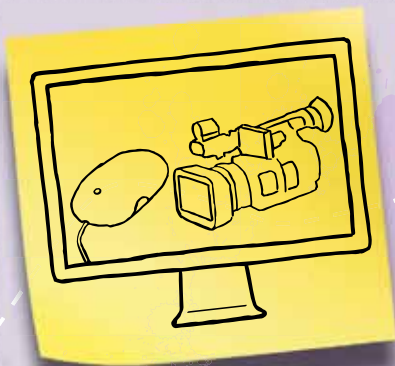


CREATIVE, DIGITAL & MEDIA SECTOR

You could chase down **hot stories** for a newspaper

50,100
Size of the TV workforce

If you're a creative person, there are so many exciting career paths before you...



39%
(percentage of female employees in creative media industries)

£22,300 per year (average wage in the publishing industry)

Lots of self-employed or freelance workers in this sector

20% of animation workforce
12% of publishing workforce

Want to work with famous actors on a TV set?

506,000
people work in Creative Media in England



CREATIVE, DIGITAL & MEDIA

Careers Insight

From fashion and film to design and new media, it's all about the creative buzz in this exciting, fast-paced industry. Because it's such an exciting and varied sector, competition for jobs can be high so work experience and on-the-job training are highly recommended.

Graphic design

A graphic designer uses type (lettering) and images to get information across and make an impact. The wide use of graphic design means you could be working on any variety of projects. **Earnings:** Salaries start anywhere between £13,000 & £18,000 a year.

Publishing

Without this industry, the media you're reading wouldn't exist. From journalists looking for the big story to book editors crafting an author's manuscript into a bestseller, this is an industry for people who love the written word. **Earnings:** Starting between £15,000 & £20,000 a year.

Performing arts

It takes years of practice, talent, hard work (and luck) to be a performer, but there are plenty of supporting roles on offer too. **Earnings:** Salaries are between £12,000 & £16,000 a year.

Interactive media

Interactive media or 'new media' covers any digital product that responds to the user's action by presenting pop-ups, text, video and sound, Facebook and iPhone apps are the most popular examples.

Earnings: Salaries between £16,000 & £20,000 a year.

Computer games

It takes a team of creative types to produce computer games and the industry is one of the fastest growing in the UK – employing 28,000 people across a range of roles! **Earnings:** Salaries start between £15,000 & £19,000 a year.

Fashion

This stylish industry needs fashion designers to dream up the next hot look, pattern cutters to turn the designs into real clothes, buyers to stock shops with the best trends. There's a role for any type of person in the fashion industry. **Earnings:** Starting around £12,000-£15,000.

Film & TV

We all know who the actors are, but what about the hundreds of names that scroll by during the end credits? They all perform technical roles that equal a great film. **Earnings:** Salaries start quite low (£12,000 a year), but can build up with experience.

Animation

It's more than just cartoons - you'll find animated content on TV, in films, adverts, website and computer and video games. **Earnings:** Between £16,000 & £20,000.

GET QUALIFIED

There are plenty of vocational and academic courses in this sector...

Apprenticeships

Apprenticeships are a great way into this sector; all of these are NVQ level 2: • Creative • Design • Fashion and Textiles • Freelance (Music Practitioner) • Games Testing

Advanced Apprenticeships

Advanced Apprenticeships are available too; all of these are NVQ level 3: • Creative • Creative and Digital Media • Design • Fashion and Textiles • Freelance (Music Practitioner) • Photo Imaging for Staff Photographers

A Levels

Here are some useful A Levels for the creative industry:

- Art and Design
- Dance
- Drama & Theatre Studies
- Fine Art
- Graphic Design
- History of Art
- Media Studies
- Music/Music Technology
- Performance Studies
- Performing Arts
- Photography
- Three-Dimensional Design

Foundation Degrees

A Foundation Degree is a university-level qualification that is equivalent to the first two years of an Honours Degree. They are different from Honours Degrees as they involve learning in the workplace as well as at university or college.

College Courses

A college course can also be a great route into this sector. To see which colleges have relevant courses in your region check out www.opendoorsmedia.co.uk.

USEFUL LINKS

- www.opendoorsmedia.co.uk - The best careers site on the web.
- www.skillset.org - The sector skills council for creative, digital and media.
- www.careersbox.co.uk - Home to a fantastic library of free careers videos.