

# Career: Computer Graphics

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Computer Graphics is a profession that employs digital technology in the pursuit of artistic excellence. Pratt's Department of Computer Graphics & Interactive Media (CGIM) has four general tracks: Two-dimensional Imaging, Three-dimensional Modeling and Animation, Interactive Media, and Experimental and Mixed Media. These tracks are not exclusive to either the fine or the applied arts, but are designed to support both. Two-dimensional imaging includes electronic print production, image manipulation, digital illustration, painting and printmaking and 2D design for multimedia and broadcast design. Three-dimensional modeling includes computer based 3D walk-throughs and visualization, computer-based sculpture and 3D object and character creation and rendering. Animation and effects may involve 2D and 3D animation for TV programs, commercials, feature animation or visual effects for TV and film. Interactive Media includes electronic game design, "new media" in promotion and educational products, web design, interactive publications and references resources as well as interactive fine art installations. Experimental and mixed media may include a wide variety of inter-disciplinary works taking advantage of the infinite possibilities offered by digital tools and techniques. Each of these areas uses a more traditional discipline (illustration, graphic design, film/video) in combination with the computer in order to extend the medium. Due to the interdisciplinary nature of the profession, those who are both multi-talented and multi-disciplinary will have a wide range of options to pursue. This field requires both technical expertise and artistic acumen. With the most innovative companies, there is only room for exceptional talent.

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## Some Employers of Pratt Alumni

Pacific Data Images  
Rhythm and Hues  
Walt Disney Studios  
Blue Sky  
R/GB New York.  
Cinesite  
[Electric Skyline](#)

Ogilvy Interactive  
ModemMedia  
Pixar  
Industrial Light & Magic  
Curious Pictures  
Avenue A Razorfish  
Radical Media

Electronic Arts  
MTV/Nickelodeon  
Firstborn Multimedia  
Click 3x  
[4 Kids Productions](#)  
Dreamworks  
Little Airplane

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## Successful CGIM Graduates

CGIM Students' work has been shown internationally, at SIGGRAPH, the American Museum of the Moving Image, The New Museum, BitMovie, ISEA, Arts Electronica, Dream Science, MILIA, and virtually all of the leading digital art venues. Recent alumni are Emmy award-winners as well as employed at some of the top animation, gaming and interactive developers.

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## Bottom Line

*Starting Salary Range:*  
BFA: \$30,000-\$35,000  
MFA: \$45,000-\$50,000

*Special Characteristics:*  
Because the digital arts are an ever-growing area, opportunities abound for the exceptionally talented, but the competition is fierce. The environment tends to be highly charged and fast-

paced. During peak production, the hours are long and the pressure is high. In much of the field, working as part of a team is the norm.

The Office of Career Services lists over 4000 jobs annually. We offer career counseling and job referrals for those entering their professional field as well as general art-

related jobs for those still developing portfolios. In addition, a number of companies come each year to interview students for internships and permanent positions.  
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