

Labour Market Exploration:
Creative & MediaINDUSTRY
HEADLINES

Art & Design

Many craftworkers and artists have **more than one job** to help them boost their income

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The UK design industry is considered to be **one of the best in the world**

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It is estimated that there are 47,400 freelance & self-employed designers in the UK

Art & Design

INTRODUCTION

- The industry is dominated by small businesses with as many as 94% employing fewer than 11 employees – much higher than the national average
- Self-employment is also significantly higher than the national average at 46% – and 43% of jobs are in London & the South East
- *Work by artists* can change the way we look at the world – but getting commissions as a fine artist can be difficult
- *Designers* affect almost everything we use in our daily lives – from clothes to cars, magazines to mobile phones
- *Craftspeople* include engravers, picture framers and model makers – they produce products using traditional methods or innovative ideas and materials

TRENDS

- The design sub-sector has been growing, with some skills shortages reported

SKILLS

- Creativity, an eye for shape and colour, and good spatial awareness are important for many jobs in this sector
- Technical and practical skills and communication skills are highly valued
- Business skills are needed for self-employment

INDUSTRY contd.

HEADLINES

Media

Skillset, the Sector Skills Council for the Audio & Visual Industries, hosts a **dedicated media career helpline** – **08080 300 900** – open from 8am to 10pm 7 days a week

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The **Skillset Media and Screen Academy Networks** link colleges and universities across the UK which are centres of excellence in television and interactive media – contact www.skillset.org/training

Media

INTRODUCTION

- This diverse industry includes work in:-
 - the film industry & video industry
 - radio & TV
 - news agency activities
 - computer games industry
- This is a tough, competitive industry with success depending on total commitment
- Long hours may be required to meet deadlines

TRENDS

- The forecast for the net requirement of workers to enter the industry over the period 2004-14 is 562,000

SKILLS

- Creativity is an essential skill for many jobs in this industry
- Communication skills, effective teamworking, good IT skills & confidence are also important

INDUSTRY contd.

HEADLINES

Performing Arts

The Creative & Cultural Skills Sector Skills Council – www.ccskills.org.uk – welcomes the Government's ambitious target for **5,000 apprenticeships across the creative industries** – in a sector dominated by micro-businesses & periods of low or unpaid work to gain the necessary skills for a career in the creative & cultural industries, the need for a structured, high quality apprenticeship route is clear

Performing Arts

INTRODUCTION

- In this industry many people need to do some other part-time work to supplement their income
- Opportunities occur in a number of areas including:-
 - acting & directing theatre performances;
 - dance, from classical ballet to music video routines;
 - music, from classical & popular musicians to promoters & managers

TRENDS

- Over the period 1999-2004 employment in the industry grew by an average of between 2.4% & 2.7% – and is **set to grow by between 1.6% & 1.8% annually**
- With the advent of digitisation & global convergence, the music industry is changing rapidly

SKILLS

- **Creative talent alone is often not enough** – determination & being able to cope with rejection can be the key to getting into this highly competitive industry
- **Networking skills are important** – getting known can be a vital starting point
- Current skills gaps & future needs for the music industry focus around **IT & digital management**, finance & business skills for freelance workers

WEBLINKS – including SSC's (Sector Skills Councils)**Main sources:**

- SSC gateway site – www.sectorcareersinfo.co.uk
– includes labour market intelligence, curriculum resources, inspirational case studies, role models that challenge stereotypes
- Jobs4u – www.connexions-direct.com/jobs4u – extensive careers database and a good site for young people
- Learn Direct – www.learndirect-advice.co.uk/helpwithyourcareer/jobprofiles/ – over 700 job descriptions & job profiles
- National Guidance Research Forum (NGRF) – www.guidance-research.org – site developed by the Institute for Employment Research (IER) including labour market trends data & an on-line learning module for LMI
- Prospects – www.prospects.ac.uk – information for graduates which can help young people consider progression pathways from their Diploma programme
- Careersbox – www.careersbox.co.uk – a free national careers film library showing films of real people doing real jobs

Specialist sources:

Key: C – careers information J – job hunting
L – learning & training T – tutor resource

Art & Design

- Can U Cut it? In Fashion (SSC) – www.canucutit.co.uk
– informative careers & course information – **C, L, T**
- Creative and Cultural Skills (SCC) – www.ccskills.org.uk
– includes careers information on crafts & design – **C, L, T**

- Skillfast-uk 'Just the Job' (SSC) – www.careersinclothing.co.uk – career profile information – **C, L, T**
- Skillfast-uk 'fabricadabra' (SSC) – www.fabricadabra.co.uk – resource site for teachers, including lesson plans & work-related learning products – **L, T**

Media

- Skillset Careers – audio visual industries (SSC) – www.skillset.org/careers – includes specialist careers information, advice & guidance for broadcast, film, video, interactive media, photo imaging, animation & computer games – **C, L, T**
- National Council for the Training of Journalists – www.nctj.com – includes a section devoted to careers advice – **C, L, T**

Performing Arts

- Creative and cultural skills (SCC) – www.ccskills.org.uk – includes careers information on music & performing arts – **C, L, T**
- Equity – www.equity.org.uk – inspirational site for work in the performing arts, including specialist careers advice from performers – **L**