

Key characteristics of the position of an art director

[Business](#), [Human Resources](#)



Newad undertakes to advertise for its clients in all fields. The primary difference between Newad and other agencies is its ability to serve varieties of clients dealing with different advertising requirements. Moreover, the commissions artists and photographers to work on necessary projects and edits the final piece of work. His other roles include finding an understanding of the audience's requirements and organizing meetings with the creative director. Art director deals with visual aspects, while creative director handles communication design

Art directors edits the entire piece of work when even the creative director had passed through. The art director communicates information to other members of the creative team including the creative director (Mahon, 2010). The art director works hand in hand with the copywriter (Mahon, 2010). This is because a copywriter produces the words which accompany visual pictures developed by the art director. Work functions include; collaborating with the copywriter to produce the best form of advertisements, providing briefs to other members in the creative team and editing the final piece.

The position of an art director requires leadership skills. This is the ability to bring team members together for attaining set objectives. Also, he or she must be open-minded. This involves accepting other people's ideas to develop quality advertisements. Similarly, art directors should be creative; the ability to come up with and implement new ideas.

Learning advertising improves my understanding of requirements in this

sector, helping to create mutual existence in the organization. Moreover, the idea of advertising in my internship enabled learning of various organizational requirements for the marketing function to operate as required.

Expressing my ideas with the resume was quite a challenge for a variety of reasons. For one, the required qualifications for the internship did not match the content in the CV. Moreover, the recruitment agency advised that a CV should, in detail, express direct contributions to the organization's success.

The working process at Newad is efficient. Duties and responsibilities are well defined with no overlapping of duties. I would consider beginning my career in this organization as an art director. I have always had a passion to develop and innovating visual materials used in media advertising. Moreover, art directors in this company appear to love their job, and this is motivation.