

Please note that occupations in this book are organized based on eight discipline categories. In each section you will find a sample of some of the occupations you may be interested in. Occupations are listed in the following order:

1. Crafts/Design/Architecture

Artisans and Craftspersons
Designers
Architects

2. Live Performing Arts

Actors and Comedians
Dancers
Film and Live Performing Arts Technicians

3. Film and Television

Producers and Directors (Film and Theatre)
Film and Video Camera Operators
Filmmaker

4. Interactive Media

Game Designer/Animator
Graphic Designers and Illustrators

5. Visual Arts

Painters, Sculptors and Other Visual Artists
Photographer

6. Music and Sound Recording

Musicians, Singers, Songwriters and Composers
Recording Engineer/Technician
Management and Publicity for Music

7. Museums, Archives, Libraries, and Heritage

Librarian
Conservators and Curators
Archivists
Cultural Managers

8. Writing and Publishing

Journalist
Authors and Writers
Magazine/Newspaper/Book Editors

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Are you creative and curious?

- Do you like to write stories, scripts, blog or newspaper articles?
- Are you interested in what goes on behind the scenes in movies and TV shows?
- Do you like to draw, paint or make collages?
- Are you the class clown? Do you love to entertain a crowd?
- Do you sing or play an instrument?
- Do you have an eye for style, fashion, and accessories?
- Are you fascinated by history, archaeology and artifacts?
- Do you like to play video games? Have you thought you'd like to design your own?
- Do you like to work with your hands?
- Are you the type who is super-organized and likes to take charge?
- Are you into computers and technology?
- Do you love books and magazines?
- Do you like to take pictures? Do you love setting up the perfect shot?

If you answered yes to any of these questions, you should consider a career in the cultural sector.

There are hundreds of different cultural careers out there – chances are one of them is right for you. Over 1900 people work in the cultural sector on P.E.I. making up its vibrant and diverse cultural community of artists, musicians, craftspeople, performers, curators, filmmakers and interactive media artists. Every year video games and films are made, plays are written and performed, art and heritage exhibits are created, and clothing and jewelry are designed, all right here in P.E.I. – and that's just the tip of the iceberg!

As anyone working in the culture industry in P.E.I. will tell you, it's some of the most rewarding work you can do: you get to be on the cutting edge, work with other interesting

and creative people, and express yourself in front of an audience whether its on the web, the screen, the stage or the page. Art and culture have a huge impact on people's lives all around the world. What would we do without talented people to tell our stories in books, songs, films, museums, libraries, and theatres?

With the rewards come some challenges: finding work in the cultural industry can sometimes be difficult – you will have to work hard, network like crazy, and promote yourself and your work to set you apart from the crowd. After graduating from university or college you will often have to work a few different jobs or teach to make a living. This is becoming more common, and is often referred to as a "hybrid career"; sometimes you can have a part-time job doing what you love and find a second job to supplement your income. Just look around and you will see photographers who also work in art galleries, actors who work backstage or behind the camera, and artists who design websites.

An education for a culture-related profession gives you so many skills that employers everywhere are looking for: the ability to think outside the box, great people skills, innovative approaches to cooperation and creative problem-solving skills.

Sometimes cultural workers don't have an employer – they work for themselves! Many people working in the cultural sector are self-employed. Being your own boss brings freedom but also means being self-motivated and highly disciplined. It's a great idea to take some business courses in college or university to learn what it's like to run your own business.

Take the time to check out the 23 dynamic cultural careers profiled in this book, and we're positive you'll find something that's right for you.

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Artisans and Craftspersons

What Do They Do?

Artisans use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets and other handicrafts.

Some craft occupations are:

- Teachers and instructors
- Weavers
- Carvers
- Ceramic Artists
- Instrument makers
- Silversmiths
- Glass artists such as stained glass artists
- Hand knitters
- Wood and metal workers
- Paper makers

Skills Needed

- Imagination and creative talent
- Strong working knowledge of chosen material i.e. wood, textiles, pottery etc.
- Business and computer skills
- Strong design skills

High School Prep

- Visual Art courses
- Crafts courses
- Business and entrepreneurship courses

Employment/Educational Requirements

There are no standard employment requirements. However, post secondary training is generally needed. Skills are often learned through apprenticeship with a master craftsperson. Training programs are offered by artisan guilds, colleges and private studios. Creative ability and talent, as demonstrated by a portfolio of work and knowledge of safe handling of material, tools and equipment are required. A college diploma in fine craft techniques may be required

Where to Study

Nova Scotia College Art and Design, New Brunswick College of Craft and Design

Approximate Earnings

\$14,000 to \$28,000

**There is a linkage between levels of training and level of sales through all craft mediums. Artisans with higher levels of training earn more.*

Designers

What do they do?

Designers conceptualize and produce designs for film, television, and theatre productions, garments and textiles, displays and exhibits, jewellery and other crafts.

Some examples are:

- Fashion Designer
- Fabric Designer
- Jewellery Designer
- Museum Exhibit Designer
- Shoe Designer

Skills Needed

- Imagination and creative talent
- Working knowledge of chosen design materials i.e. fabric, textiles, metal etc
- Good sense of colour
- Visual, tactile and spatial perception

High School Prep

- Visual arts courses
- Crafts courses
- Business or entrepreneurship courses

Employment/Educational Requirements

A university degree in fine arts or visual arts with a specialization in theatre, clothing, or exhibit design or completion of a similar college program is required.

Where to Study

Dalhousie University (Nova Scotia), Memorial University (Newfoundland), New Brunswick College of Craft and Design, National Theatre School (Quebec), Nova Scotia College of Art and Design

Approximate Earnings

\$22,000 to \$40,000

Architect

What do they do?

Architects conceptualize, plan and develop designs for the construction and renovation of commercial, institutional and residential buildings. They are employed by architectural firms, private corporations and governments, or they may be self-employed.

Skills Needed

- Technical drawing and design skills
- Strong analytical skills
- Imagination and creative talent
- The ability to work as a team member
- Organizational skills

High School Prep

- Visual arts and drafting courses
- Math and physics courses

Employment/Educational Requirements

A bachelor's degree in architecture is required. A master's degree may be required in some cases. Completion of the architect registration examination is required.

Where to Study

Dalhousie University (Nova Scotia); McGill University (Quebec)

Approximate Earnings

\$50,000 to \$70,000

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Actors and Comedians

What do they do?

Actors and comedians perform roles in motion picture, television, theatre and radio productions to entertain audiences. This group also includes acting teachers.

Some of the main duties are:

- Study and rehearse lines, gestures, expressions to interpret a role.
- Sing or dance as required by certain roles.
- Portray roles in video or motion picture productions, television shows, theatre productions, radio dramas, commercials and other productions or perform the narration.
- Perform comedy acts in nightclubs or theatres solo or with comedy troupes.
- Acting teachers train students in the interpretation of scripts, speech, movement and dramatic theory.

Skills Needed

- Creativity and talent
- Passion for performing and entertaining
- The ability to work well with others
- The ability to think fast on your feet and improvise

High School Prep

- Theatre Arts courses
- Involvement in high school drama clubs, musicals and plays
- English and writing courses

Employment/Educational Requirements

Demonstrated ability based on an audition or previous acting roles is important hiring criteria. Acting programs are offered at universities, colleges and private acting conservatories. A college diploma or university degree in theatre or film may be required.

**Membership in a guild or union may be required.*

Where to Study

UPEI (Theatre Studies), Dalhousie, Memorial University (Newfoundland), Sheridan College (Musical Theatre Performance), Humber College (Comedic Acting and Writing).

Approximate Earnings

\$14,000 to \$30,000

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Dancers

What Do They Do?

This group consists of professional dancers as well as dance teachers. Dancers are employed by ballet and dance companies as well as various television, stage and film productions. Dance teachers are employed by dance academies and dance schools.

Some of their duties are:

- To practice and rehearse routines under direction and instruction.
- To train and exercise to maintain required levels of ability and fitness.
- Dance teachers teach technique and artistic interpretation to amateur and professional individuals and groups.

Skills Needed

- Excellent health, physical strength and conditioning
- Self-discipline and self-confidence
- The ability to learn quickly and memorize complicated routines
- Good sense of rhythm and timing

High School Prep

- Theatre arts courses
- Dance courses (if available)

Employment/Educational Requirements

University degree or college diploma in dance or graduation from a private dance school or academy may be required.

**Membership in a guild or union may be required. Dancers are often self-employed.*

Schools offering training

Concordia University (Montreal), Ryerson University (Toronto), Sheridan College (Oakville), The National Ballet School of Canada

Approximate Earnings

\$14,000 to \$28,000

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Film and Live Performing Arts Technicians

What do they do?

This field consists of many exciting career opportunities in both the film and theatre industries.

Some of these exciting occupations are:

- Make-up Artist
- Electrician Costume maker/Coordinator
- Special Effects Technician
- Stage Manager
- Stunt Coordinator
- Prop Master
- Carpenter

Skills Needed

- Creative ability
- Good people skills and the ability to work well with a team
- Computer skills
- Strong problem-solving skills
- The ability to work under pressure with tight deadlines

High School Prep

- Theatre arts courses
- Drafting courses
- Carpentry and mechanics courses

Employment/Educational Requirements

For most occupations in this group, completion of a college or university program in theatre or film and several years experience in a related assisting/ apprentice position is required.

**Membership in a related guild or union is usually required.*

Where to Study

Dalhousie University (Nova Scotia); Memorial University (Newfoundland); National Theatre School (Quebec)

Approximate Earnings

Seasonal Salary Range: \$18,000 - \$28,000

Full Year Salary Range: \$40,000 - \$60,000

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Producer, Director (Film and Theatre)

What do they do?

Film, television and radio producers plan, organize and control the various stages and scheduling involved in the production of presentations, motion pictures, television shows, concerts, and radio programs. Directors interpret scripts, select and direct actors, extras, and technical crew as well as confer with the crew and specialists through out production and post-production to achieve desired presentation.

Skills Needed

- Strong leadership skills
- Passion and creativity
- Excellent organizational and planning skills
- Creativity and imaginative ability to envision the finished product
- Excellent communication skills
- Time and resource management skills

High School Prep

- Visual Communications courses
- Theatre Arts courses

Employment/Educational Requirements

A university degree or college diploma in the performing arts, broadcasting, journalism, business administration, theatre or film studies and experience is usually required. Demonstrated creative ability is also required.

**Membership in a related guild or union may be required.*

Where to Study

Nova Scotia College of Art and Design, National Theatre School (Montreal), Concordia University School of Cinema (Montreal), Holland College/ UPEI (journalism)

Approximate Earnings

\$30,000 to \$60,000

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Film and Video Camera Operators

What Do They Do?

This group consists of television camera operators, assistant camera operators, film camera operators.

Some of their main duties are:

- To meet with the director and senior members of the camera crew to discuss assignment and filming sequences and camera movement.
- To select and set up camera equipment to be used.
- To operate film or video camera to record news, live events, films, video and television broadcasts.

Skills Needed

- Experience with technology and different kinds of equipment
- Good communication and interpersonal skills
- Detail oriented
- Strong concentration and good motor skills

High School Prep

- Visual Communications courses
- Photography

Employment/Educational Requirements

Completion of a college or technical program in broadcasting, audio-visual technology and experience as a camera assistant usually required.

** Progression to supervisory position or director of photography position possible with additional training and experience.*

Where to Study

King's College (Halifax), Sheridan College (Ontario), Humber College (Toronto)

Approximate Earnings

\$30,000 to \$70,000

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Filmmaker

What do they do?

Filmmakers interpret scripts and direct the various stages of a production. Sometimes filmmakers write their own scripts, as well as do their own camera work, technical effects and editing.

Skills Needed

- Creative and imaginative ability to envision the finished product
- Organizational and communication skills
- Storytelling skills and the ability to produce original and creative ideas
- Ability to work under pressure and meet tight deadlines

High School Prep

- Visual communications courses
- Computer courses
- Theatre arts courses
- Writing courses

Employment/Education Requirements

A university degree or college diploma in film or film studies is usually required.

Where to Study

Nova Scotia College of Art and Design, Saint Mary's University, University of New Brunswick, College of the North Atlantic, Concordia University (Montreal)

Approximate Earnings

\$15,000 to \$30,000

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Game Designer/Animator

What do they do?

Game designers and animators design and create video games. Game designers create the characters and background art that programmers bring to life.

Skills Needed

- Creative ability and good drawing skills
- Good sense of timing and composition
- The combination of both creative and technical skills is important
- Excellent computer skills

High School Prep

- Visual communications courses
- Visual arts courses
- Computer courses

Employment/Educational Requirements

Completion of a bachelor's degree or college program in game design or animation is required.

Where to Study

Holland College; UPEI; The Centre for Arts and Technology (Halifax), Nova Scotia Community College

Approximate Earnings

\$25,000 - \$50,000

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Graphic Designers and Illustrators

What do they do?

Graphic designers conceptualize and produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs and interactive media such as Web sites and CD-ROMs. They are employed by advertising and graphic design firms, by establishments with advertising or communications departments and by multimedia production companies, or they may be self-employed. Illustrators may specialize in a particular field such as illustrations for children, advertising, editorials, humour, or medical, scientific and technical illustration, or multimedia design.

Skills Needed

- Ability to interpret client needs and develop creative solutions
- Drawing and composition skills
- Strong understanding of visual communication and design
- Attention to detail
- Ability to handle pressure and deal with tight deadlines

High School Prep

- Visual arts courses
- Visual communications courses
- Computer courses

Employment/Educational Requirements

A university degree in visual arts with a specialization in graphic design, commercial art, graphic communication or cartooning or completion of a college diploma program in graphic arts is required. Creative ability and artistic talent, as demonstrated by a portfolio of work are required for graphic designers and illustrators.

Where to Study

Holland College, Nova Scotia Community College, Centre for Arts and Technology (Fredericton and Halifax)

Approximate Earnings

\$20,000 to \$50,000

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Painters, Sculptors and Other Visual Artists

What do they do?

Painters, sculptors and other visual artists create original art work using a variety of materials to sell and/or display in galleries. Many visual artists also teach art.

Skills Needed

- A good imagination
- A strong sense of color and composition
- Artistic ability
- Good writing skills for grant applications and proposals

High School Prep

- Visual arts and art history courses

Education/Employment Requirements

Creative ability and talent as demonstrated by a portfolio of work is required. A college diploma or university degree in Fine Arts may also be required.

Where to Study

Nova Scotia College of Art and Design, Memorial University (Newfoundland), New Brunswick College of Craft and Design

Approximate Earnings

\$15,000 to \$30,000

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Photographer

What do they do?

Photographers operate still cameras to photograph people, events, scenes, materials, products and other subjects. Photographers are employed by photographic studios, newspapers, magazines, museums and government, or they may be self-employed. There are numerous different specialities in the field, including fashion photography, news photography, portrait photography, commercial photography, art photography, wildlife photography and photojournalism.

Skills Needed

- Good listening skills
- Good eyesight and colour vision
- Artistic ability and an eye for composition
- People skills, patience, and the ability to put people at ease

High School Prep

- Visual arts courses
- Photography courses
- Computer courses
- Business and entrepreneurship courses

Employment/Educational Requirements

A bachelor's degree in visual arts with a specialization in photography or completion of specialized training in college or extensive on-the-job training under the supervision of a photographer is required.

Where to Study

Holland College, Nova Scotia College of Art and Design, New Brunswick Community College

Approximate Earnings

\$16,000 - \$30,000

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Musician, Singers, Songwriters and Composers

What do they do?

Musicians and singers perform with orchestras, choirs, and popular bands in establishments such as concert halls, lounges, and theatres in film, television and recording studios. Songwriters and composers write and arrange music of all kinds, whether it's rock, pop, jazz or classical.

Skills Needed

- Discipline and self-motivation to practice regularly
- Ability to creatively interpret music
- Good communication skills
- Knowledge of the music and entertainment business
- Determination and confidence

High School Prep

- Music courses
- Theatre arts courses
- Business and entrepreneurship courses

Employment/Educational Requirements

Music training from a university or college is usually required.

Members of orchestras and other professional classical musicians and singers usually require a university degree in music.

Where to Study

UPEI, Mount Allison University (New Brunswick), St. Francis Xavier University (Nova Scotia), Memorial University (Newfoundland)

Approximate Earnings

\$15,000 to \$30,000

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Recording Engineer/Technician

What Do They Do?

Audio recording technicians operate equipment to record, mix, and edit sound for film, television, radio, and live events, as well as in recording studios.

Skills Needed

- Interest in electronics and technology
- Good practical and technical skills
- Computer skills
- The ability to work under pressure and react quickly

High School Prep

- Computer courses
- Business and entrepreneurship courses

Employment/Education Requirements

Completion of a college or other program in recording engineering, audio-visual technology or a related field OR experience as a recording studio assistant is usually required.

Where to Study

Nova Scotia Community College, College of the North Atlantic (Newfoundland), Saint John School of Rock and Film, Metalworks Institute of Sound and Music Production (Toronto)

Approximate Earnings

\$25,000 and \$50,000

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Management and Publicity for Music

What Do They Do?

An artists' manager handles the business side of things for music artists and helps make contacts with record labels, promoters, and the press. Managers also help promote the band, book the gigs, and negotiate deals.

Some of their main duties are:

- Send out demos to labels, radio stations, local media and online publications.
- Book gigs for the band.
- Network and spread the word about the band.
- Explore funding opportunities.

Skills Needed

- Marketing and business skills
- Fundraising and financial management skills
- Great communication and people skills
- Problem-solving skills and the ability to think strategically

High School Prep

- Business and entrepreneurship courses
- Computer courses

Employment/Education Opportunities

Business courses, a college diploma in arts or music management, or several years of experience in the music business is required.

Where to Study

Nova Scotia Community College, Metalworks Institute of Sound of Music Production (Toronto), Pacific Audio Visual Institute (Vancouver)

Approximate Earnings

\$30,000 - \$50,000

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Librarians

What Do They Do?

Librarians select, develop, organize, and maintain library collections and provide advisory services for users. They are employed in libraries or in a department within a library.

Some of a librarian's duties are:

- Librarians recommend acquisitions of books, periodicals audio-visual, interactive media and other materials for inclusion in library collections.
- Librarians provide reference services.
- Librarians develop systems to access library collections.

Skills Needed

- Critical reading and thinking skills
- Good interpersonal skills and strong customer service skills
- Excellent organizational skills
- Strong computer skills
- Interest in information technology

High School Prep

- English and writing courses
- Computer courses

Employment/Educational Requirements

A master's degree in library science is required.

Where to Study

McGill University (Montreal), University of Toronto

Approximate Earnings

\$30,000 to \$60,000

Conservators and Curators

What Do They Do?

Conservators restore and conserve artifacts belonging to museums, galleries and owners of cultural property. Curators recommend the acquisition of museum and gallery artifacts and research their artistic history. Conservators and curators are employed in museums, art galleries and universities. Conservators may be self-employed.

Some of their duties are:

- Conservators examine artifacts, determine their condition, suggest methods for treating them and recommend conservation techniques.
- Conservators restore and conserve paintings, photographs, sculptures, furniture, pottery and other museum and art gallery artifacts.
- Curators recommend the acquisition of paintings, photographs, sculptures, documents and other museum and art gallery artifacts.
- Curators research the origins and history of artifacts.
- Curators develop storylines and themes and organize displays and exhibitions.

Skills Needed

- Creativity and flexibility
- Manual dexterity and ability to do precise work
- Attention to detail
- Active interest in art, science and history and respect for the objects in their care
- Ability to work as part of a team and individually
- Excellent research skills

High School Prep

- History and art history courses

Employment/Educational Requirements

Conservators require a master's degree in art conservation, or completion of a college program in conservation technology and related work experience.

Curators require a master's or bachelor's degree in museology, art history or a field related to their specific area of work.

Where to Study

Fleming College (Peterborough, Ontario), University of Toronto, Cape Breton University, Université du Québec à Montréal, Queens University

Approximate Earnings

\$30,000 to \$70,000

Archivists

What Do They Do?

Archivists manage, process, store and disseminate information contained in an organization's archives. They acquire, store and research textual material, pictures, maps, architectural documents, electronic materials, films, sound recordings, and multimedia materials.

Skills Needed

- Strong organizational and critical skills
- Good communication skills
- Computer skills and experience using information technology
- Well-developed research skills

High School Prep

- History courses
- Computer courses

Employment/Education Requirements

A bachelor's degree or diploma in archival studies is required. A Master's degree in information studies may be required.

Where to Study

Algonquin College (Ottawa), George Brown College (Toronto), McGill University

Approximate Earnings

\$30,000 - \$60,000

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Cultural Managers

What Do They Do?

Be the boss! Managers plan, organize, direct, control and evaluate operations within publishing companies, theatre and dance companies, art galleries, and museums.

Some of their main duties are:

- Establish procedures and implement policies.
- Plan and maintain production schedules.
- Prepare and control budgets.
- Hire and supervise staff.

Skills Needed

- Strong leadership skills
- Excellent communication skills
- Ability to work with budgets and finances
- Excellent time and resource management skills
- Passion and creativity
- Ability to work well under pressure

High School Prep

- Business and entrepreneurship courses
- Computer courses

Employment/Education Requirements

A university degree or college diploma in communications, broadcasting, journalism or management is usually required, as well as several years of experience in a chosen field. A college diploma or Master's degree in arts and cultural management may also be required.

Where to Study

Holland College, UPEI, Humber College (Toronto), MacEwan College (Edmonton), York University (Toronto)

Approximate Earnings

\$30,000 to \$80,000

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Journalist

What Do They Do?

Journalists research, investigate, interpret and communicate news and public affairs through newspapers, television, online sources, radio and other media. Sometimes journalists work on a freelance basis. Many journalists specialize in a particular field, such as science and technology or arts and culture.

Skills Needed

- Ability to take direction and listen carefully
- Strong interpersonal and communication skills
- Writing skills
- Ability to accurately record information and synthesize it into a written document
- Outgoing personality
- Ability to work under pressure and tight deadlines

High School Prep

- English courses
- Writing courses
- Working on a school newspaper or yearbook committee

Employment/Education Requirements

A university degree or college diploma in journalism or a related field such as communications is usually required.

Where to Study

Holland College, UPEI, King's College (Halifax), College of the North Atlantic (Newfoundland)

Approximate Earnings

\$25,000 to \$45,000

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Authors and Writers

What Do They Do?

Authors and writers plan, research and write fiction, poetry or nonfiction books, scripts, essays, speeches and manuals for publication or presentation. They are employed by advertising agencies, government, publishing firms, private consulting firms, new media companies, or are self-employed.

Skills Needed

- Ability to use language accurately, effectively and creatively
- Strong critical reading and thinking skills
- Curiosity and creativity
- Communication, marketing and public relations skills
- Excellent research and organizational skills
- Self-discipline to work independently and meet deadlines

High School Prep

- English courses
- Writing courses
- Working on a school newspaper or yearbook committee

Employment/Education Requirements

A university degree in English, creative writing, or communications may be required.

Where to Study

UPEI, Dalhousie University, University of New Brunswick, Memorial University

Average Earnings

\$20,000 to \$35,000

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Magazine/Newspaper/Book Editors

What Do They Do?

Editors review, evaluate and edit manuscripts, articles, news reports and other material for publication or broadcast. They also often assign stories or topics for journalists or writers to cover. They are employed by publishing firms, magazines, radio and television networks, newspapers and journals. Editors must have excellent language skills including grammar, punctuation and spelling.

Skills Needed

- Excellent writing and research skills
- Planning and coordination skills
- Analytical and problem-solving skills
- Decision-making and leadership skills
- Ability to work well under pressure

High School Prep

- English courses
- Writing courses
- Working on a school newspaper or yearbook committee

Employment/Education Requirements

A Bachelor's degree in English, French, journalism or communications, as well as several years of experience in journalism, writing, or publishing is required.

Where to Study

King's College (Halifax), Humber College (Toronto), Holland College, Simon Fraser University (Vancouver)

Average Earnings

\$25,000 to \$50,000

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Disclaimer Statement:

All information in this booklet is gathered from sources that are thought to be reliable, but the reader should not assume that the information is official or final. The PEI Cultural Human Resources Sector Council does not assume responsibility for errors, and all information is subject to change without notice.

- * *Please note that all salary information in this booklet is averaged based on Statistics Canada data from the most recent census, and is subject to change.*
- * *The list of postsecondary institutions is not exhaustive and focuses mainly on training available in the Atlantic Provinces.*

References:

Statistics Canada 2006 Census

National Cultural Human Resources Council www.culturalhrc.ca "Careers in Culture"

The National Occupation Classification: Human Resources and Skills Development Canada
<http://www5.hrsdc.gc.ca/NOC/English/NOC/2006/SearchIndex.aspx>

PEI Job Futures www.pei.jobfutures.org

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