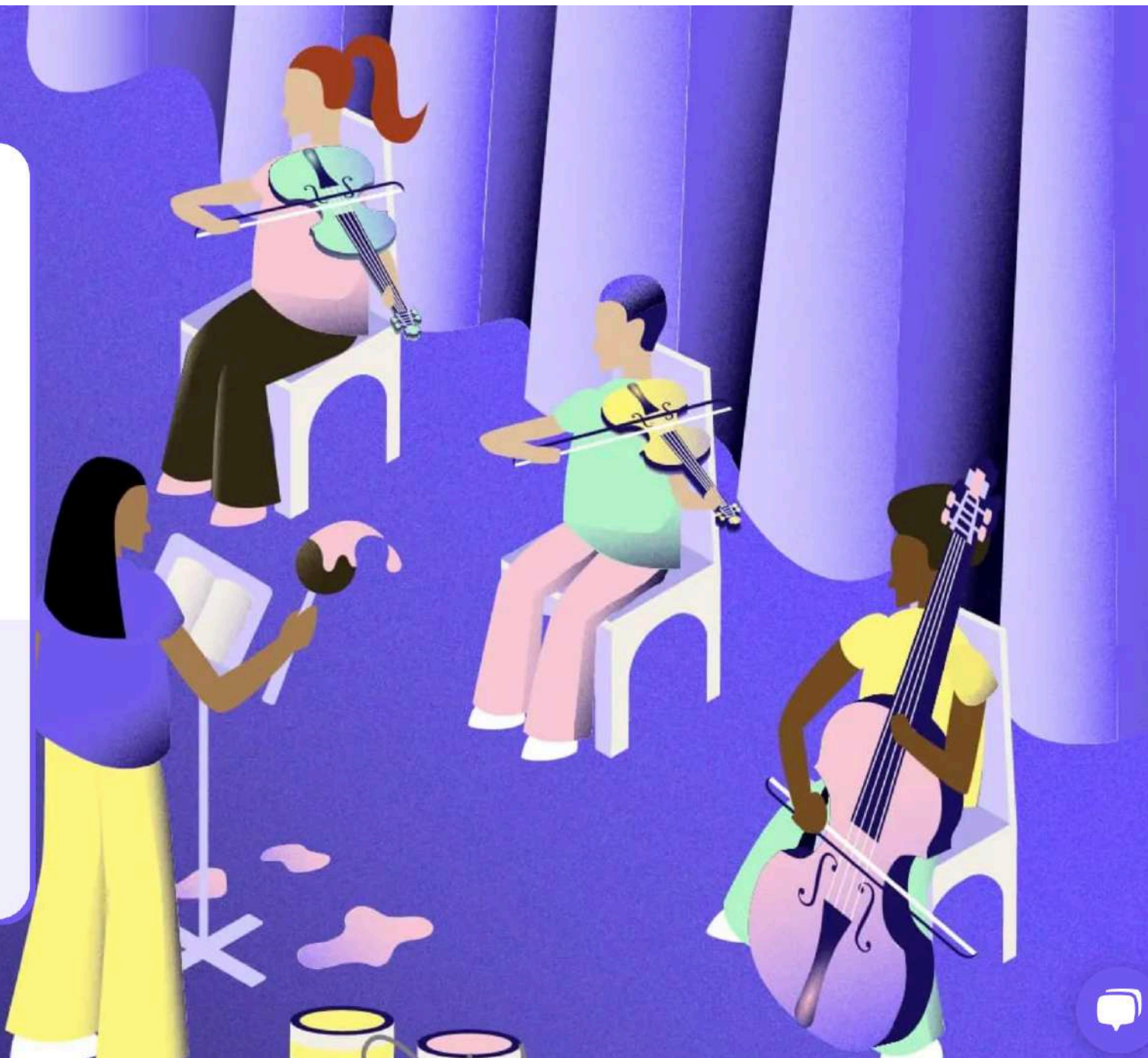Develop multiple skills; create "content"; have multiple versions of portfolio
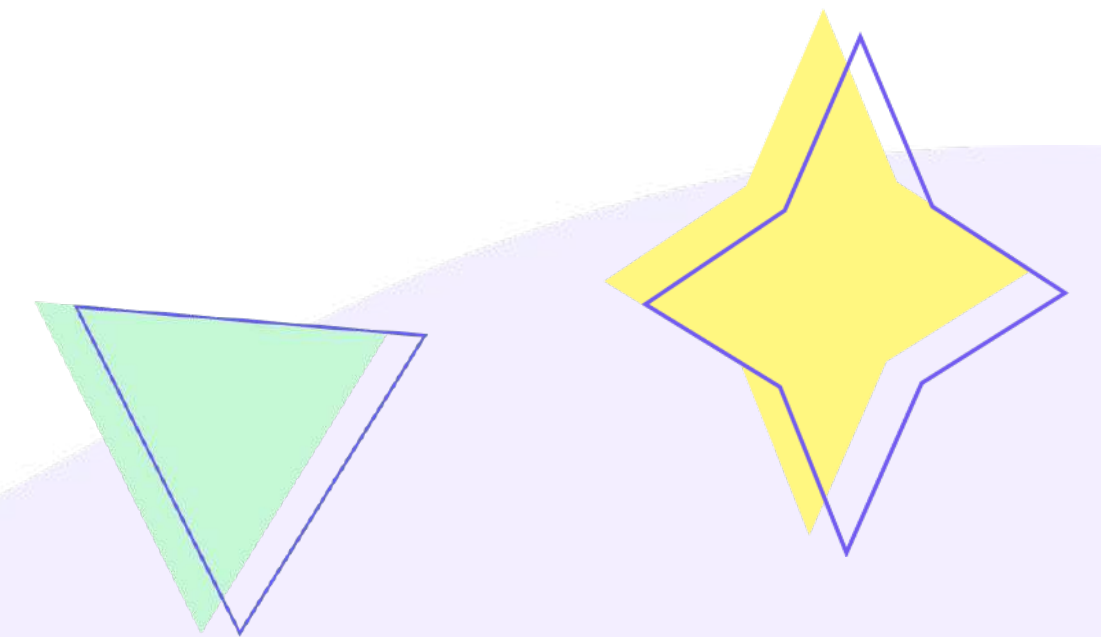
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Next Steps

Path Unbound's **School of Design** program is designed for students who want to specialize in design disciplines that call for visual skills, rather than UX. Our program includes 9 courses that can be customized based on student's background and goals.

We are among the most affordable and value-packed programs. We are open worldwide and enrollment is rolling.

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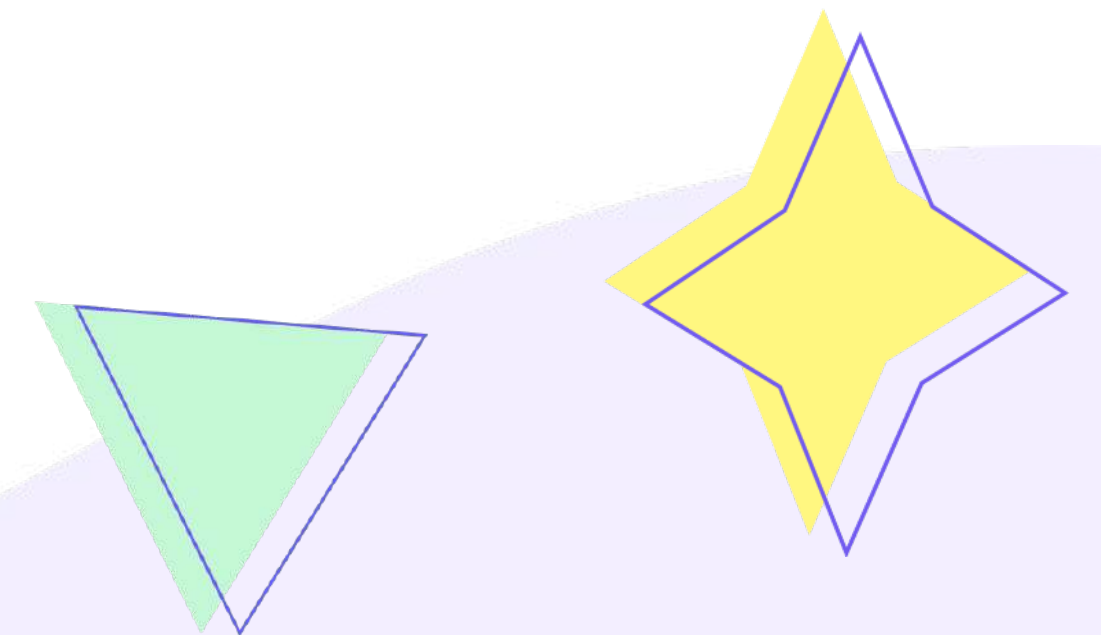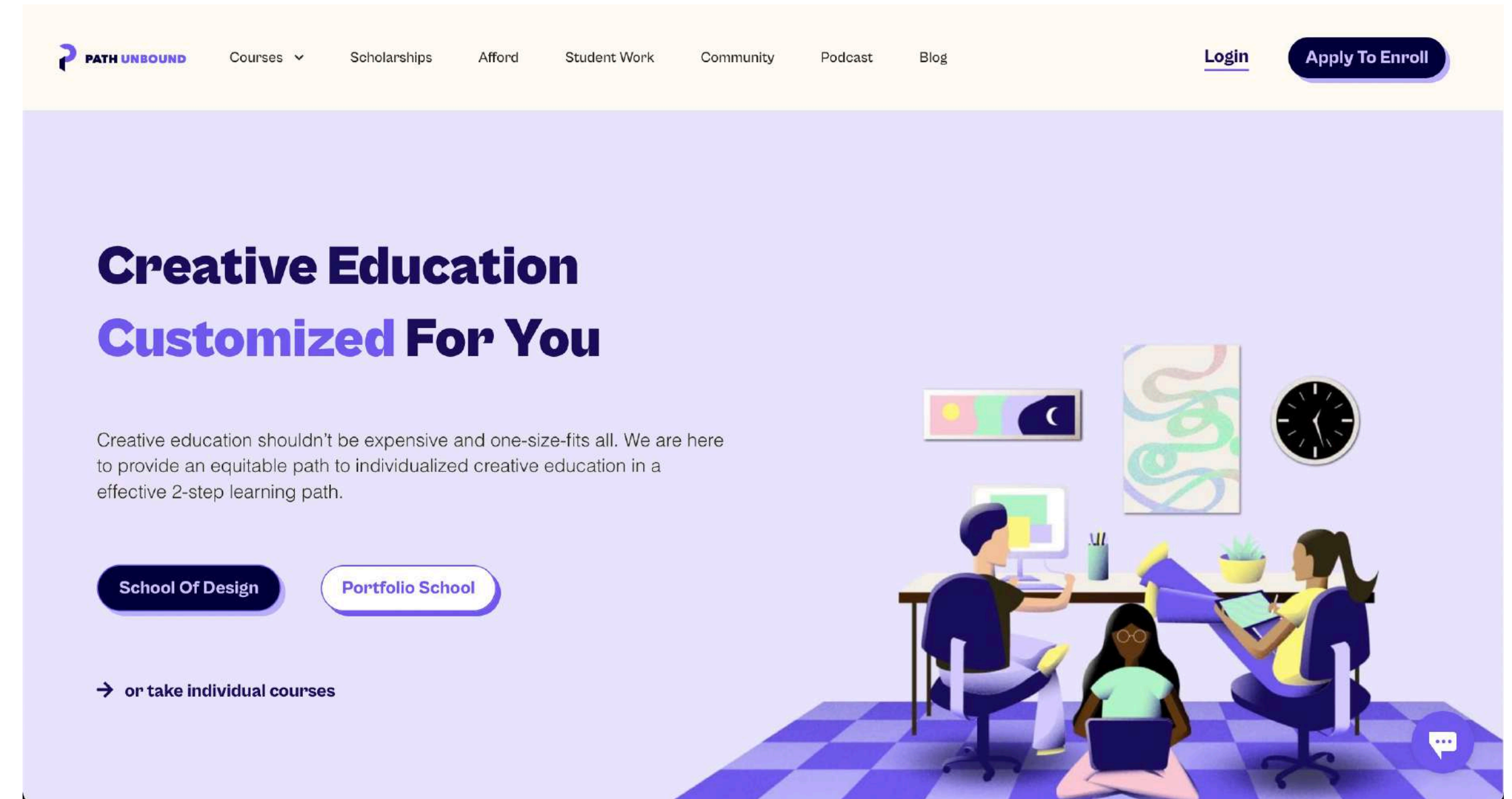
Our Art Direction Course

See All Courses

Art Direction

📅 INTERMEDIATE TO ADVANCED

$499 or enroll in the certificate program to save

This course provides a comprehensive overview of the career of an art director. It is a great course for designers who want to graduate to a directorial or management role. It is also great for designers who want to develop art direction skills to better communicate with fellow designers as well as clients.

Certificate Enroll

Take Single Course

Access all our courses for **$4380** by enrolling in the exclusive **certificate – 9** courses included. Or, **request customized course bundle** designed just for your goals.

Or buy this course on it's own for **$499**.

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Our Art Direction Course

UNIT 1

The Role of An Art Director
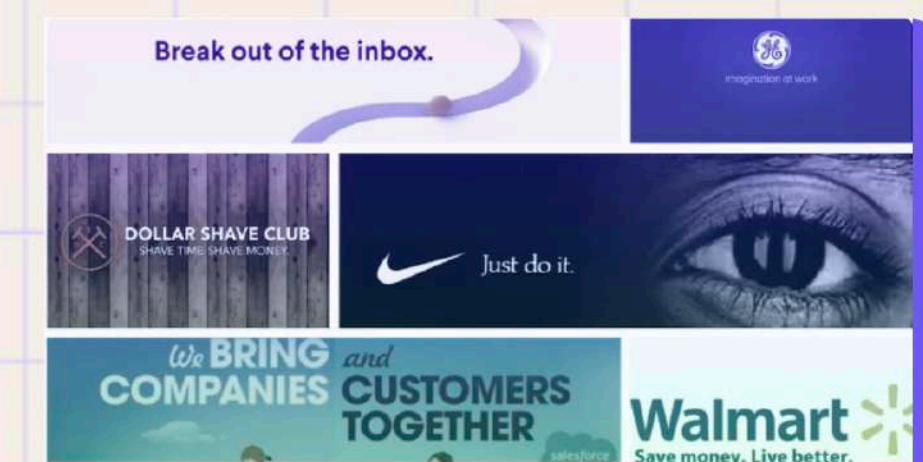
Have you ever wondered what an art director does? In a creative team environment, an art director wears multiple hats. In this unit, we will introduce the multifaceted nature of the job of an art director and how it works together with designers.
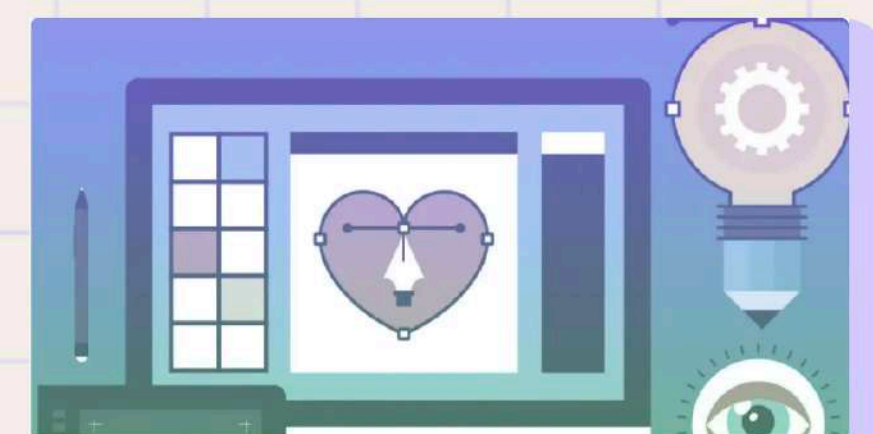
UNIT 2

The Art Direction Process

This unit provides a comprehensive overview of the entire art direction process, from client meeting, to finalizing the creative brief, to communicating with designers, defining key visuals, storytelling and more.

UNIT 3

Branding and Messaging

A good art director is an expert at branding and messaging. Unlike designers who are in charge of the look and feel and user experience of the product, art directors will need to help clients define the messaging of the campaign, product and brand. This unit provides a great overview for aspiring art directors to learn more about the branding process.
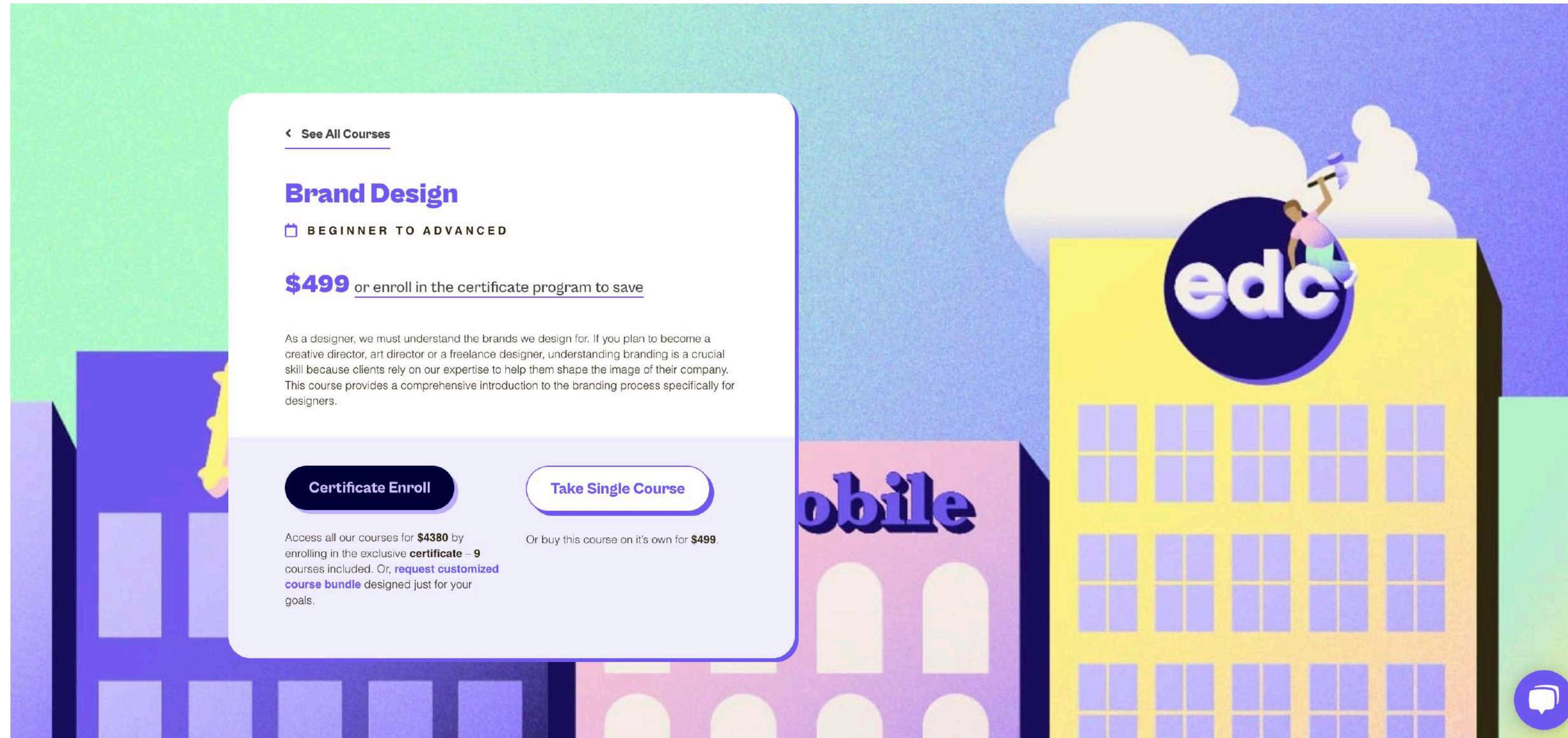
UNIT 4

Art Direction for Different Creative Disciplines

The creative industry has many disciplines. Almost all of them need some form of art direction. This unit introduces 3 disciplines that often work closely with art directors and designers. Students will gain prospective on how to provide art direction for different creative disciplines.

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Our Brand Design Course

Our Brand Design Course

UNIT 1

Brand Design Foundation

In this unit, we will walk you through a series of concepts, terminology and processes around brand, branding, brand identity and brand design. What is a brand? What is a brand identity? How do you define a brand's personality? How do you create moodboards? How do you carry out a 360 campaign? It's all in this unit.

UNIT 2

Brand Design Components

Brand design is an incredible undertaking, which means it has at least a few components. In this unit, we will walk through some of the most common brand design components, including logo, color, typography, photography and more.
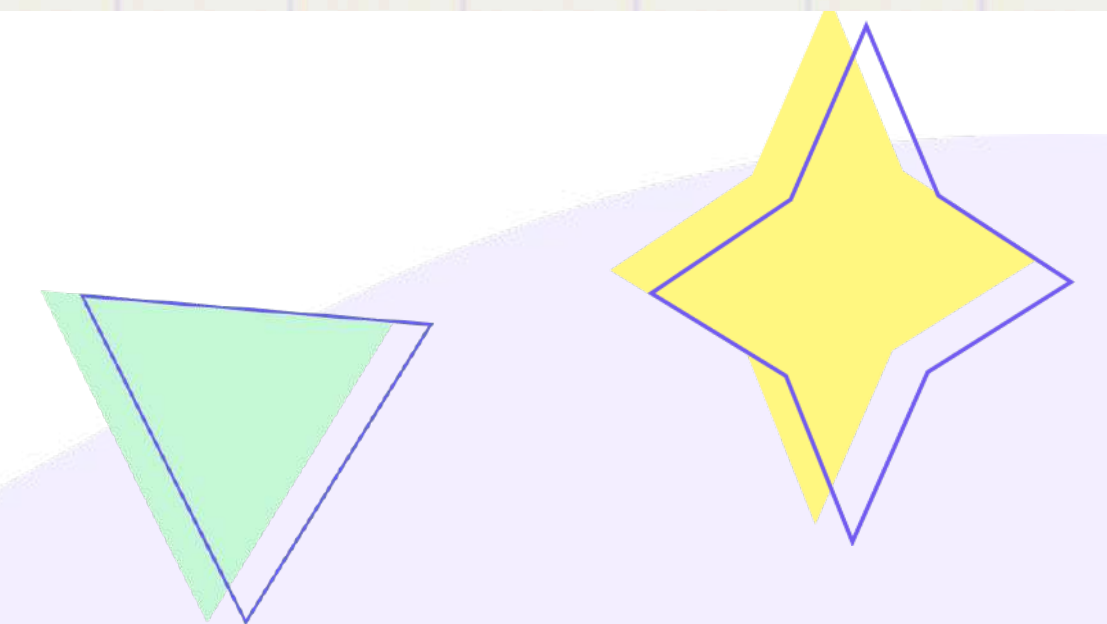
UNIT 3

Logo Design

Logo design is a specialty itself but it is closely related to branding. In this unit, we will provide an overview of the logo design process. You will learn what makes a logo design successful; different types of logos and which ones might work for the brand you are designing for; as well as the logo ideation process.
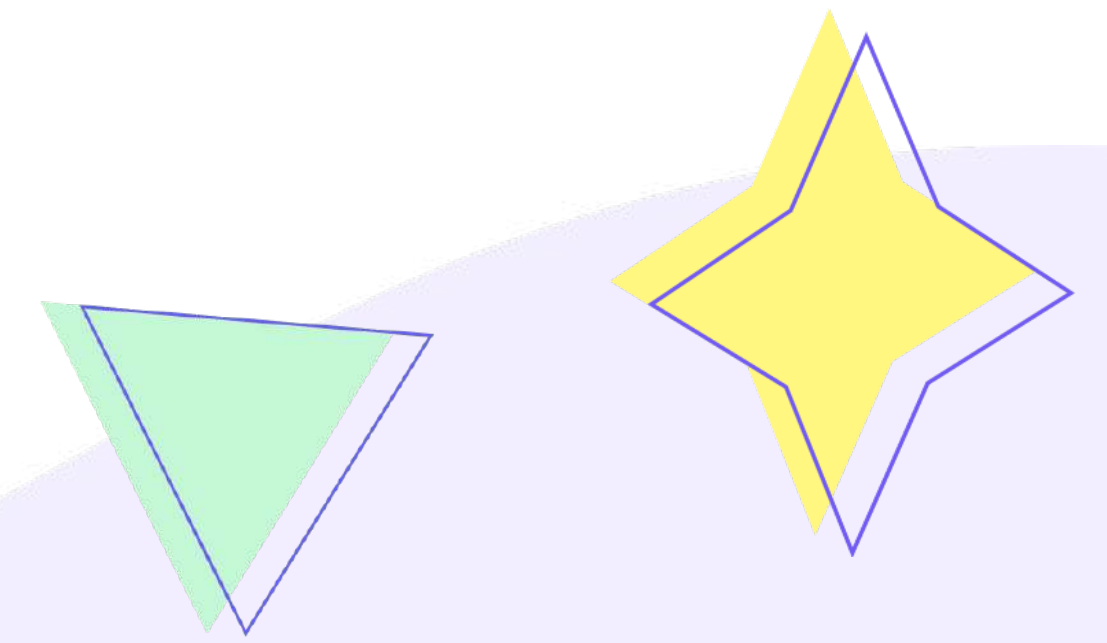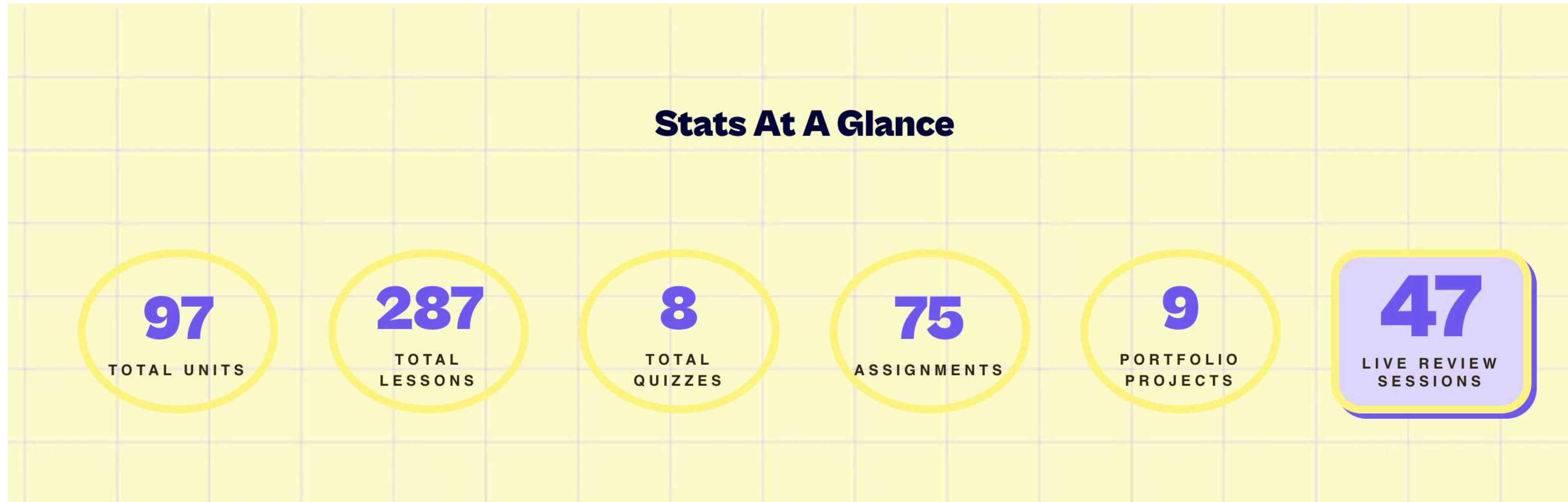
UNIT 4

Brand Design Case Studies

There are many incredibly successful branding campaign from companies that we can learn from. This unit goes into deep dive exploring the branding of 3 world-famous companies.

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Program Features

Stats At A Glance

97
TOTAL UNITS

287
TOTAL LESSONS

8
TOTAL QUIZZES

75
ASSIGNMENTS

9
PORTFOLIO PROJECTS

47
LIVE REVIEW SESSIONS

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Program Features

Learn with Instructors, Not "Mentors"

Learn with established instructors with actual classroom instructional experience, not just a working professional.

Book Any Instructors Any Time

Work with 1 instructor you love or get feedback from different instructors as you wish.

Receive Customized Study Plan

After you enroll, receive a customized step-by-step study plan, hand-crafted just for your learning goals and backgrounds.

Abundance of Portfolio Projects

Unlike "bootcamps" that mostly produce 3 projects, we provide our students with more opportunities to work on long-form projects at the end of each course. You may produce between 6-9 projects depending on your personalized course load.

Multimedia Lessons

Some people learn best reading; others prefer watching and some listening. We provide all of these options in our lessons so you can choose to learn however you learn best.

Flexible Completion Time

We will not limit your enrollment time to a certain time frame, which means you can learn at your own pace. Pause and restart any time without needing a request. Your access to the learning platform does not expire!
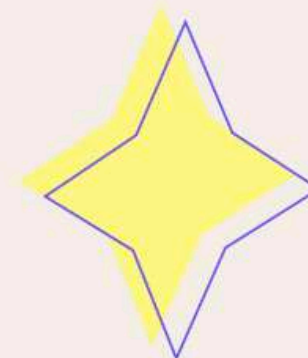
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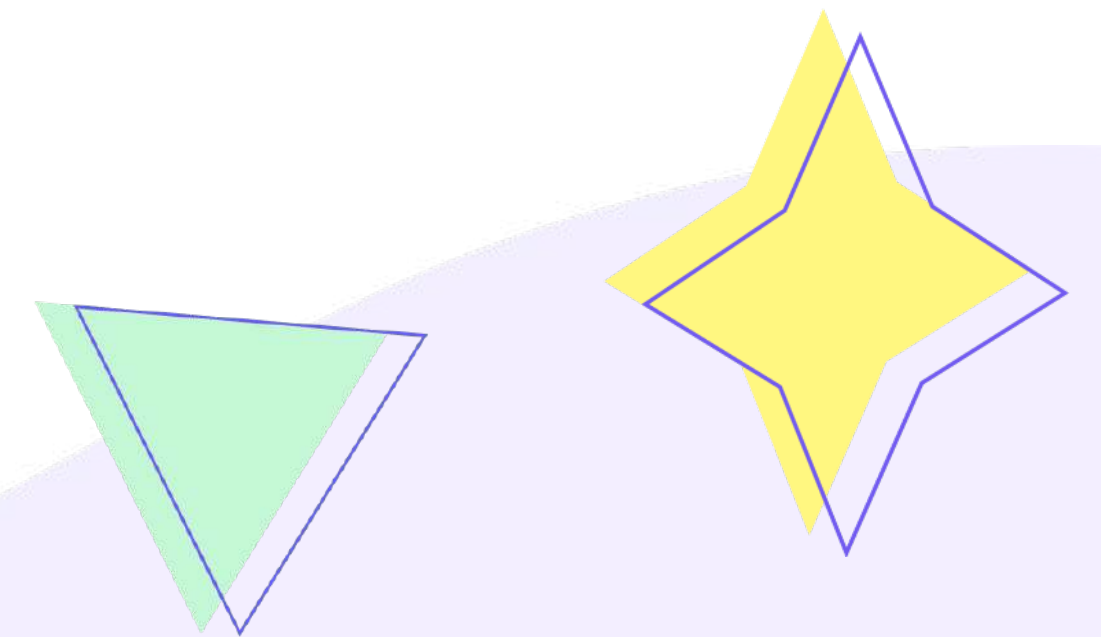
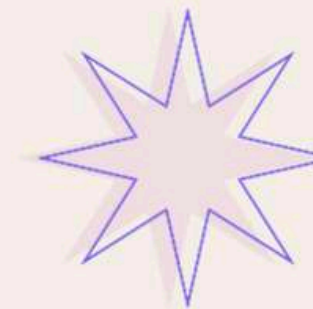# Program Features

Upcoming Features

We are planning to introduce exciting new live features to our classes. These will be **free and exclusive** for School of Design Certificate students only and will be included in the tuition with **no additional fees**.
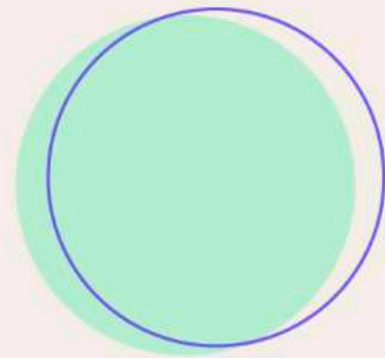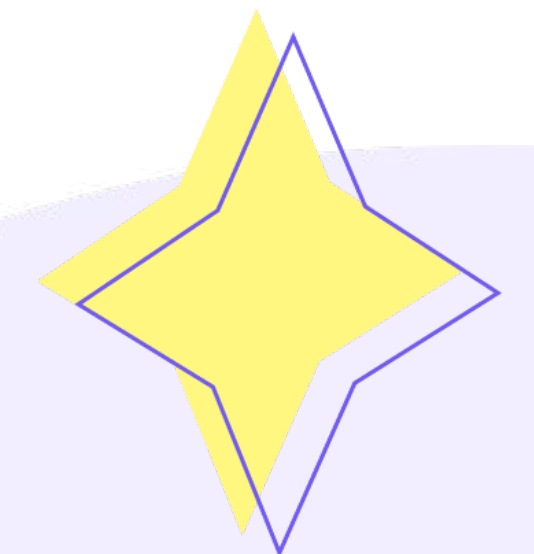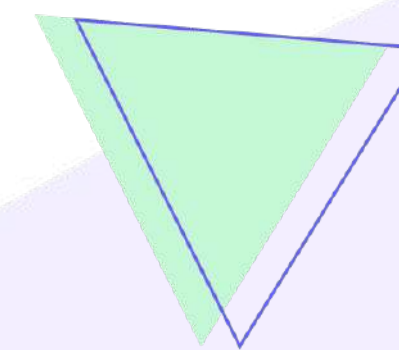
INTERACTIVE GROUP LIVE CLASSES

**LIVE GUEST LECTURES**

CONFERENCES AND EVENTS

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Program Features

Receive Customized Step-By-Step Study Plan

When you enroll in School of Design, you will be provided with a customized study plan to keep you on track

• **Step by step study plan customized just for you** to help you stay on track and adjust as your schedule needs

• You can **pause and resume** your learning any time. Flexibility is built into School of Design.

• We will send you email reminders to keep you on track. You may opt out if desired.

MADE JUST FOR YOU

Study Plan

Name
_____

Course
_____

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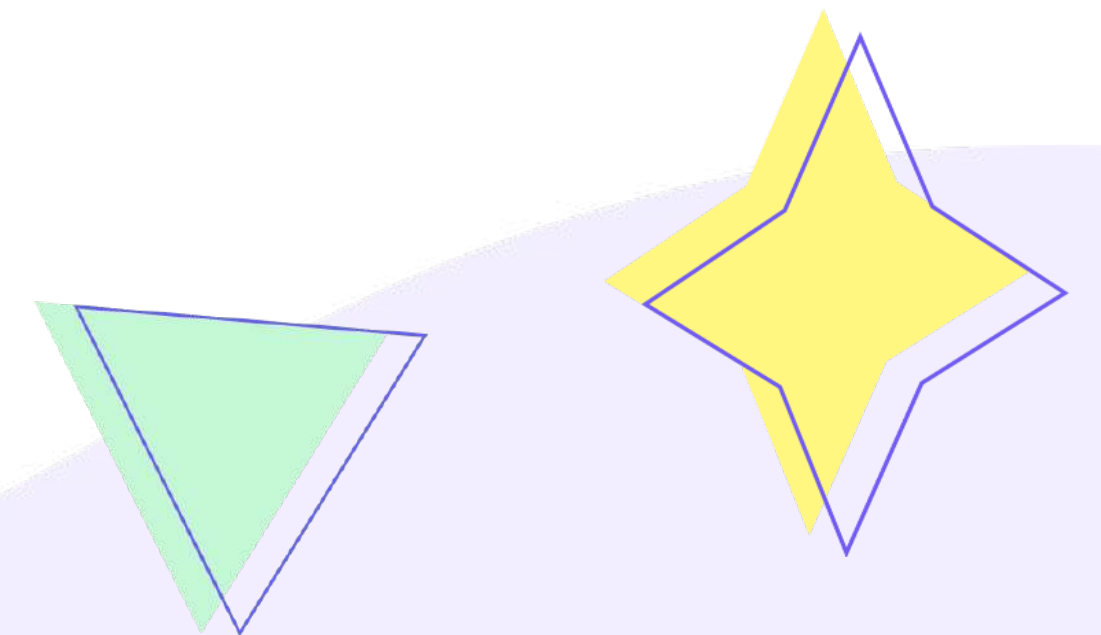
Flexible Financing

School of Design Certificate

One-Time Payment

• Lowest tuition rate

• Best-value for your education

• **Dropout Policy**: **90%** refund of your entire tuition if you drop out within **1** week; **50%** refund of your entire tuition if you drop out after **1** week; **25%** refund f your entire tuition if you drop out after **2** weeks and **no** refund of your entire tuition after **3** weeks of enrollment. Exceptions with customized refund will only be granted with proof of extreme financial hardship, which requires a separate application and review process.

Deferred Tuition Agreement

• If you are financing through deferred tuition agreement, you will not qualify for scholarships due to financial risks we assume for this type of financing.

• You submit a down payment of **$1,500**.

• The rest of the payment, which is **$4,500**, is deferred until you graduate and obtain a job with more than **$30,000** in annual salary *or* once you hit a **60**-day grace period after graduation..

• Payment cap (total lifetime payment) is set at **$6,000** and you will *not* be paying based on your annual salary.

• You can pay back the remainder of the tuition over **12** months after you secured a

Payment Installments

• Split your tuition payment evenly into **6** smaller payments

• Pay **$800**/month

• Pay it off over **6** months

• No early payment penalty

• Auto payment setup is required

• Enrollment may be terminated if auto-payment fails and no action is taken after a **5** calendar day grace period upon notice

• **Dropout Policy**: Based on the total monthly payment you already submitted, you will receive a **90%** refund if you drop out within **1** week;

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Next Steps

Exclusive tuition discounts for ADPList members:
https://www.pathunbound.com/exclusive-discounts-for-adplist-community-members/

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Q&A?

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