

# 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).

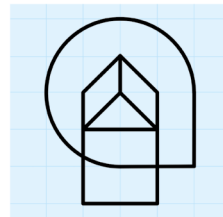
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



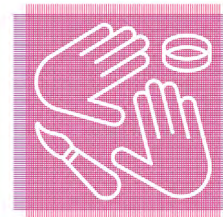
**Advertising  
& Marketing**



**Animation &  
VFX (visual effects)**



**Architecture**



**Crafts**



**Design –  
Product, Graphic & Fashion**



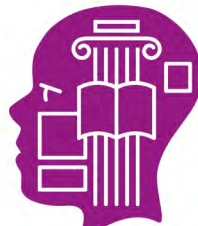
**Film, TV, Video, Radio  
& Photography**



**Heritage**



**IT, Software &  
Computer Services**



**Museums, Galleries  
& Libraries**



**Music, Performance  
& Visual Arts**



**Publishing**



**Video Games**

*Choose a Sector to explore*



# SECTOR

## Design - Product, Graphic & Fashion

Design is the creation of a plan for an object or system. In some contexts, such as engineering, practical concerns are most important in shaping the plan. But in many fields, aesthetic concerns are of equal or greater importance, meaning that the design has to look good and not just work well.

Design is a creative act, where both practical and aesthetic matters are important; aesthetics can be influenced by design practices over centuries, by new technologies or by artistic trends at the time of design.

We encounter designs every hour of the day: even the beds we sleep on have been shaped by designers. Some of the most common types of designs that we live among are the graphics that communicate to us, the industrial products we use, the interiors we live within and visit, and the landscapes we experience outside.

### **Creative Career Case Studies**

Each of the following case studies 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 put 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.



Design –  
Product, Graphic & Fashion

# CASE STUDIES



## JON COCKLEY

**Co-founder of Handsome Frank Illustration: Illustration & Animation Agency**

Handsome Frank Illustration is a family run agency: co-founders Jon and Tom are cousins, and it is named after their grandfather, Frank. Handsome Frank represents 37 illustrators spread across five continents, and they've worked with some of the biggest brands and agencies in the world.

Despite their growth over the years, they are great believers in keeping things personal. They pride themselves on building close relationships with artists as they feel this benefits their creative output and collaborations with clients.

Today they are a close knit team of four, ready to dedicate their efforts (and ignore time zones) to making projects happen. They work predominantly with clients in advertising, design and publishing.

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

The Interview

The Professional Focus

Website: [www.handsomefrank.com](http://www.handsomefrank.com)



## KAR LEE

**Graphic Designer, Illustrator & Visualiser, Kardesign Ltd**

Kardesign offers a comprehensive range of graphic design services including print and digital media, brand identity, and illustration. Together with their partners in photography, videography and website development, they are able to fulfil many of the creative needs for businesses.

Kar Lee has over 25 years' experience as a graphic designer, including a decade as art editor for national magazines such as RiDE, Bike, Performance Bikes, Practical Sportsbikes and Digital Photo. He is a creative with a broad skill set encompassing many aspects of print and digital media design, illustration, brand identity, vehicle and shop signage. Together with trusted partners, he oversees and manages photography, video and website requirements. Kardesign was created in 2007 and became a limited company in 2015.

Whether it's packaging design, shop front signage, a logo refresh, leaflet design, a full corporate identity, a company report, book and magazine design, or illustration/visualisation services, Kardesign provides services to help.

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

The Interview

Website: [www.kardesign.co.uk](http://www.kardesign.co.uk)



Design –  
Product, Graphic & Fashion

# CASE STUDIES



## BELLA SINGLETON

### Textile Designer

Bella Singleton – the brand – began as a scarf label, producing high quality silk squares. From there, new styles were added each season and in Spring/Summer 2020, Bella made the leap to clothing design.

What begins with a fine liner drawing ends as a piece of wearable art.

Based in Norfolk, Bella focuses on botanical images with a graphic edge of geometrics and unusual shapes.

With colours that pop and patterns that draw attention, Bella's collections are stocked in the Tate Modern, Young British Designers and Collen & Clare alongside others.

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

The Interview

Website: [www.bellasingleton.com](http://www.bellasingleton.com)

Links to other professionals who work  
in this sector of the creative industry

## ROB BARTON

Creative Director and Designer at Dynamic Creative

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

The Interview

Website: [www.dynamiccreative.co.uk](http://www.dynamiccreative.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/#/](http://www.discovercreative.careers/#/)

**The Creative Careers Programme**, inspiring the next generation.  
[www.creativeindustriesfederation.com/publications/creative-careers-programme](http://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/](http://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/](http://www.screenskills.com/)

**The Skills Service** aims to develop the knowledge, aspirations and employability skills of young people. [www.theskillsservice.co.uk/](http://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/](http://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/](http://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/](http://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/](http://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/](http://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/](http://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](http://www.babylonarts.org.uk/culture-catalogue.htm)



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 **Skills Builder  
PARTNERSHIP**