Bell Work
Careers In Graphic Communications
Review chapter 28 in the Graphic Communications book starting on page 527.
Careers In Graphic Communications
Factors For Choosing A Career:
- interest and talents
- level of education
- income potential
- working conditions or environment
- types of coworkers
- geographic location
- time requirements
- possibility for advancement
Career Categories:
1. Skilled Technical Personnel:
   - operate sophisticated machinery
   - utilize machines, materials, and products
   - involved in the prepress and printing stages of production
Positions:

Bindery and Finishing
- cut printed materials to shape
- bind printed materials into finish products (books, magazines)
- perform decorative task

Makeup, Stripper, Opaquercer
- arranges film images
- retouches imperfections, removes unwanted images
Pasteup Artist
- cut printed materials to shape
- bind printed materials into finish products (books, magazines)
- perform decorative task

Platemakers
- make the printing plates

Pressroom Personnel
- run the printing presses
2. Creative Jobs:
   - develop the ideas that will go to print
   - must have skills in writing, art, and design
Positions:

Graphic Designer
- responsible for planning printed material
- creativity is imperative
- responsible for expressing an idea visually

Photographers
- captures still images
Illustrators
- create original artwork

Editors
- prepare written material
3. Management:
   - work with directing other people
   - decision makers
   - demands organizational and people skills
Positions:

Company Executives
- policy makers
- oversees the total operation

Controllers
- responsible for the financial operation
3. Estimators
   - calculates cost and materials needed for a job
   - must understand all plant operations

4. Supervisors and Managers
   - oversee various departments
4. Support Personnel:
   - link the producers with the customers
   - maintenance

Positions:
   - liaison between customers, management, and sales force
Sales/Marketing Rep.
- requires basic sales techniques
- must be ambitious, organized, professional
- deals with the public

Computer Technicians
Maintenance
- services and repairs equipment
5. Engineers, Scientist, Foresters:
   - develop new equipment
   - create or improve processes
   - manage forest resources

6. Educators:
   - prepare people for their jobs
   - train employees
Career Cluster
- a generalized areas of career interest

Career Pathway
- area of concentration within a career cluster
Career Clusters

Cluster information by
http://www.doe.virginia.gov
The production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.
Pathways:

- Food Products & Processing
- Plant Systems
- Animal Systems
- Power, Structural & Technical Systems
- Natural Resources Systems
- Environmental Service Systems
- Agribusiness Systems
Careers in designing, planning, managing, building and maintaining the built environment.
Pathways:
• Design/Pre-Construction
• Construction
• Maintenance/Operations
Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.
Pathways:
• Audio and Video Technology and Film
• Printing Technology
• Visual Arts
• Performing Arts
• Journalism and Broadcasting
• Telecommunications
Graphic Communications

Careers In Graphics
Careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.
Pathways:

• General Management
• Business Information Management
• Human Resources Management
• Operations Management
• Administrative Support
Planning, managing and providing education and training services, and related learning support services.
Pathways:

• Administration and Administrative Support
• Professional Support Services
• Teaching/Training
Financial and investment planning, banking, insurance, and business financial management.
Pathways:

- Securities & Investments
- Business Finance
- Accounting
- Insurance
- Banking Services
Planning and performing government functions at the local, state and federal levels, including governance, national security, foreign service, revenue and taxation, and regulations.
Pathways:

- Governance
- National Security
- Foreign Service
- Planning
- Revenue and Taxation
- Regulation
- Public Management and Administration
Planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development.
Pathways:

- Therapeutic Services
- Diagnostic Services
- Health Informatics
- Support Services
- Biotechnology Research and Development
Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.
Pathways:

• Restaurants and Food/Beverage Services
• Lodging
• Travel & Tourism
• Recreation, Amusements & Attractions
Relates to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.
Pathways:

• Early Childhood Development & Services
• Counseling & Mental Health Services
• Family & Community Services
• Personal Care Services
• Consumer Services
Building linkages in IT occupations for entry level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia and systems integration services.
Pathways:

• Network Systems
• Information Support and Services
• Web and Digital Communications
• Programming and Software Development
Planning, managing, and providing legal, public safety, protective services and homeland security, including professional and technical support services.
Pathways:

- Correction Services
- Emergency and Fire Management Services
- Security & Protective Services
- Law Enforcement Services
- Legal Services
Planning, managing and performing the processing of materials into products. Related professional and technical support activities such as production planning and control, maintenance and manufacturing/process engineering.
Pathways:
• Production
• Manufacturing Production Process Development
• Maintenance, Installation & Repair
• Quality Assurance
• Logistics & Inventory Control
• Health, Safety and Environmental Assurance
Planning, managing, and performing marketing activities to reach organizational objectives.
Pathways:
• Marketing Management
• Professional Sales
• Merchandising
• Marketing Communications
• Marketing Research
Planning, managing, and providing scientific research and professional and technical services for physical science, social science, and engineering. Including laboratory and testing services, and research and development services.
Pathways:

- Engineering and Technology
- Science and Math
Planning, management, and movement of people, materials, and goods by road, pipeline, air, rail and water. Related professional and technical support services such as infrastructure planning and management, logistics services, mobile equipment and facility maintenance.
Pathways:
• Transportation Operations
• Logistics Planning and Management
• Warehousing/Distribution Center Operations
• Facility and Mobile Equipment Maintenance
• Transportation Systems/Infrastructure
• Planning, Management and Regulation
• Health, Safety and Environmental Management
• Sales and Service
What are some businesses or industries in our area that would offer careers in graphics?