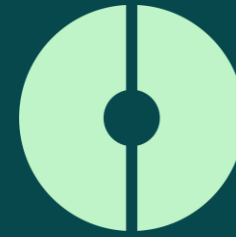


CREATIVE CAREERS

Inspiring the next generation

@CreativeCareer5



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The Creative Industries

“those **industries** which have their origin in individual **creativity**, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”

(UK Government definition)



Advertising and
marketing



Architecture



Crafts



Design (product,
graphic, fashion)



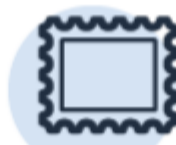
Film, TV, video,
radio and
photography



IT, software and
computer
services
(*'creative tech'*)



Publishing



Museums,
galleries and
libraries



Music,
performing and
visual arts



Animation and
VFX (visual
effects)



Video games



Heritage

12 sub-sectors = lots of opportunities



Activity

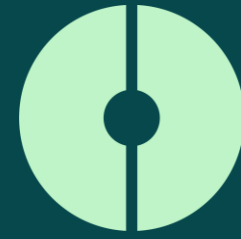


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Can you think of some specific examples from your everyday life that relate to each of the 12 sub sectors of the creative industries?



Creativity Matters...



**CREATIVE
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In 2017, the creative industries contributed

£101.5bn

to the UK economy

(more than 5% of GDP - an increase of 53% since 2010)



That's greater than the
automotive, aerospace,
life sciences, and oil and
gas sectors combined

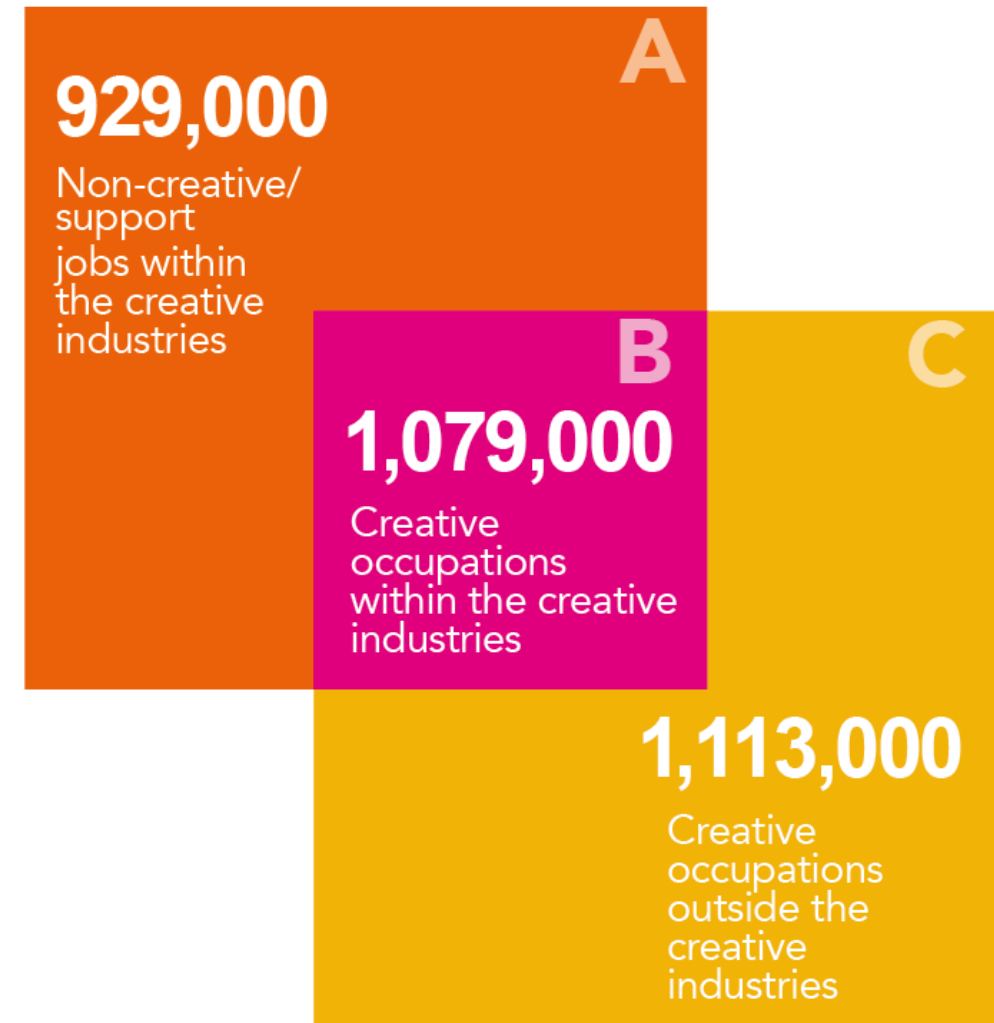


The creative economy
employs over 3 million
people.

**That's 1 in 11
UK jobs.**

(12% of UK businesses
are in the creative sector)

Employment in the UK creative economy 2017



Future Skills



**CREATIVE
CAREERS**

Our **future economy** will be **built on creativity and technology** with AI and automation taking on many routine tasks

Immense opportunities for people who combine **creative, technical and social skills.**



87% of creative jobs
are **at low or no
risk of automation**



5.3% increase in creative occupations predicted by 2024

...more than STEM and over
twice the wider economy
(2.5%)

With investment **1 million**
new creative jobs
possible by 2030



Jobs in the creative industries include roles like...



Animators, artists
musicians, performers,
designers...



Architects, game
developers, or visual
effects artists...



Publishers, production
assistants, and
researchers...



Event coordinators,
producers, education &
engagement managers...



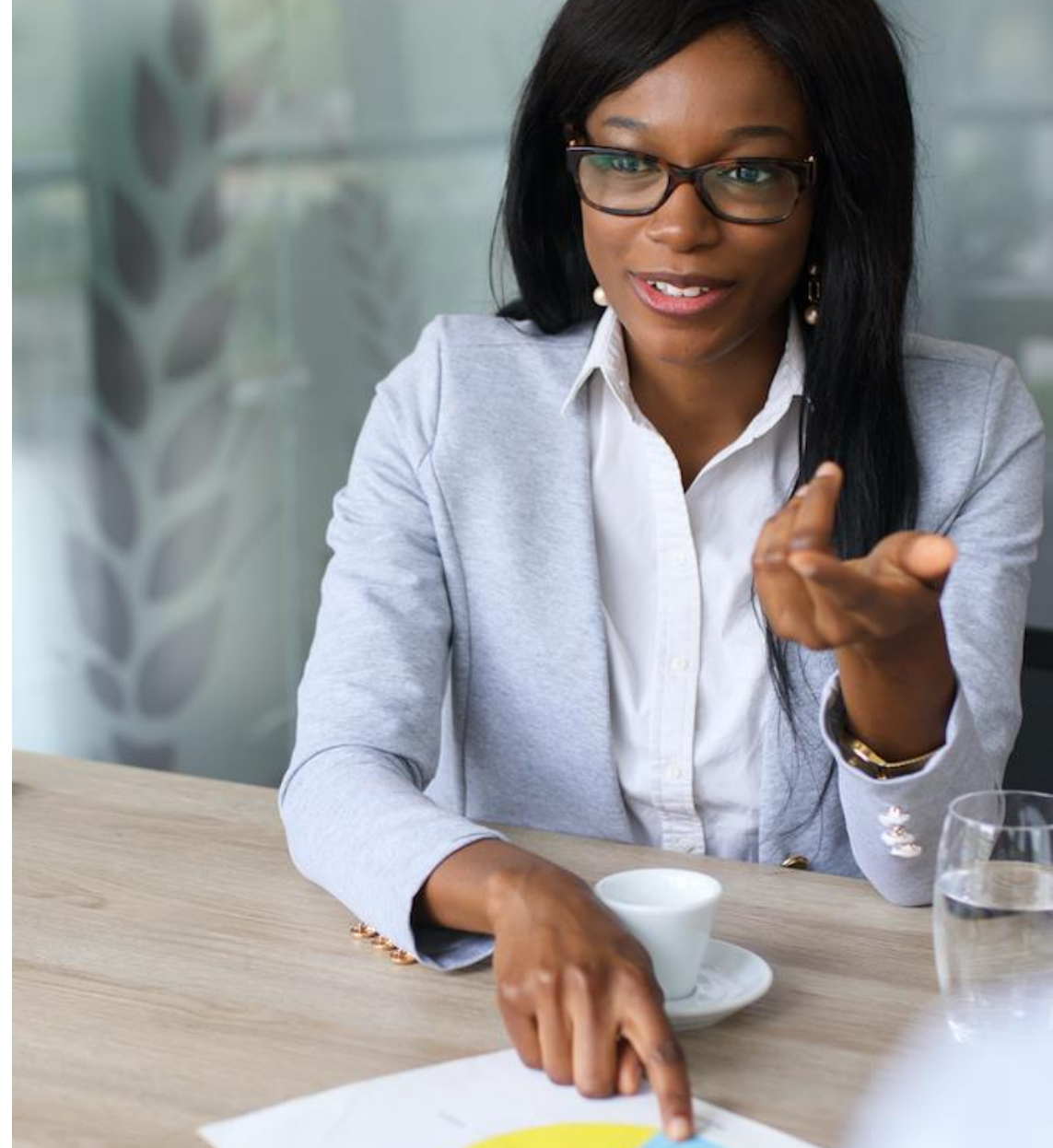
Sound engineers,
lighting technicians and
stage managers...



Marketing managers,
fundraisers, and
administrators...



Lawyers, accountants,
HR professionals, and
business managers...



plus, carpenters,
electricians, hair &
make-up stylists,
caterers and more.



Skills Shortages in UK screen industries



In four teams, take five minutes to list all the job roles you know of for the following industries:

Team 1: Games

Team 2: TV Production - Craft & Technical Roles

Team 3: TV Production – Editorial & Production Roles

Team 4: Visual effects (VFX)

Discussion – barriers to entry



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Discussion



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- What do you understand by the term 'freelance'?
- Have you ever thought about being self employed?
- What do you think the differences are of being employed and self-employed?
- Do you think you would prefer to be employed or self employed?

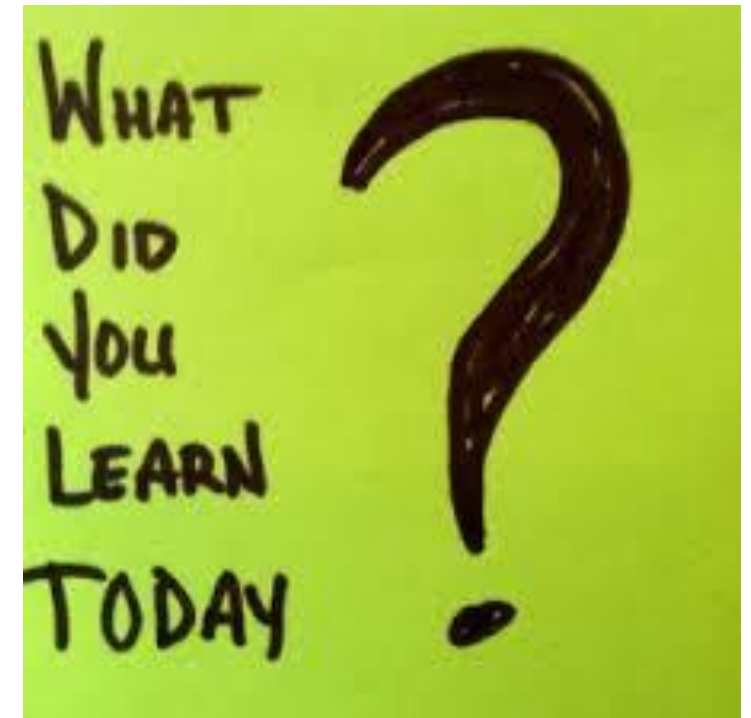


Learning Check



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- How many sub-sectors of the creative industries are there? Can you name them?
- What % of GDP does the creative industries represent?
- How many people are employed in the creative industries?
- Are jobs susceptible to being automated?
- Name some current skills shortages





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There's a career for **you** in the creative industries

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