



# Example of Freelance Art Director Job Description

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Our company is looking to fill the role of freelance art director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for freelance art director

- To organize the day to day work of the production's Art department, while working with the production department to ensure proper ordering of work, and setting of priorities for the benefit of the subsequent modeling, animation, and lighting departments
- To work with the Production Designer to create and maintain a locked color palette and render style for the project, ensuring its adherence through design, texturing, lighting and final renders
- To meet and communicate with the modeling and animation supervisors / departments to ensure design is meeting the requirements of the animation and modeling schedules
- To work with the modeling, and lighting supervisors / departments, to ensure that the look, style, and quality being created falls within the Production Designer's directives, and within the ultimate goal, schedule and budget of the production
- To ensure that creative ideas and suggestions regarding design and styles being conceived on the production, whether it be within the design, modeling, animation, or lighting departments, are properly heard and evaluated to ensure the highest quality production possible
- To build strong communication and consistency across the film's creative departments, aiming at creating a strong, inspiring, and productive team atmosphere
- Oversee and direct in-house or freelance creative personnel involved with the Art Department (graphic designers, illustrators)
- Provide creative direction, supervise, train and mentor staff

- Ability to creatively conceptualize and execute modern, innovative designs, specifically brochure layout

## Qualifications for freelance art director

- Must be conceptual/an idea person hands on
- Strong experience with experiential marketing, with the ability to speak to building materials and substrates
- InDesign, Quark, Illustrator, and Photoshop experience sought
- 5+ years of relevant agency or design experience
- Graphic design and management experience
- Interest in production aspects of styling and overall vision of product merchandising for UrbanOutfitters.com