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Interview Project  
Communication 1010-082  
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## Interview Analysis Memo

DATE: November 18, 2012  
TO: Professor Wayne Hackett  
FROM: Sarah Sundberg  
SUBJECT: Interview Analysis Memo, COMM 1010-082

I was able to interview a self employed artist. A family member had work done from him and they referred me to him.

I have been interested in pursuing an art career and I figured I would interview an artist. He had many different talents in the arts such as painting, illustration, and graphic design. This made me realize that I need more variety in my skills so I will be able to get a more diverse clientele.

This memo is a summary of the information I have received and analyzed from the interview.

### **Summary of What I Learned**

#### **The Ups and Downs of being an Artist**

I learned from Brian that clients will think designers are mind readers. They get mad when it is not what they envisioned, and the designer is frustrated because the client never told them how they wanted it.

Brian said the best thing about being an artist is you get paid for what you love doing and would do anyways. One of his favorite projects he's been able to work on is illustrating The American Girl Books series.

#### **A Typical Day**

Brian's typical day has recently changed. His typical day would start by waking up and being ready to work by 9:00am. He was very productive up until about 5:00pm, 5 days a week. The change happened when his son Naalin was born and he had to take on the role of being a stay at home dad. Now, Brian says he will find himself still in his pajamas at noon and wrestling on the ground with Naalin often. He still tries for the 9:00am to 5:00pm schedule but unexpected events occur where he might have to adjust his schedule and work 11:00am to 11:00pm or 8:00am to 3:00pm. It just depends on what is most important that day. He prioritizes the time he does have and works on 5 to 6 projects at one given time.

## **Education**

It is not required for artists to have past a high school diploma but after listening to Brian I feel that you almost would have to. He said he learned so many crucial techniques and programs in school where if he had not learned those he would not be able to design websites or perfect his drawings. If there is one thing an artist needs to know it would be to learn adobe creative suite. Without this program Brian said it would be very difficult to get anything done. He said he went to Utah State University and received his BFA degree. Brian emphasized if you want to get paid more, then you are going to have to have some sort of higher degree than a high school diploma. I learned that graphic design is in high demand. After hearing this I decided I am going to take a class on graphic design and see how much I like it because that seems to be where all the jobs are right now. Brian has done quite a few projects in graphic design, one being the website [cottonwoodres.com](http://cottonwoodres.com).

## **Interview Analysis**

From this interview I am intrigued in more styles of art and now know how to conduct an interview.

### **Analysis of an artist as my career choice**

This interview gave me the courage to keep pursuing an art career. Brian gave me several ideas of how to start now such as making my own website filled with my art, use Creig's List, and take on any side jobs to help get my name out there.

From Brian's advice I now know a little more on how to build up my clientele. It only has to take one little job for people to refer you and he suggested I keep working but do side jobs until I have a steady clientele. Brian says he doesn't have to advertise anymore because his clients are all through word of mouth.

### **Analysis of my Interviewing Process**

Having a plan and itinerary of what I was going to say and be asking helped me out the most. I dressed the part for this interview which helped set the tone from the beginning. I felt comfortable because Brian was younger and through his drawings I could tell we shared similar interests.

My weakness was trying to write down what he was saying. He talked fairly fast and I wish I had brought a tape recorder. I was not able to make as much eye contact as I should have. I was rushing perhaps a little too fast through the interview because I was nervous and I didn't have much to say after he answered my question.

In future interviews I will get one of my friends to rehearse with me just before the interview so I am warmed up and more interactive for the real interview. I will practice in the mirror so I can see how much eye contact I am doing.

This was by far the best assignment and it really answered a lot of questions for me. I am grateful I participated in it, and I feel that I did a pretty good job for my first interview.