

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).

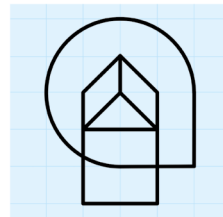
This resource and the films it connects with, will kick-start your investigation into the opportunities and career choices available, and the variety of pathways into them. It will help you explore the breadth of careers, share what it's like to have a creative career, and explain the skills you need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



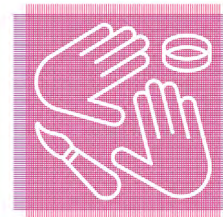
**Advertising
& Marketing**



**Animation &
VFX (visual effects)**



Architecture



Crafts



**Design –
Product, Graphic & Fashion**



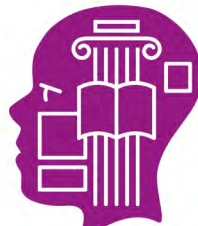
**Film, TV, Video, Radio
& Photography**



Heritage



**IT, Software &
Computer Services**



**Museums, Galleries
& Libraries**



**Music, Performance
& Visual Arts**

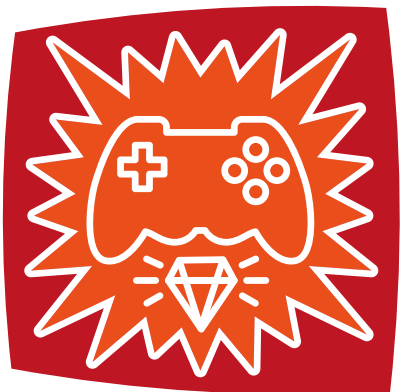


Publishing



Video Games

Choose a Sector to explore



SECTOR

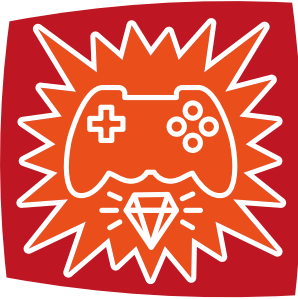
Video Games

The Video Game Sector is involved in the development, marketing, and monetisation of video games. Due to the increasing popularity of video games, with them being played by a nation believing in the power of play, it is a billion-pound sector and has been for many years.

With this ever increasing popularity, it is no surprise that this entertainment form is also becoming an increasingly popular career choice, with lots of different technical and creative roles available for those with a passion for gaming, such as game artist, designer or programmer.

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.



Video Games

CASE STUDIES



ADAM CLARKE

Designer of Minecraft

Adam Clarke is an artist and visual storyteller who uses Minecraft, games, traditional art and technology to inspire and entertain. Adam is a leading Minecraft artist and digital producer, responsible for some of the most innovative Minecraft projects in the world. His work includes high-profile collaborations with Tate Britain, Guardian Newspapers, Disney and much more. He produces an online YouTube Channel and also starred as Wizard Keen, collaborating in Stampy's Minecraft educational series Wonder Quest. He is a Director of the Official Minecraft Marketplace Map creators group, Wandering Wizards.

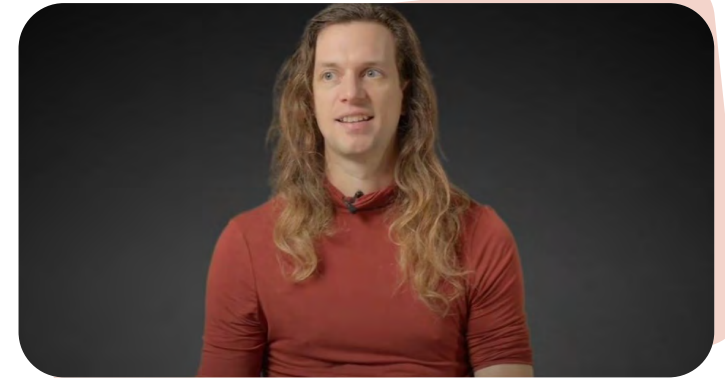
Adam is a global speaker and writer on the creative uses of Minecraft and how playing can open doors to learning and enable a new generation of thinkers, creators, and agents of social change. Originally training as an illustrator, Adam has over 25 years' experience as an artist, producer, and visual storyteller. He has worked extensively within schools, colleges, and community settings and is well-known for his engaging, and easy-going approach. He is widely acclaimed as one of the most innovative Minecraft creative producers in the world.

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

[The Interview](#)

[The Professional Focus](#)

Website: www.thecommonpeople.tv



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.

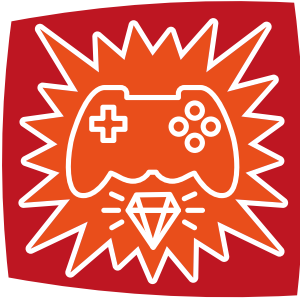
10 years later I started producing my own theatre productions and experimenting with incorporating animation and video game elements into these shows. Now I write, direct and perform in my own theatre productions and make interactive animations. These animations are projected around me whilst I perform, 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



Video Games



ANDY CARVELL

Partner at Phiture

Andy started his career as a mobile game developer immediately after graduating in Computer Science at Leeds University. He developed his first mobile title, a side-scrolling shoot-em-up arcade game called 'Space Impact' - the first arcade shoot-em-up game for a phone at the time - at Nokia's R&D facility in the UK back in 1999.

After developing mobile games for most of the 2000s, first at Nokia and then with Southampton-based mobile game studio IOMO, Andy decided to study again, this time at Warwick Business school, where he joined their 12-month intensive MBA program.

In 2012 he joined SoundCloud in Berlin, leading efforts to grow adoption of SoundCloud on mobile devices. This role combined his previous technical experience developing and publishing mobile software with his newly-discovered passion for marketing strategy and business skills, developed during the MBA.

During his time at SoundCloud, Andy built his personal brand within the industry by presenting his work at conferences and sharing knowledge through writing blog posts, and publishing new strategic

frameworks for mobile growth. As he became more known within the industry, Andy began to receive approaches from companies seeking help with growing their mobile apps. This led him to set up a 'mobile growth consultancy' with a colleague from SoundCloud.

Andy's company, Phiture, was founded in 2016 and helps mobile app companies with marketing strategy. It is based in Berlin and has now grown to 65 employees, with clients including Headspace, TripAdvisor, Spotify and Adobe. The Phiture team helps these companies with acquiring and retaining more mobile app users by applying tactics such as App Store Optimization (improving visibility and installs in the app stores) and Marketing Automation (developing new push notifications, email marketing and other communication touchpoints with users to keep them engaged).

Website: www.phiture.com

CASE STUDIES

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