

Creative and Cultural Futures

There is a huge range and number of careers in the creative industries; with the sector employing over 3 million people – that's 1 in 11 UK jobs. It is the fastest growing sector, expanding three times quicker than the rest of the UK economy, with 900,000 new jobs forecast by 2030.

The creative industries are in our lives each and every day – every time you turn on the TV, visit a museum, play a game, choose a product or read a book. There are an exciting variety of roles and opportunities available across the creative industries, which are divided into 12 sub-sectors (below).

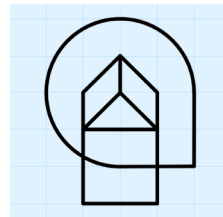
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need for the job.



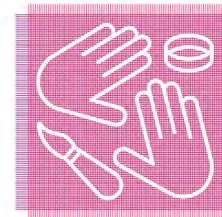
Advertising & Marketing



Animation & VFX (visual effects)



Architecture



Crafts



Design – Product, Graphic & Fashion



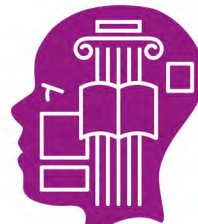
Film, TV, Video, Radio & Photography



Heritage



IT, Software & Computer Services



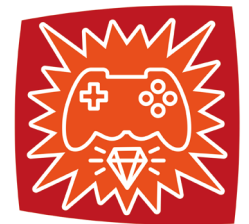
Museums, Galleries & Libraries



Music, Performance & Visual Arts



Publishing



Video Games

Choose a Sector to explore



Animation & VFX (Visual Effects)

The Animation and VFX sector includes 2D, 3D, motion graphics, stop motion animation and others. The demand for animation and VFX has expanded with the growing use of the internet, access to multimedia devices, customers spending more time streaming digital content, and the increase in immersive experiences such as Augmented Reality and Virtual Reality.

This rapid advancement of technology has made this sector one of the fastest growing segments in the global media and entertainment market.

SECTOR

Creative Career Case Studies

Each case study features a professional who works in a creative job. They are a great way to understand how broad the creative industries are and see what might grab your interest. You can see the real names and faces behind the job titles and find out more about each professional and their work life by watching their film. In the film/s you can hear the professional discussing their career pathway, the choices they made, and how important creative skills are for them in their jobs every day.



Animation & VFX (visual effects)

CASE STUDIES



HIWEZ

Illustrator and Cartoonist

HIWEZ Illustrations is about developing characters and worlds and exploring their limitations through different mediums and merchandise like stickers, badges, comics and games.

HIWEZ Illustrations works on projects, card games and client commissions where people can have their own character made.

View the ins and out of the job and career paths.

[The Interview](#)

Website: www.hiwezart.com



HOWARD READ

Stand-up Comedian, Writer and Animator

Howard Read has become one of the most in-demand writers for children's television, especially where the aim is to entertain parents alongside the children. Howard is a writer, lyricist and script-editor for CBBC's *Horrible Histories*. He was nominated for Best Writer at the Children's BAFTAs in

2018 and 2019, and won the Best Comedy award in 2019.

Howard's animations have appeared on BBC1, BBC2, CBBC, ITV1, ABC Australia and NBC US, The Paramount Comedy Channel and Dave, and in front of Philip Schofield, Simon Cowell and the Queen. He's currently writing a 70-minute animated special for France Television and Netflix, writing on *Horrible Histories* 9 and Series 2 of *It's Pony* (Nickelodeon), as well as developing his own projects.

His sitcom *Little Howard's Big Question* ran for three series on CBBC and he has also written and illustrated two children's books.

View the ins and out of the job and career paths.

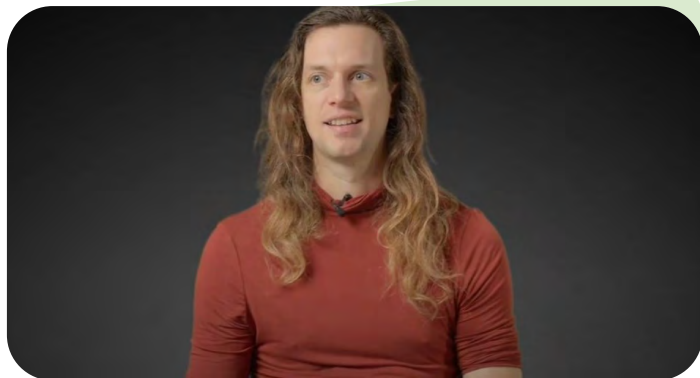
[The Interview](#)

Website: www.howardread.com



Animation & VFX (visual effects)

CASE STUDIES



EDALIA DAY

Theatre maker, animator, and spoken word artist

When I was a teenager I used to make point-and-click adventure games and 3D animation for fun. I became an actor professionally, but carried on animating and making games in my spare time.

10 years later I started producing my own theatre productions and experimenting with incorporating animation and video game elements into these shows. Now I write, direct and perform in my own theatre productions and make interactive animations. These animations are projected around me whilst I perform, operated using video game controllers. I use all of these skills freelancing for other companies as well.

My current shows are *Super Hamlet 64*, about videogames and *Shakespeare, Too Pretty to Punch*, about transphobia in the media, and *Spectacular Spacebots*, about an autistic robot who goes on space adventures.

View the ins and out of the job and career paths.

The Interview

Website: www.edaliaday.co.uk

Skills

It's easy to think that studying creative subjects or participating in arts and cultural projects will only help your career progression if you want to work in these sectors. This is where you'd be wrong! The great thing about getting involved in these areas is that you get to flex and develop many skills that are transferable to all sorts of workplaces.

Take a look at this short video of Caroline Hyde, Founder Director of Allia Business Centre, explaining further: [view video](#)

To help highlight some of the skills you can develop through working on creative sector projects, we have aligned our Creative Briefs with the Skills Builder Universal Framework; this brings together eight essential skills that employers and education providers value, and that are central to your ability to get the most out of opportunities in life. They are:



Useful websites:

Discover! Creative Careers is an initiative by the UK creative industries to make it easier for young people to find careers in the creative industries. www.discovercreative.careers/#/

The Creative Careers Programme, inspiring the next generation. www.creativeindustriesfederation.com/publications/creative-careers-programme

Creative & Cultural Skills works to create a fair and skilled cultural sector by shaping skills, education and employment best practice. www.ccskills.org.uk/

ScreenSkills is the industry-led skills body for the UK's screen industries, including animation, film, games, television including children's TV and high-end drama, VFX and immersive technology. www.screenskills.com/

The Skills Service aims to develop the knowledge, aspirations and employability skills of young people. www.theskillsservice.co.uk/

The Careers and Enterprise Company exists to facilitate a world-class careers education, inspiring and preparing young people for the world of work. www.careersandenterprise.co.uk/

Creative Industries Federation is the independent body which represents, champions and supports the prosperity of the UK's creative industries. www.creativeindustriesfederation.com/

icanbea... is a platform to find a job or career in Norfolk or Suffolk based on your specific interests. www.icanbea.org.uk/

Prospects guides millions of students to make the right choice by matching your skills and personality to 400+ job profiles. www.prospects.ac.uk/

Form the Future connects young people to a world of career possibilities, inspiring them to dream big and empowering them to fulfil their potential. www.formthefuture.org.uk/

Prince's Trust believes that every young person should have the chance to embrace exciting opportunities. It helps 11 to 30 year-olds to find the tools and confidence to try free courses and start careers. www.princes-trust.org.uk/

The Culture Catalogue is an online hub of cultural enrichment and creative careers opportunities available locally. www.babylonarts.org.uk/culture-catalogue.htm



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YOUR
PLACE**

 **Skills Builder
PARTNERSHIP**