There are several clichés that we all tell children as they grow up. They were passed down from generation to generation accompanied with the firm and ever consistent denial that these words would ever again be repeated. As time goes on often we come to realize that while most clichés are accurate some do not ring true. One of the biggest and most drastically changing clichés is that of the starving artist; and the notion that art is best pursued as a hobby and not as a stable and lucrative profession.

As times change and the skills needed adapt to a new and dynamic workforce, the ability to think creatively, critically and to innovate are all skills that are cultivated in the arts. The humanities as a whole offer a considerable source of revenue, entertainment, products and most importantly employment.

Because I said so

Below you will find 3 reasons why students should consider a career in the arts.

1. Choose a profession that has a stable future

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Nationally, there are 750,453 businesses in the U.S. involved in the creation or distribution of the arts that employ 3.1 million people. This represents 4.2% of all businesses and 2.2% of all employees.

"10 things about being an artist that art teachers don’t tell you" | Emily Browne | The Guardian | Thursday 21 February 2013 05.55 EST

2. Art is a hobby not a career

↑ 2 million artists were employed in their field as their primary profession.

↑ 271 thousand artists were employed with art being their secondary profession.

U.S. employers rate creativity & innovation among the top 5 skills that will increase in importance over the next five years, and rank it among the top challenges facing CEOs. The demand for creative workers is only expected to increase as U.S. firms pursue innovation.

3. Stop “daydreaming” and do your math homework.

Artists provide an ever evolving and increasing need that both educators and employers are looking for in an ever changing job market.

85% of these employers can’t find the creative applicants they seek.

72% of employers say creativity is of primary concern when they’re hiring.

Employers (56%) and superintendents (79%) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.

Chantay Carter | Visual Storytelling | Assignment 3