

LET'S TALK CREATIVE CAREERS

A fast growing sector that has become pivotal to the UK economy, creative arts and design encompasses careers as diverse as advertising, fashion, film and graphic design

The UK's creative industries contributed £101.5 billion value to the economy in 2017, according to the Creative Industries Federation. This is more than a 50% increase since 2010 and means the sector makes up 5.5% of the economy as a whole.

Even more importantly, more than two million people work in creative industries and that number is growing - already up nearly a third since 2011. All these figures demonstrate that this is a vibrant sector with lots of opportunities for graduate careers.

What creative industries can I work in?

FILM TV VIDEO RADIO & PHOTOGRAPHY

crafts fashion ADVERTISING AND MARKETING

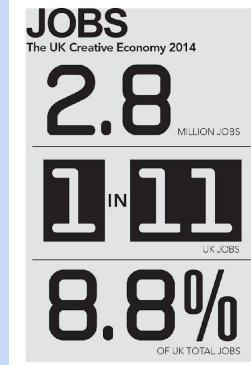
IT software & computer services

architecture museums, galleries and libraries

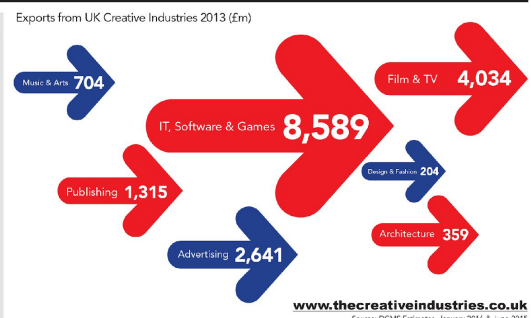
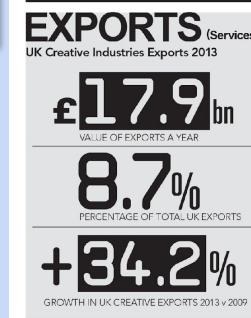
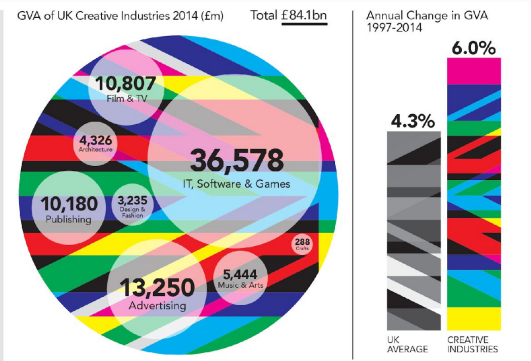
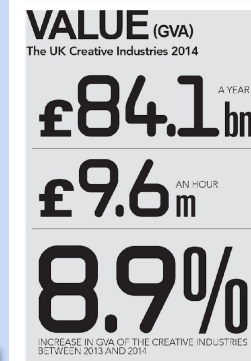
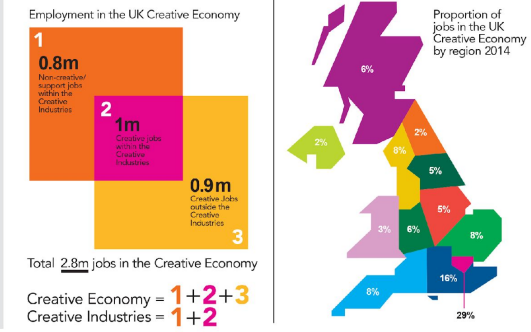
MUSIC PERFORMING AND VISUAL ARTS

DESIGN publishing

fashion, game, graphic, industrial, interior, landscape, product, textiles, theatre



The UK Creative Economy



LET'S TALK CAREERS IN...

As a fashion designer, you'll research current fashion trends, forecasting what will be popular with consumers, and take inspiration from the world around you to create fresh and original designs.

You'll decide on fabrics, colours and patterns, produce sample designs and adjust them until you're happy with the final product.

Depending on where you work and your level of responsibility, you may work to your own brief or be given a brief to work towards, with specifications relating to colour, fabric and budget. In large companies, you're likely to work as part of a team of designers, headed by a creative director, whereas if working for a small company as sole designer or for yourself, you'll be responsible for all the designs.

EDUCATION

GCSE REQUIREMENTS

You will need to get onto a creative further education course.

A "GOOD" GCSE Grade in

- English
- Maths
- Arts or Design subject (showing a portfolio of work)
- Other subjects

Fashion design is a very competitive industry and you'll typically need a degree, HND or foundation degree in a subject that combines both technical and design skills



Relevant subjects include:

- art and design
- fashion and fashion design
- fashion business
- fashion buying, marketing and communication
- garment technology
- graphic design
- textiles and textile design.



fashion, DESIGN

£16,000 to £85,000+

MONEY MATTERS

Pay increased dependent on experience, place of work and job role

Freelance

Employed



SKILLS

You'll need to have:

- creativity, innovation and flair
- an eye for colour and a feel for fabrics and materials
- the ability to generate ideas and concepts, use your initiative and think outside the box
- design and visualisation skills, either by hand or through computer-aided design (CAD)
- technical skills, including pattern cutting and sewing
- garment technology skills and knowledge
- a proactive approach
- commercial awareness and business orientation
- self-promotion and confidence
- interpersonal, communication and networking skills
- the ability to negotiate and to influence others
- team working skills
- good organisation and time management.

LET'S TALK CAREERS IN...

game,

DESIGN

BUDMOUTH
ACADEMY WEYMOUTH
AN ASPIRATIONS ACADEMY

£18,000 to £60,000+

MONEY MATTERS

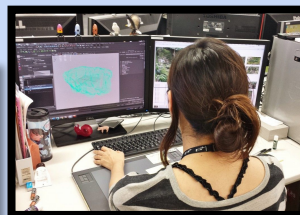
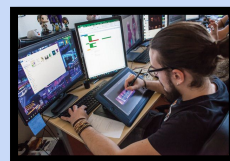
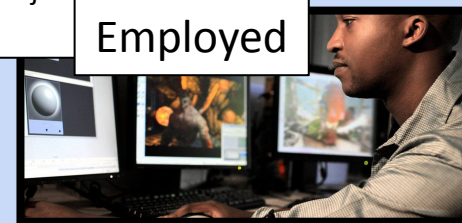
Pay is dependent on
experience, company and job
role

Employed

SKILLS

You'll need to have:

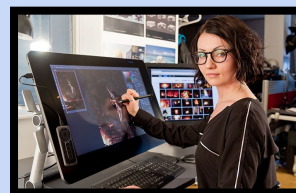
- good communication and team working skills, to be able to liaise effectively with other game artists and members of the wider team
- self-motivation and the ability to work independently for extended periods
- the ability to calmly problem-solve issues that may arise in an environment which can be pressured
- strong organisational and time management skills to enable you to work to deadlines and complete tasks efficiently
- excellent attention to detail to ensure work is completed to a high standard and in line with the desired style
- the knowledge and technical ability to effectively use computer software packages and tools such as ZBrush, Maya, 3DS Max, Substance Painter, Mudbox and Photoshop
- a good understanding of games engines, such as Unity or Unreal
- a desire to keep building your skill set and to learn how to use new software packages as they come onto the market
- a knowledge of, and passion for, games and the games industry.



The Independent Games Developers' Association (TIGA) accredits a number of games courses at both undergraduate and postgraduate level. It's important to look at what exactly you'll be covering on a specific course, as titles and content vary. Search for a TIGA-accredited course at TIGA - University Accreditation.

Other courses that may be relevant include:

- game design
- animation
- graphic design
- interactive media.



Game artists use software packages to create the visual elements of a game in either 3D or 2D for one or more platforms, such as mobile, PC, arcade or console.

You'll typically work as part of a multidisciplinary team with designers, developers, animators and quality assurance testers, as well as those involved in the management and marketing of the game

Job titles vary and may include 3D artist, games artist, environment artist, character artist, texture artist or lighting artist.

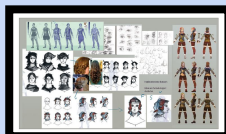
EDUCATION

GCSE REQUIREMENTS

You will need to get onto a creative further education course.

A "GOOD" GCSE Grade in

- English
- Maths
- Arts or Design subject (showing a portfolio of work)
- Computer Science (IT)



You don't need a degree, foundation degree or HND to become a game artist, as most employers will judge candidates based on their experience and portfolio. However, many individuals entering the industry will have a relevant degree in a subject such as game art and/or computer game modelling

LET'S TALK CAREERS IN...

You'll work on a variety of products and activities, such as websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity, i.e. giving organisations a visual brand.

Working to a brief that has been agreed with the client, creative director or account manager, you'll develop appropriate creative ideas and concepts for the client's objectives.

The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

EDUCATION

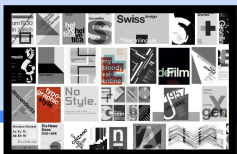
GCSE REQUIREMENTS

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A "GOOD" GCSE Grade in

- English
- Maths
- Arts or Design subject (showing a portfolio of work)
- Computer science (IT)

There are a few apprenticeship options but these are very competitive.



Relevant subjects for graphic design work include those that involve visual arts. In particular, a degree or HND in the following subjects may increase your chances:

- 3D design
 - communication design
 - film and television
 - fine art
 - graphic design
 - illustration
 - photography
 - visual art.
- 
- A photograph of a wooden desk. On the desk, there is a laptop with a blue cover, a small potted plant, and a smartphone. The desk is made of dark wood.



graphic
DESIGN

£15,000 to £

£15,000 to £60,000+

MONEY MATTERS

As a freelance designer you could ear around £200 - £400 a day

Freelance

Employed

SKILLS

You'll need to have:

- passion and enthusiasm for design, with a creative flair
- a flexible approach when working in a team
- excellent communication skills to interpret and negotiate briefs with clients
- good presentation skills and the confidence to explain and sell ideas to clients and colleagues
- time management skills and the ability to cope with several projects at once
- accuracy and attention to detail when finalising designs
- being open to feedback and willing to make changes to your designs
- effective networking skills to build contacts.



LET'S TALK CAREERS IN...

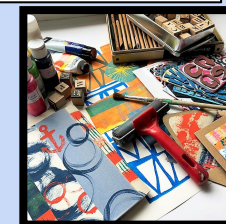
interior DESIGN

£15,000 to £20,000+

MONEY MATTERS

large portfolio and a good reputation can earn significantly more

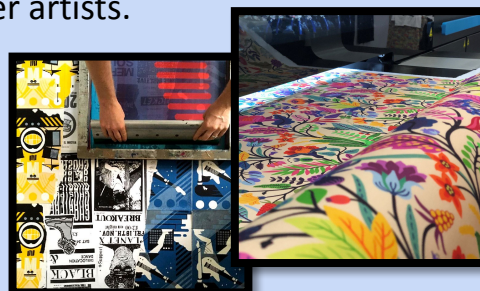
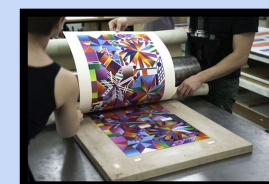
Freelance



SKILLS

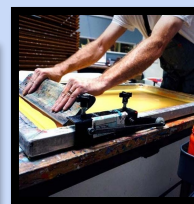
You'll need to have:

- creativity - for producing work that will meet client specifications
- a good understanding of the properties of the different materials used for printing
- dexterity - for handling printmaking equipment
- strong communication skills
- the ability to set and achieve goals
- networking skills - for building and developing relationships, especially important when self-employed.



Relevant degree subjects include arts and humanities subjects. The following may increase your chances of success:

- textile design
- fine art/visual art
- art and design
- surface and graphic design
- illustration and drawing



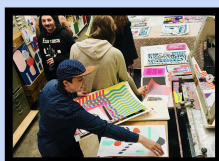
EDUCATION

GCSE REQUIREMENTS

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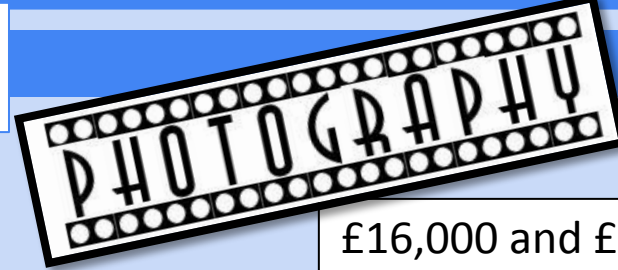
A "GOOD" GCSE Grade in

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- Maths
- Arts or Design subject (showing a portfolio of work)
- Other subjects



There are a few apprenticeship options but these are very competitive.

LET'S TALK CAREERS IN...



£16,000 and £22,000+

MONEY MATTERS

Salaries can increase to
anywhere from £25,000 to
£65,000

Freelance

Employed



SKILLS

You'll need to have:

- excellent technical skills, using digital and non-digital cameras and industry-standard software such as Photoshop
- creativity and an eye for a picture
- personality, perseverance, patience and dedication when working on projects and briefs
- strength in working under pressure, juggling workloads and meeting deadlines
- the ability to work both independently and in teams, building rapport with clients, colleagues and other businesses.



EDUCATION

GCSE REQUIREMENTS

You will need to get onto a creative further education course.

A "GOOD" GCSE Grade in

- English
- Maths
- Arts or Design subject (showing a portfolio of work)
- Other subjects

You can become a photographer without a degree, but in many instances having a degree or equivalent professional qualification is an advantage.



Relevant degree subjects include arts and humanities subjects. The following may increase your chances of success:

- art and design
- digital imaging
- fine art
- graphics
- media studies
- photography.



LET'S TALK CAREERS IN...

As a **fine artist**, you may specialise in a particular medium and concentrate on a particular subject matter and type of art - landscapes, portraits or abstract art, for instance, or work laterally across subjects, mediums and even disciplines to explore ideas in unexpected ways and make original connections.

You could be commissioned to produce a piece of work or create your own pieces, which you'll then sell on, either directly to the public or through an intermediary such as a gallery or an agent, or you might engage in a creative research practice, contributing to knowledge via material and conceptual explorations.

VISUAL ARTS

Per work: £1,000 - £50,000+

MONEY MATTERS

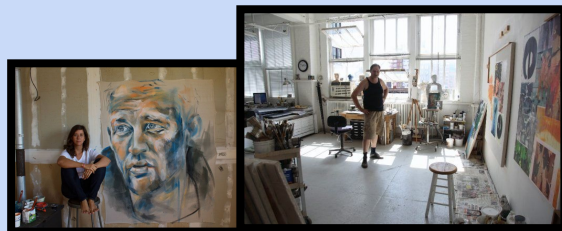
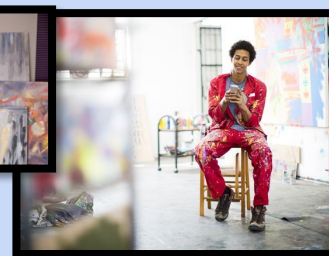
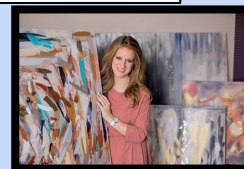
You can expect to increase your prices with experience.

Freelance

SKILLS

You'll need to have:

- artistic talent
- determination and commitment
- self-belief
- the ability to come up with and develop good ideas
- good visual communication skills
- business and self-promotion skills
- technical ability
- good organisational skills and the ability to meet deadlines
- effective research skills
- the ability to work independently and with others
- communication skills
- stamina and a willingness to put in long hours.



The following degree subjects may be useful in developing your career as an artist:

- art and associated crafts
- art criticism
- art history
- design for performance
- fine art
- fine art critical practice
- public art
- sound art
- visual art and communication.

EDUCATION

GCSE REQUIREMENTS

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- Other subjects

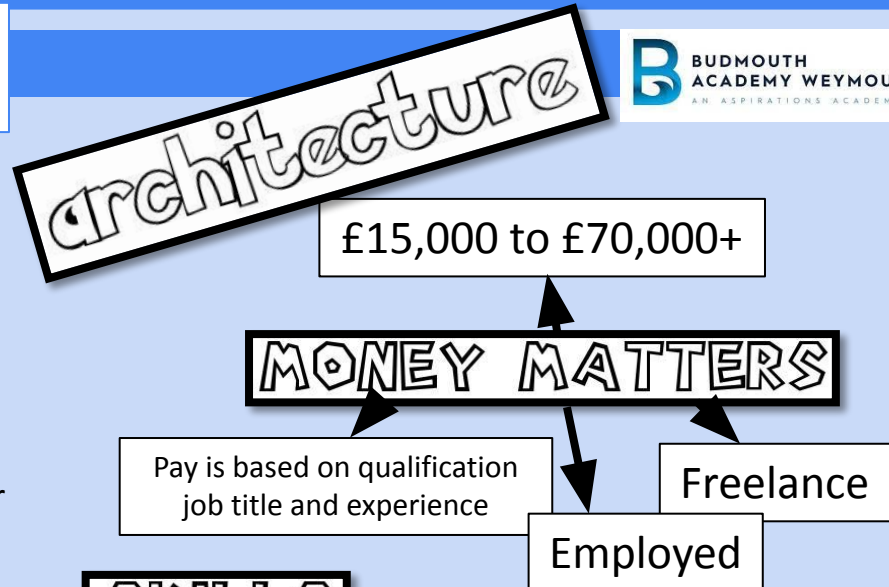


Some fine artists do not have professional qualifications. However, to have an increased chance of success it is useful to be formally trained and to take relevant qualifications

LET'S TALK CAREERS IN...

As an **architect**, you'll design new buildings or extensions or alterations to existing structures, and advise on the restoration and conservation of old properties. You may work on individual buildings or on large redevelopment schemes, and your responsibility can extend to the design of the surrounding landscape and spaces.

Working closely with clients and users, you'll make sure that projected designs match requirements and are functional, safe and economical. You'll usually control a project from start to finish and work with a number of construction professionals, including surveyors and engineers.



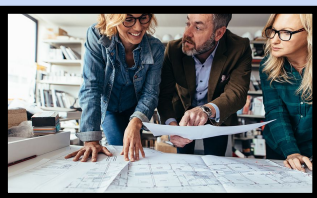
EDUCATION

GCSE REQUIREMENTS

You will need to get onto a creative further education course.

A "GOOD" GCSE Grade in

- English
- Maths
- Science (physics)
- Arts or Design subject (showing a portfolio of work)
- Other subjects



University level course and experience along with joining the Architects Registration Board (ARB)

Part 1 First degree in architecture (3 years)

Stage 1 Practical experience (1 year)

Part 2 Further study (2 years)

Stage 2 Practical experience (1 year)

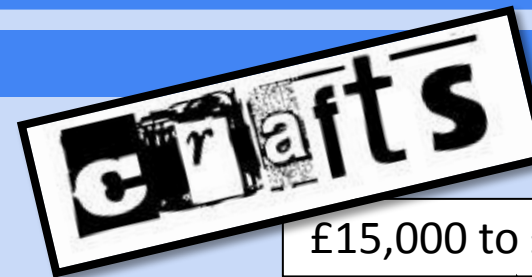
Part 3 Examination in professional practice and management

SKILLS

You'll need to have:

- good design and drawing skills to demonstrate your flair for architecture
- a strong imagination and the ability to think and create in three dimensions
- sound analytical skills, accuracy, and attention to detail
- a keen interest in buildings and the built environment - an insight into Building Information Modelling (BIM) will also be a significant advantage
- excellent communication skills, written and oral, with the ability to liaise effectively with a range of other professionals
- good organisational and negotiation skills
- strong teamwork and leadership skills
- an understanding about the relationship between people, buildings and the wider environment
- a first-rate understanding of construction processes
- commercial awareness and business acumen
- reasonable mathematical skills
- project management skills
- excellent IT skills, including computer-aided design skills.

LET'S TALK CAREERS IN...

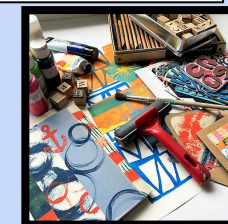


£15,000 to £20,000+

MONEY MATTERS

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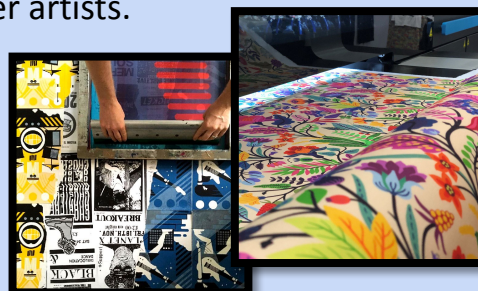
Freelance



SKILLS

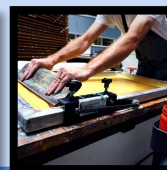
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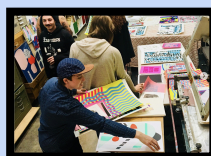
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