

DISCOVER!

creative careers

National Careers Week

NCW

1ST – 6TH MARCH 2021



NatWest
Group

Crafts, fashion & textiles

Focus on Crafts - Session Aims



- Identify careers in crafts, fashion & textiles
- Virtually visit a workplace – Cockpit Arts
- Experience and solve a workplace task/challenge
- Understand where to find more information on careers in crafts



Advertising and marketing



Architecture



Crafts



Design (product, graphic, fashion)



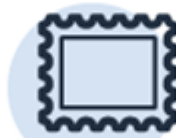
Film, TV, video, radio and photography



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 sectors = lots of careers!

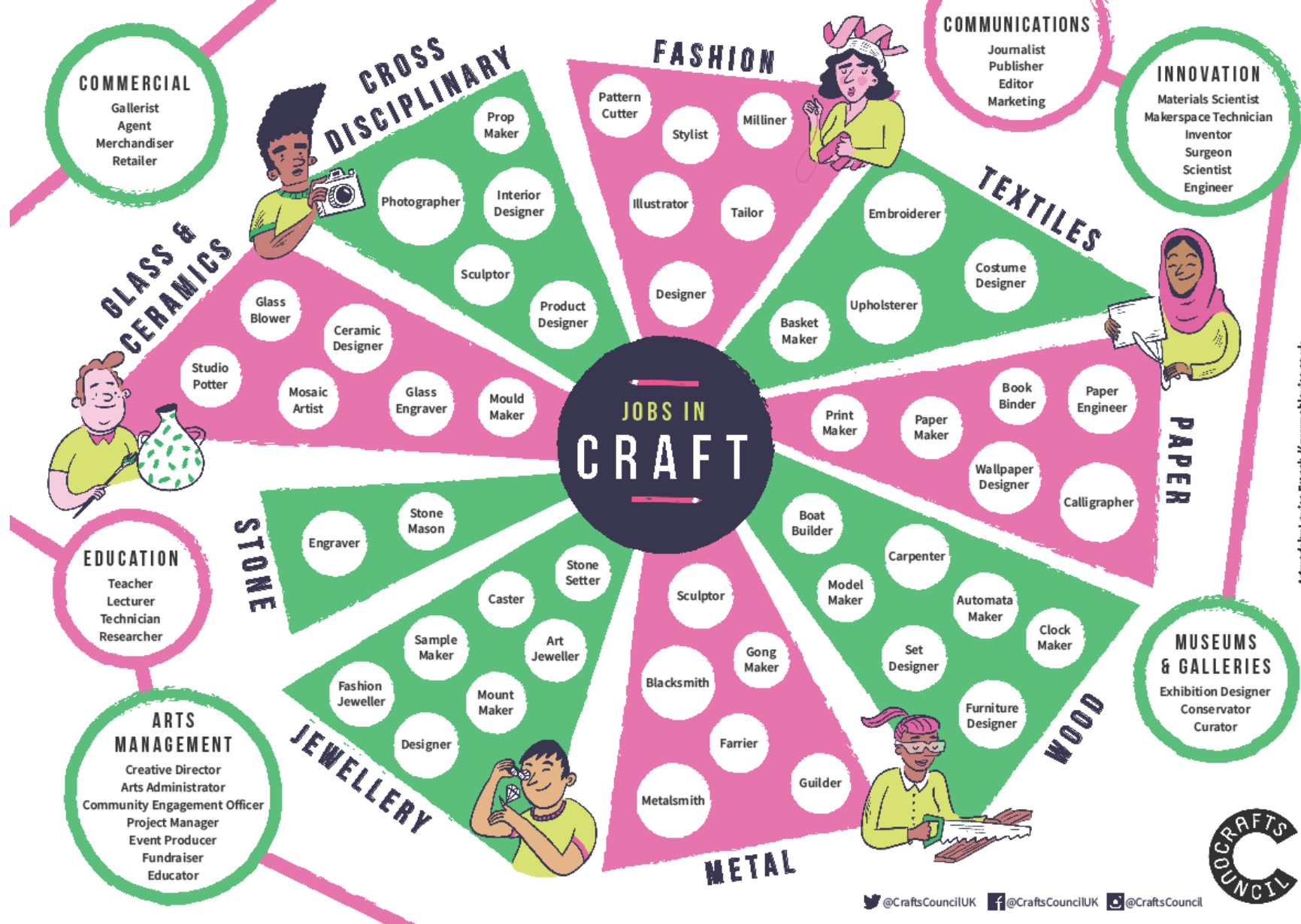
Characteristics of craft sector

The **craft industry** encompasses goods that are handmade by artisans or those skilled in a particular trade.

Small businesses engaged in the **craft** trade include everything from art galleries to handmade textiles to culinary products.

Often, **craft industry entrepreneurs** operate independently and are not franchised.

**How many different careers
can you think of in crafts,
fashion & textiles?**



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The craft industry

- Made up of people who are generating an income from creating, making, designing; always honing their skills and usually doing something they love
- It's a serious business:
 - Crafts contributes £3.4bn to the UK economy (2015)
 - There are an estimated 11,620 UK crafts businesses, employing 149,510 people.
 - Government estimates £6.9bn of exports from the UK crafts sector (2019)

Time to get warmed up

(Brainstorm – 10 mins)

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Consider how clothing, accessories or household items can be repurposed:

- A stepladder could be a bookcase
- Reuse a cheese grater to hold earrings
- Repurpose old pairs of jeans to make a bag or an apron
- Convert an old iMac into an aquarium – create an [iMaquarium](#)
- Repurpose vintage glasses into centrepiece scented candles



Tour Cockpit Arts

(15 mins)

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COCKPIT ARTS

[VISIT NOW](#)

www.cockpitarts.com

Tel: 0300 557 4462

18 - 22 Creekside

Tour of Cockpit Arts

(Discussion – 10 mins)

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Cockpit Arts is London's leading studios for contemporary makers and an award-winning social enterprise.

Was Cockpit Arts what you expected?

Which crafts appealed the most?

Would you like to work in craft or fashion? Why?

Sustainably innovative

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31% of makers have changed their practice in the last three years in response to environmental concerns.

Sustainably innovative

(Activity – 40 mins)

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Students to work in pairs:

Discuss possible raw materials that could be recycled, upcycled or downcycled – consider what would happen if you pair up two materials, what product could you create – be innovative, sustainable, creative and crafty!

For your product to be a craft industry idea, the product must always be made-by-hand rather than manufactured in vast quantities.

Consider what issues your product might solve or why would your customer want or need it. (see worksheet)



Sustainably innovative

(Activity)

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Students to work in pairs (or individually if learning from home):

Craft is different from manufacturing because it is making-by-hand.

What item of clothing or accessory could you make from raw materials you have to hand?

Present your creation to the class!



Sustainability and craft

(Student presentations – 15 mins)

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Upcycling



Recycling



Downcycling

Find out more about careers

(Activity – 10 mins)

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Visit www.discovercreative.careers

Find a job you have never heard of

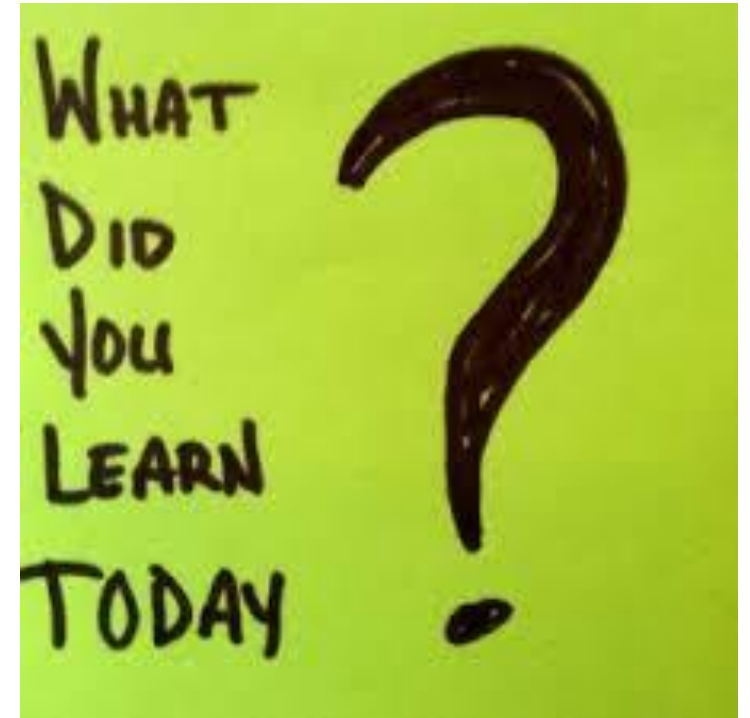
Find a job you would like to do

The screenshot shows the homepage of the DISCOVER! creative careers website. The header includes the logo and navigation links: Explore, Students & parents, Teachers & career leaders, Employers, About, and Cymraeg. The main headline reads "There's a career for you in the creative industries". Below this is a sub-headline: "Bringing together careers information and opportunities from creative organisations in one explorable directory." There are two buttons: "Explore careers" and "Explore opportunities". A search bar is visible with the text "Search by career name...". The main content area features four career cards: "3D modelling artist" (Video Games, screenskills.com), "Academic and research librarian" (Libraries, clip.org.uk), "Access officer" (Theatre, getintothetheatre.org), and "Account director" (Advertising, ipsa.co.uk). Each card includes an icon, industry name, job title, and website link.

Learning check

(3 mins)

- How many sub-sectors of the creative industries are there? Can you name them?
- Are those who work in craft industry likely to be employed or run their own businesses?
- Where do you look to find out more about careers and pathways into the creative industries?



Employer Q&A Panel

(1 min)

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If you have any questions from today's session that you would like to ask our employer panels this week, please visit the Discover website to find out more



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