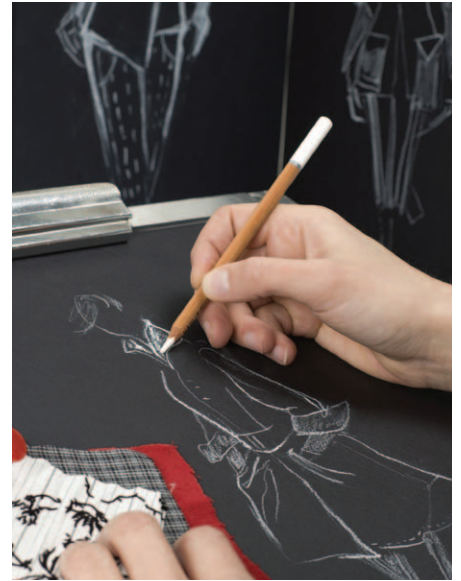


# Creative, Media & The Arts



**55,900**  
PEOPLE ARE EMPLOYED  
WITHIN TV - 11%  
OF THE CREATIVE  
INDUSTRY

**MORE THAN  
1/3**  
OF PEOPLE WORKING  
IN MEDIA ARE  
FREELANCE

**50%**  
OF THE TV WORKFORCE  
HAS UNDERTAKEN  
UNPAID WORK

**Facebook, Emmerdale, The Mona Lisa, Call of Duty. All these things have one thing in common – they all fall into Creative, Media and Arts sector and they could be the basis of your future career!**

## You ask us...

### WHAT'S THE CREATIVE, MEDIA & ARTS SECTOR ALL ABOUT?

It's everywhere. On your TV, on your computer, on your games consoles, in every newspaper, painting, t-shirt, magazine, book, website or newsletter, it's a massive sector that covers the things we enjoy most at home.

### WHAT KIND OF SALARY CAN I EXPECT TO EARN?

You'll start off on somewhere in the region of **£10,000** to **£18,000** depending on what you do. Some of the newer roles, such as interactive and digital media tend to pay more because they are more specialised, but nearly all the career paths available will have room for advancement and as the market continues to expand new roles will become available.

### WHAT KIND OF ENVIRONMENT WOULD I BE WORKING IN?

Most media companies work out of offices and studios; this isn't anywhere near as boring as it sounds as most creative offices are bustling with ideas and tend to be more laid back than the bigger corporations. Of course TV and Film would have you working in various settings both indoor and outdoor and the fashion industry could take you from a cat walk to a high street shop.

### HOW DOES THIS SECTOR COMPARE TO OTHERS ACROSS THE COUNTRY?

The Creative sector will soon become one of the most important in the country. As technology advances, people need to keep up to date and that's where you come in. At present, the industry is worth **£36 billion** a year; in the time it takes you to read to the bottom of this section, the Creative sector will have generated over **£70,000**. Around **£1** in every **£10** of our exports are in this sector, which means that other countries favour our approach to Media, Creativity and The Arts.

### WHERE IS THE WORK MOST CONCENTRATED?

It obviously depends on what you specialise in, but generally there is more work the further towards London you go. However, the BBC has recently relocated a lot of its stuff to Salford (near Manchester) and there are of course independent publishing companies, newspapers and digital media companies all over the country. It really is a case of moving to where the work is, but once you become established, moving won't be an issue.



and all Apprenticeships result in a Level 2 BTEC, Diploma or NVQ.

- Design • Games Testing • Performing Arts (Theatre) • Fashion and Textiles • Music Business • Creative

## ADVANCED APPRENTICESHIPS

These are the equivalent to A-Levels and can usually be joined after completing the associated Intermediate Apprenticeship. They are ideal for people who want a practical role as they learn while gaining valuable employment experience.

Here are some of the Apprenticeship Frameworks for this sector and all of these will result in a Level 3 qualification such as a BTEC, a Diploma or an NVQ.

- Creative • Creative and Digital Media • Design • Performing Arts • Photography • Photo Imaging

## A-LEVELS

A-Levels are the most popular gateway into university and are sought after by employers. Here are some of the relevant A-Levels for this sector:

- Art and Design • Dance • Drama • Fine Art • Graphic Design • Media Studies • Music Technology • Photography

## FOUNDATION DEGREES

A Foundation Degree combines university lifestyle with practical, hands on work. It's sort of like a cross between an Apprenticeship and an Honours Degree. They are often used as gateway qualifications to a full time Degree as they count towards the first two years of an Honours Degree. They usually take two years to complete and you'll be both in the work place and on the university campus. Example degrees include **Creative Writing, Animation and Photography.**

## COLLEGE COURSES

College courses are also a great way to get into this sector and many colleges do Creative courses. To check which colleges do these courses, head to over to our website: [www.careersworld.co.uk](http://www.careersworld.co.uk)

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# Careers Choices

If you have the imagination to match your ambition and desire to succeed, then you will go far in this sector. From television to fashion, there's a whole host of different career paths to be taken, but be aware that this is a very popular sector to get into, so it's best to get some work experience behind you to make you more attractive to employers. Here are some of the biggest areas within this sector:

## PUBLISHING

This magazine you are reading wouldn't exist without publishing and it covers everything to do with written word. Most publishers are small and deal with specialist publications, such as career specific magazines or travel guides. Starting salaries are quite high, ranging from **£15,000** to **£20,000**.

## FILM & TELEVISION

Fancy yourself as the next Phillip Seymour Hoffman? What do you mean who?! Well, it's not all about the actors; all those names that scroll at the end of the credits are roles that make film and television work. Cameramen, sound and lighting operators, makeup artists, special effects specialists and directors are just some of the roles available. Salaries usually start out fairly low (about **£12,000**) but will grow as your experience does.

## PERFORMANCE ARTS

All the world's a stage. Not only does this cover the performers, but also the

supporting crew; you could be in wardrobe, stage management or directing the whole thing! Starting salaries are usually between **£12,000** and **£16,000** depending on your role.

## INTERACTIVE MEDIA

Also known as New Media, everything from Facebook and Youtube to apps and websites is covered here. You'll have to move with the times, as in this industry something could go from popular to forgotten in just a few seconds. Remember Bebo? No, me neither. Starting salaries are pretty high because it's a specialist subject; expect to earn between **£16,000** and **£20,000** with more to come as you become more experienced.

## FASHION

If you know what's hot and what's not, what's in and what's out, then this could be right up your alley. Fashion covers designing new clothes, patterns and styles as well as buying stock for high street

shops to sell. You can expect to start on between **£12,000** and **£15,000**.

## PUBLIC RELATIONS

PR is all about networking – you might be representing a small company looking to expand or a high profile celebrity in search of that next big blockbuster. Starting salaries in PR are relatively higher than others in this sector; you're looking at **£19,000** to start out with, but experienced PR people at the top of the ladder can earn upwards of **£100,000!** That's a lot of chicken dinners...

## ANIMATION

Finding Nemo, Toy Story and Shrek; all are huge animated films that started life on a drawing board. Animators work on bringing still images to life. Animation isn't just limited to film; it appears in TV, on websites, adverts and video games. Starting salaries are between **£16,000** and **£20,000** and can increase with experience.

## CURATORS/ CONSERVATORS

Museums, heritage sites and art galleries all require experts to look after the exhibits that guests come to see. Whether it's bringing new exhibits in or restoring old ones to display quality, it's a varied job that you'll get a lot of gratification from. There is a minimum salary (by law) of **£20,895**, which you can expect to rise as you gain experience.

## Where to begin

## APPRENTICESHIPS

With over 48,000 different companies in this sector, an Apprenticeship might be the easier route to take to get into a very tough sector. Competition for places in this industry are super high, so having one foot in the door and earning as you learn could be a great way to go. Here are the frameworks you can expect to see in this industry