

**CREATIVE
CAREERS**

Inspiring the next generation

@CreativeCareer5

Icebreaker



**CREATIVE
CAREERS**

Logo Quiz

How many logos can you identify?



ANSWER.....



ANSWER.....



ANSWER.....



ANSWER.....



ANSWER.....



ANSWER.....



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ANSWER.....

Answers



CREATIVE
CAREERS

Logo Quiz

How many logos can you identify?



ANSWER Kellogg's



ANSWER KFC



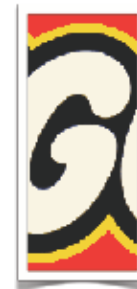
ANSWER Nandos



ANSWER Converse



ANSWER Primark



ANSWER Lego



ANSWER Starbucks



ANSWER Tesco



ANSWER Tesco



ANSWER Pixar



ANSWER Google



ANSWER Apple



ANSWER Cadbury



ANSWER Walkers



ANSWER Snapchat



ANSWER M&M's

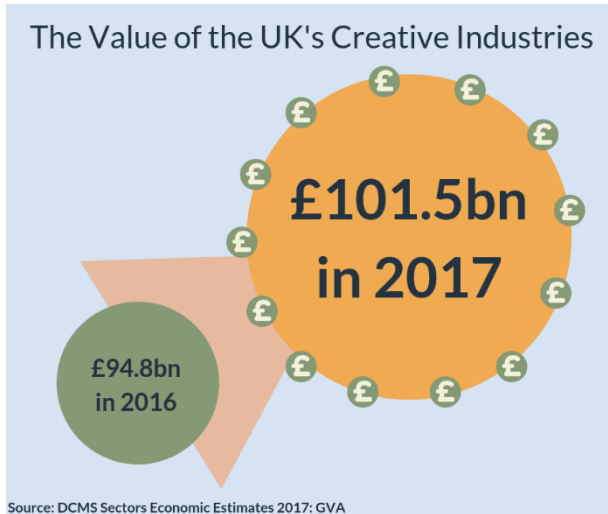


**CREATIVE
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The Creative Industries

A quick recap

The Creative Industries Opportunity



In 2018 – GVA £1.4bn /
14% GVA growth (3xUK rate)

3m+ people work in creative
industries - 1 in 11 jobs
across the UK



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

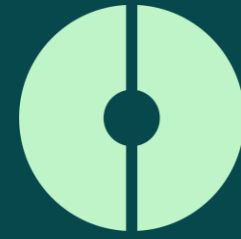


**5.3% increase in
creative occupations
predicted by 2024**

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

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





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The Creative Industries

Is there a career for you?

Lesson objectives:

- What are skills and competencies?
- Learn how to identify some skills
- Explore careers in the creative industries

- To be told exactly where you can use your skills
- To get to the bottom of all your skills during this one session

Don't Expect



- To start identifying your skills – even those you don't know you have!
- To practise using the information when looking for a career

Expect



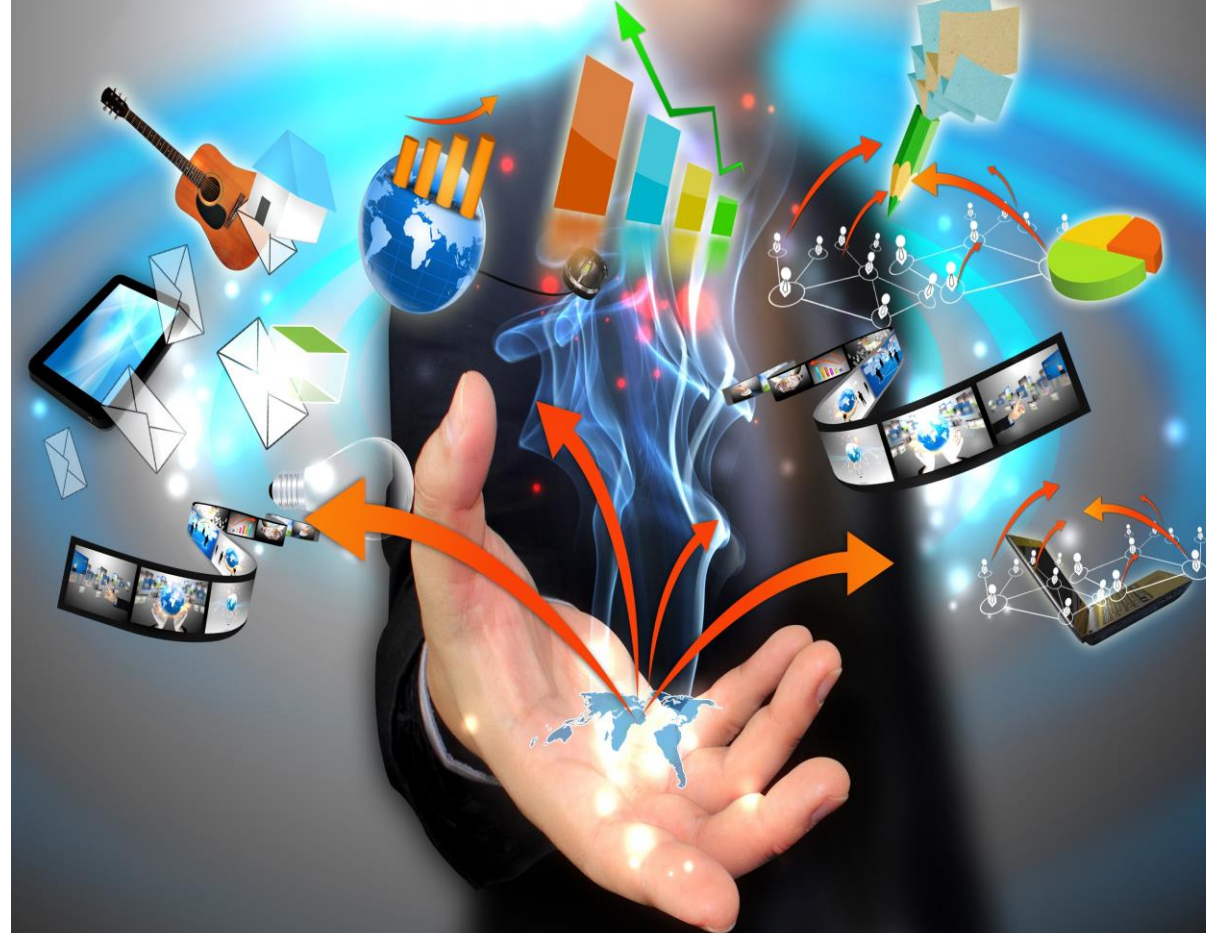
What makes you unique?



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Think about the experience and skills you've gained from:

- **Your school work**
- **Experience from part time jobs**
- **Your academic achievements**
- **Your family and cultural background**
- **Your hobbies and interests**
- **Voluntary work and work experience**



Some skills required in the creative industries:

- Being creative
- Working on my own
- Performing to an audience
- Meeting new people
- Being organized
- Performing in high-pressure situations
- Helping people



Activity



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In pairs and using the worksheet provided - discuss what skills you enjoy using from the list provided.

Are you good at those things? Does your partner agree?

How can you use this knowledge about your skills?

Writing
your skills
on your CV

Offering
your skills
to your
teacher

Matching
your skills
to a
career

Identifying
skills gaps
you'd like
to fill

Getting
feedback
on your
skills from
others

Looking at
courses
you can do



Advertising and
marketing



Architecture



Crafts



Design (product,
graphic, fashion)



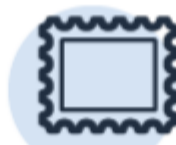
Film, TV, video,
radio and
photography



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



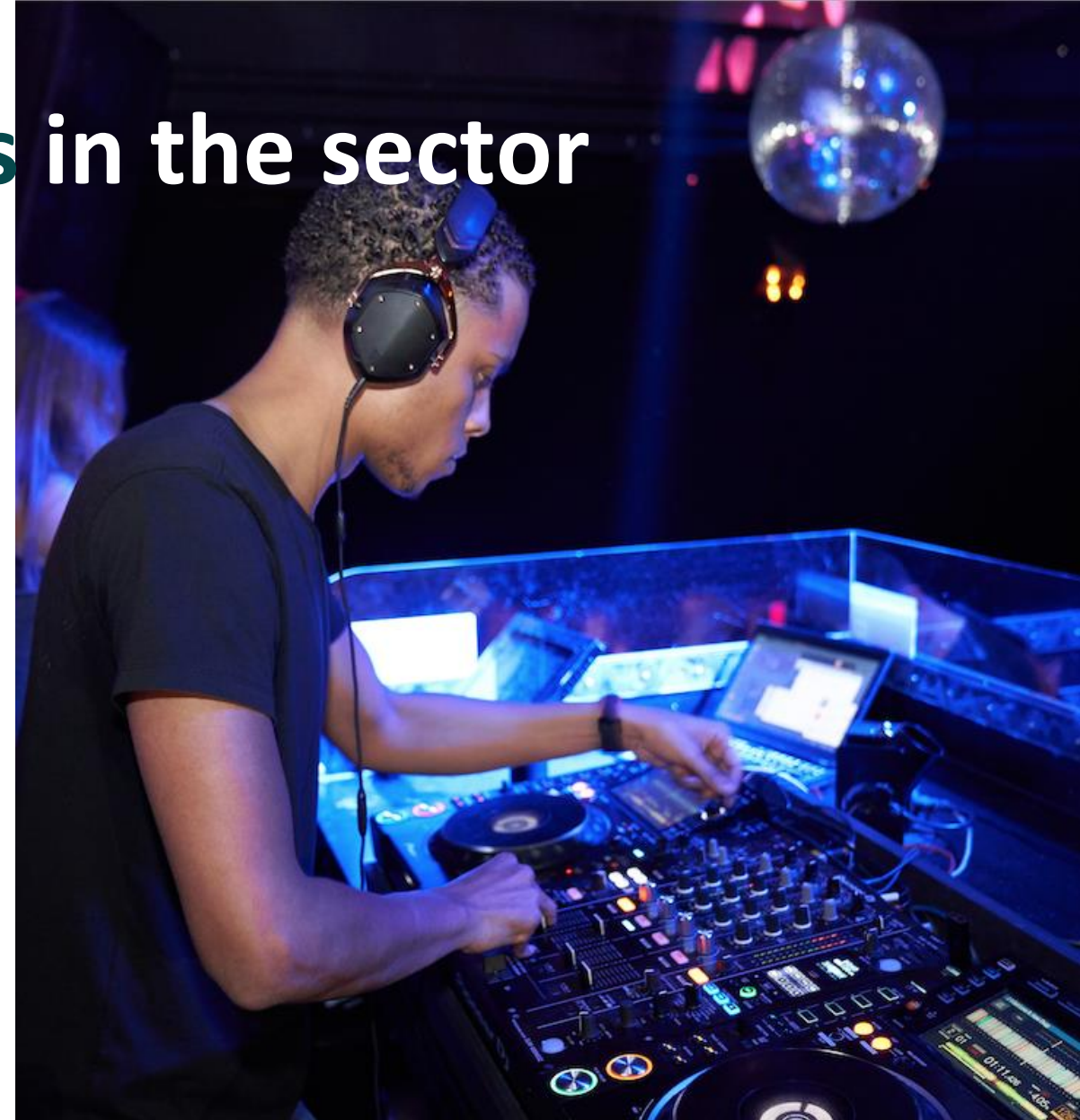
Examples of types of roles in the sector

- Craft
- Artists
- Planning, Scheduling and Programming
- Performing
- Customers, Audiences and Services
- Designing



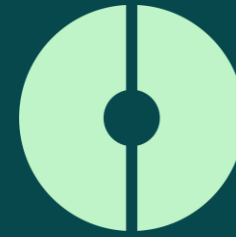
Examples of types of roles in the sector

- Producing
- Writing
- Preservation and Conservation
- Business
- Cross-cutting roles like HR, finance, trades



Skills Shortages in UK screen industries





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Discover Creative Careers Finder

www.DiscoverCreative.Careers

Activity



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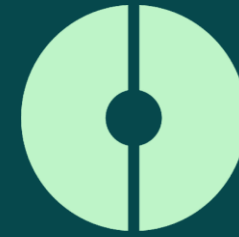
Go to <https://discovercreative.careers/#/>

Use your new-found knowledge to find two jobs that would suit you.

Find out what you would need to do to get into those jobs.



Discover Creative Careers Week



CREATIVE CAREERS

- 16th–22nd November 2019
- Almost 500 employers are opening their doors to secondary school students!
- Daily streamed creative careers workshops available that week (tutorial time)
- Check website for events in your area open to public



Learning Check



- What skills do I have?
- How can I use the knowledge of my skills?
- What jobs are there for me in the creative industries?



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

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