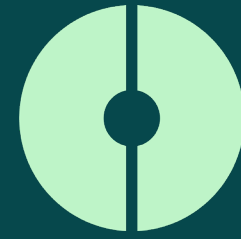


# **CREATIVE CAREERS**

Inspiring the next generation

**@CreativeCareer5**



**CREATIVE  
CAREERS**

# **The Creative Industries**

An Introduction



Advertising and  
marketing



Architecture



Crafts



Design (product,  
graphic, fashion)



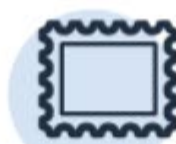
Film, TV, video,  
radio and  
photography



IT, software and  
computer  
services  
(‘creative tech’)



Publishing



Museums,  
galleries and  
libraries



Music,  
performing and  
visual arts



Animation and  
VFX (visual  
effects)



Video games

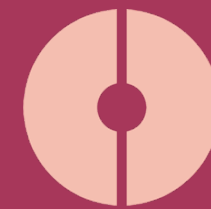


Heritage

**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?

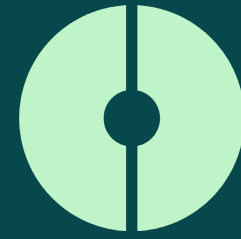


# Take a look



- Play the [Creative Careers Programme Introduction](#)
- How many sub sectors of creative industries can be spotted there?
- What types of jobs did you see?

# Creativity Matters...



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In 2017, the creative industries contributed

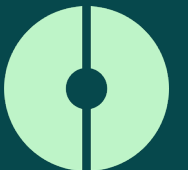
**£101.5bn**

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



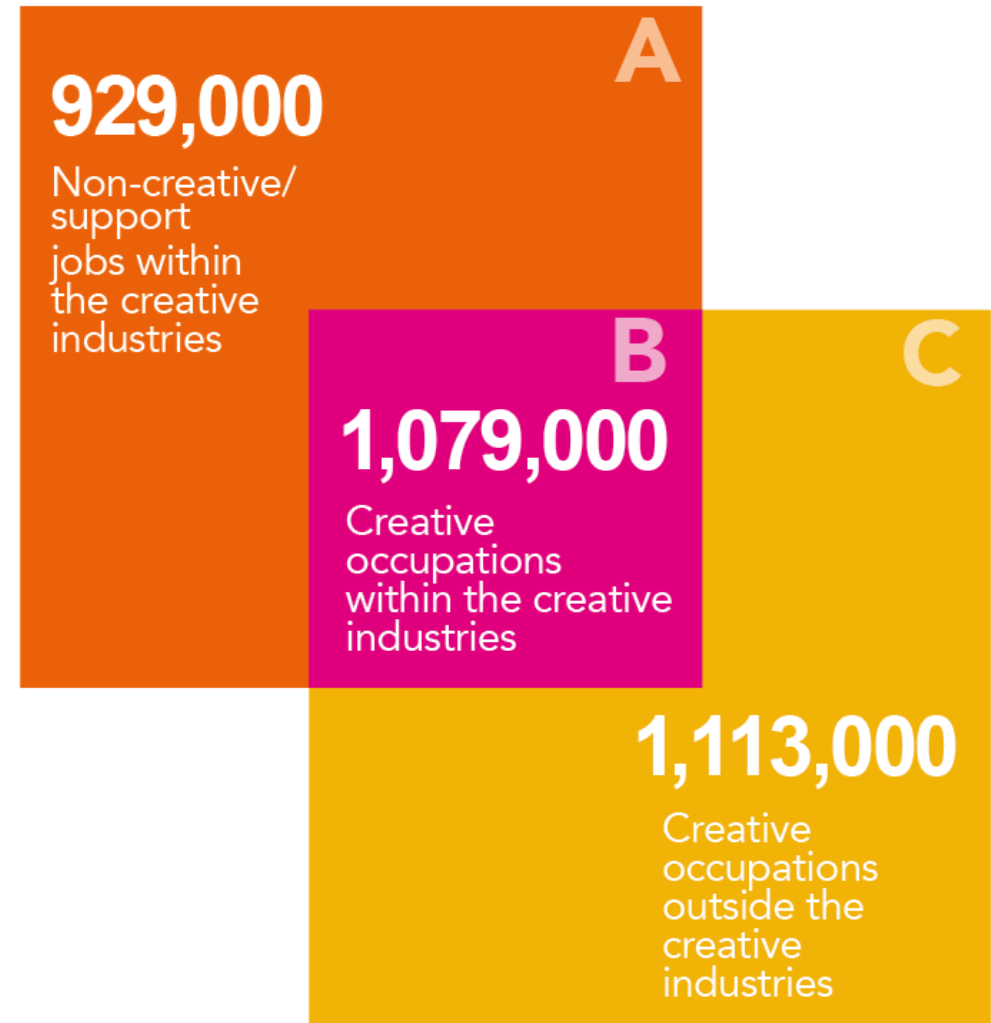


The creative economy  
employs over 3 million  
people.

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

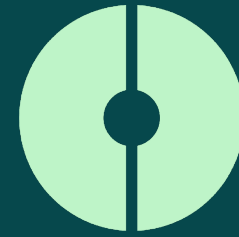
(12% of UK businesses  
are in the creative sector)

## Employment in the UK creative economy 2017





# Future Skills



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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**

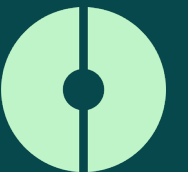




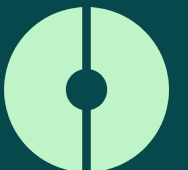
# 5.3% increase in creative occupations predicted by 2024

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

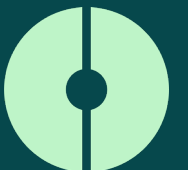
With investment **1 million**  
**new creative jobs**  
**possible by 2030**



Jobs in the creative industries include roles like...

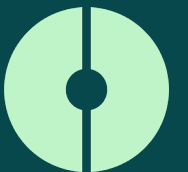


Animators, artists  
musicians, performers,  
designers...

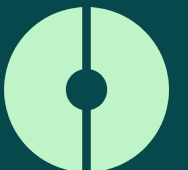




Architects, game  
developers, or visual  
effects artists.

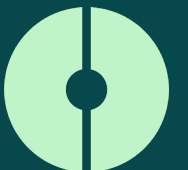


Publishers, production  
assistants, and  
researchers...

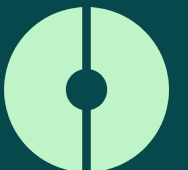




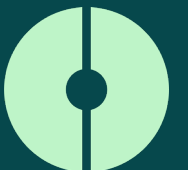
Event coordinators,  
producers, education &  
engagement managers



Sound engineers,  
lighting technicians and  
stage managers...

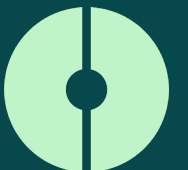


...Marketing managers,  
fundraisers, and  
administrators.

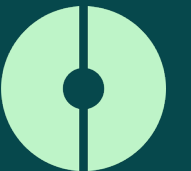




Lawyers, accountants,  
HR professionals, and  
business managers...



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

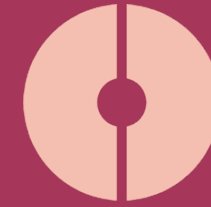


# Skills Shortages in UK screen industries





# Discussion – barriers to entry



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# Discussion



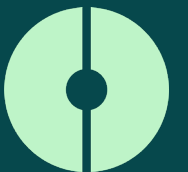
- What do you understand by the term 'freelance'?
- Have you ever thought about being self employed?
- What do you think the differences are of being employed and self-employed?
- Do you think you would prefer to be employed or self employed?



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



**Any Questions?**





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