

What can I do with a degree in Fine Arts?

Fine Arts.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group – these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background.

Find more subject details at

www.canterbury.ac.nz/arts/fine-arts

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Fine Arts?

Fine Arts has an interdisciplinary focus on the study and conception of creative art. It forms a broad base of practical and conceptual skills in visual arts, multimedia and design. This allows for opportunities to work in a range of art and media roles and industries.

Fine Arts students at UC work in purpose-built studios, workrooms, darkrooms and computer labs, and have access to technician workshops and the Ilam Campus Gallery.

Fine Arts programmes revolve around basic teaching disciplines which are divided up into five specialisations:

- Film
- Graphic Design
- Painting
- Photography
- Sculpture.



AT A GLANCE

\$577m the amount the Ministry for Culture and Heritage will administer for Arts, Culture and Heritage in 2020/21*

\$17.5b the amount the creative sector contributed to Aotearoa New Zealand's GDP in 2017**

6% of Aotearoa New Zealand's workforce is involved in creative activity**

What skills have UC graduates gained?

Fine Arts graduates develop a range of practical and creative skills, gain valuable experience of holding exhibitions, and build up a portfolio of work. Graduate skills include:

- Capacity to think and work creatively
- Problem solving
- Observation and critical analysis
- Cooperation, teamwork and leadership
- Advanced communication, with an ability to convey messages in a range of ways
- Adaptable and flexible approaches
- Technical skills and knowledge relevant to the specialisation chosen
- Excellent time management and organisation.

Applied learning

Opportunities to apply your learning outside the classroom are available in this degree, including:

- Volunteering at local art galleries / arts organisations
- Undertaking an internship
- Exhibiting your work publicly
- Developing industry contacts
- Contributing to an industry project.

These experiences can deepen your skillset, awareness of others, working knowledge, and employability.

Where have UC graduates been employed?

Graduates who have taken courses in Photography, Film and Graphic Design have clear career prospects in these areas, whether it's working for:

- Your own business
- A specialised agency
- A larger organisation as an in-house professional.

Painting and Sculpture graduates have access to a wide range of vocations and networks within the art world in Aotearoa New Zealand and overseas.

A number are self-employed, running their own business, studio or freelance consultancy.

Digital influences

The rise of the internet, digital marketing, social media, globalisation and e-commerce has created even more demand for:

- Visual skills of photographers, video production and editors, and online marketing/web design
- The accessibility and mass production of art, allowing people to search for, and purchase art from afar.

Potential employer destinations

Career destinations for Fine Arts graduates include:

- Art galleries
- Photography studios or image providers
- Film industry
- Design studios or agencies
- Multimedia content production
- Arts management
- Marketing and communications
- Fine arts auctioneers
- Publishing
- Education.

* www.mch.govt.nz/what-we-do/cultural-sector-overviews

** Jacinda Ardern's ministers address to the WeCreate Creative Economy Conversation

What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Artist

- Researches and implements creative ideas
- Produces art work for exhibitions and commissions in specialist medium
- Liaises with clients and art galleries

Graphic designer

- Meets with clients to identify requirements
- Creates new graphic ideas/solutions
- Uses creative-based software to design print and online materials

Photographer

- Takes photos to meet a client's brief
- Edits and supplies finished photos
- Develops and promotes their portfolio

Film professional

- Cinematographer
- Production design
- Art department manager

Secondary school teacher

- Plans and delivers instructional lessons
- Evaluates performance and provides feedback
- Sets and marks assignments and tests

Art gallery manager / director / curator

- Assesses and selects art
- Plans and presents exhibitions, events, seminars, outreach activity
- Works with artists and negotiates purchases

Digital content analyst

- Develops a brand's multi-channel communications strategy and online presence
- Increases web traffic and digital engagement
- Oversees digital marketing and online search

Product designer

- Researches a client's brief, an organisational or social need, or a gap in the market
- Prepares drawings, models and proposals for new products or product improvements
- Designs and produces a prototype

Arts administrator / manager

- Manages logistics, budgets, schedules for events, venues, managers

- Contributes to marketing materials and media
- Develops new projects and initiatives

Illustrator

- Interprets a client's requirements
- Produces new illustrative ideas and storyboards
- Uses creative-based software to create illustrations and graphics for multiple mediums

Film professional

- Cinematographer
- Production design

Art department manager

Entrepreneur and CEO

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- Pacific Arts Association www.pacificarts.org
- Designers Institute of New Zealand www.designersinstitute.nz



- Ngā Aho Māori Design Professionals www.ngaaho.maori.nz
- New Zealand Institute of Professional Photography www.nzipp.org.nz
- Screen Production and Development Association www.spada.co.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

At UC Fine Arts graduates can progress to a Master of Fine Arts or the popular Postgraduate Diploma in Arts Curatorship. Advanced study can lead to an academic career in teaching and research.

Depending on career goals, graduates can do additional training in, for example, Teaching, Librarianship, Business or Digital Humanities. For listings visit www.canterbury.ac.nz/courses

Useful links

Te Rōpū Rapuara UC Careers www.canterbury.ac.nz/careers

Careers New Zealand www.careers.govt.nz

The Big Idea www.thebigidea.nz/work

Creative NZ www.creativenz.govt.nz

Toi Māori Aotearoa | Māori Arts NZ www.maoriart.org.nz

Caitlin



Kaiwhakahaere, Ōtautahi Kōrerotia
Bachelor of Fine Arts in Sculpture
Artist

What is it like being a professional artist?

I enjoy the ability to move throughout intellectual divisions eg, I can be a geologist, historian, weaver, and potter all in one day. Working towards big ideas, but also towards defining new ways of making work, being my own boss, following what I am interested in, and getting to collaborate and share my knowledge in my own way; no other vocations give you that flexibility.

What inspires your art?

My work always has a strong personal element, as I often centre this complex around my own experience and understanding of the world. I am a collector of stories for my family and a large portion of my work is working towards understanding my place, and love for this landscape as a Pākehā in New Zealand.

How did UC help grow your artistic identity?

Because in the BFA I was able to work on my own interests, I was able to learn things that would be relevant for my current job. Anthropology and Māori and Indigenous Studies papers were super helpful as a way of bursting that 'bubble' and being able to bring the world and all its things

into my art. Here, I was able to properly situate myself in the New Zealand context. Being able to be this flexible and take my studio outside was awesome.

What led you to Ōtautahi Kōrerotia?

I have a strong interest in curation. I am one of three UC graduates and kaiwhakahaere of an artist-run space in Christchurch. We occupy a Community Cottage in Ōtautahi as an exhibition, performance, and education space. We provide material, curatorial, and organisational support for artists and community groups to create and develop works and projects within and beyond the walls of our space.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Kōwaiwai | School of Fine Arts

With a high teacher/student ratio, the School of Fine Arts offers a boutique-style education in both the practical field of fine arts and the wider liberal arts. The ability to specialise in one of the five disciplines is unique within Aotearoa New Zealand. Staff are all practising designers or artists with established reputations. Our graduates are highly employable with lateral thinking skills as well as solid organisation skills.

T: +64 3 369 3377

E: artsdegreeadvice@canterbury.ac.nz

www.canterbury.ac.nz/arts/fine-arts

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

