



# Creative and Media



**Creative industries employ around 1.3 million people in the UK and contribute £112.5 billion to the country's economy. The creative and media sector includes some of the UK's most dynamic and exciting industries. It covers everything from film, TV and interactive media to advertising, design and music. There are opportunities in the creative and media sector for young people with the right skills and knowledge, but competition for jobs is fierce.**

## What's happening?

- Creative industries account for 12% of all businesses and 5% of all employment in the West of England. There were 26,600 people employed in the creative industries in the West of England in 2005, in 4,900 businesses.
- Bristol and Bath have an international reputation for their arts activities.
- Bristol is the hub of the region's media activity and is now widely recognised as a major international centre for the production of animation, natural history and documentary films.
- Applicants for jobs in the creative and media sector need to be highly skilled. Most enter after taking higher education courses. There are virtually no apprenticeships in this sector.
- It's a tough business. More people want to work in it than there are jobs. You might have to do unskilled jobs on your way up the career ladder.

## How much could I earn?

	Average annual salary (£s)
Advertising Manager	£52,504
Graphic Designer	£23,930
Journalist/Editor	£33,240
Photographer	£26,347

Salary rates have been calculated using the average gross pay rates for full time workers. Figures are for the United Kingdom. Averages can hide higher earnings. With training and career development, higher salaries can be achieved. Source: Annual Survey of Hours and Earnings 2008, O.N.S., © Crown Copyright.

## What we think will happen

- Technological changes (including the shift to digital) will continue. The demand for multi-skilled workers will increase. Continuous skill development is important.
- The computer games industry is expected to continue its expansion.
- Many of the people employed in the media industries are self-employed.
- While the immediate future is uncertain due to the current economic downturn the creative industries have been highlighted as one of the West of England's most important emerging sectors.
- Once the economic downturn finishes some of the fastest occupational increases in the UK are expected to occur in design, media, artistic and literary related work.

## Do you want to work in Creative and Media? Is this you?

- Enjoy solving problems and putting together solutions
- Enjoy training and updating knowledge
- Good communication skills
- Team worker
- Very good information technology skills

## Some job suggestions

- Arts Administrator
- Art Editor
- Art Therapist
- Brand Manager
- Computer Game Designer
- Exhibition Designer
- Medical Illustrator
- Newspaper/Broadcast Journalist
- Photographic Stylist
- Radio Producer
- Sound Technician
- TV/Film Camera Operator

## Routes into Creative and Media

Level 1 (Foundation)	Level 2 (Intermediate)	Level 3 (Advanced)	Level 4 (Higher)
GCSE Grades D – G BTEC Introductory Diploma NVQ 1 Foundation Diploma	GCSE Grades A* – C BTEC First Diploma NVQ 2 Apprenticeship Higher Diploma	A Level BTEC National Diploma NVQ 3 Advanced Apprenticeship Advanced Diploma	HND Foundation Degree First Degree NVQ 4

The **Diploma in Creative and Media** will help students to become creative thinkers, effective communicators and flexible enterprising practitioners. Whether a student wants to be a fashion designer, creative writer, advertising director or musician, the Diploma offers a broad experience. The Diploma is structured around four themes. You'll learn about: creativity in context; thinking and working creatively; the principles, process and practices behind the work, and commercial skills for creative business and enterprise.

See: [www.skillset.org/qualifications/diploma](http://www.skillset.org/qualifications/diploma)

**Check with your school or Connexions Personal Adviser when this will be on offer in your local area.**

Note: there are a number of ways of training for this area of work; the new Diploma is just one of these. See Routes into Creative and Media for the options.

## Want to know more?

Apprenticeships – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)  
or call the **helpline on 08000 150600**  
Creative and Cultural Skills – [www.ccskills.org.uk](http://www.ccskills.org.uk)  
Design Council – [www.designcouncil.org.uk](http://www.designcouncil.org.uk)  
Skills Council for Audio Visual Industries  
– [www.skillset.org](http://www.skillset.org)  
South West Screen – [www.swscreen.co.uk](http://www.swscreen.co.uk)  
The Crafts Council – [www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)  
The Diploma - [www.direct.gov.uk/diplomas](http://www.direct.gov.uk/diplomas)  
Your Creative Future – [www.yourcreativefuture.org.uk](http://www.yourcreativefuture.org.uk)

**"The Creative and Media Diploma will help develop the creativity of all students, opening their eyes to a world of possibilities."**

Clive Jones, Chairman of GMTV and Two Way TV

## Want to speak to somebody?

Go to [www.connexionswest.org.uk](http://www.connexionswest.org.uk) for addresses of Connexions West of England local centres or contact Connexions Direct. Connexions Direct can offer you all the information and advice you need to make the decisions and choices in your life.

Connexions Direct: **080 800 13 2 19** Text: **07766 4 13 2 19**

Webchat/Email: [www.connexions-direct.com](http://www.connexions-direct.com)