

Example of Art Director Job Description

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Our company is looking to fill the role of art director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for art director

- Oversee projects from concept development through delivery
- Uphold visual and graphic brand standards across all projects and platforms
- Work with art staff to select artwork and photos for magazine (commission illustration and photography, find stock art, create custom illustration using royalty-free art)
- Assists with the design of brochures, booklets, fliers, ads, TV commercials, billboards, , according to strategic plans provided by Creative Director/Account Executive, and by assignment from the Creative Director
- Creative, design and management lead on a range of 360 seasonal campaigns that may include, but is not limited to photography, videos, gifs, design identities, and interactive experiences with various applications for ecommerce, Destination Kors, digital advertising, social platforms, in-store, print collateral
- Manage a design team, including daily workload and individual development
- Creative savvy and superb conceptual ability with experience in upscale brands and understanding of fashion and marketing trends
- Sensitivity to strict schedules and flexible to make changes within tight deadlines
- Passion and desire for learning and growth
- Bachelors degree in Graphic Design/Communication Arts

Qualifications for art director

- Understanding of business needs in order to execute proper hierarchy of message
- Ability to create tight comps that best represent creative direction
- Modern, relevant graphic design and typography that is brand supportive and clear in message
- Experience in both model and product photography including model casting, styling, lighting
- Ability to partner and collaborate with creative and marketing peers
- Expertise in Adobe Creative Suite knowledge of Flash, HTML a plus