What do careers in the creative industries look like?

Throughout this guide click this symbol to find out more

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What do careers in the creative industries look like?

Creative Careers Webinar Recording 03/03/2021

Unlisted

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A specialist creative university offering industry-focused degrees

Championing creativity and collaboration

90% graduate employability

76% in highly skilled jobs

73% in full time employment

*August 2020 (pandemic)

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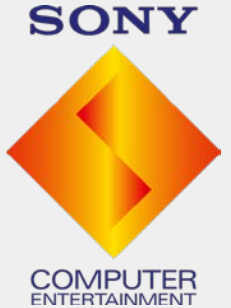
Industry Connections

We have close relationships with the creative industries.

- Our students ‘learn with industry’ through live industry projects
- All Ravensbourne courses have been written in consultation with industry partners.

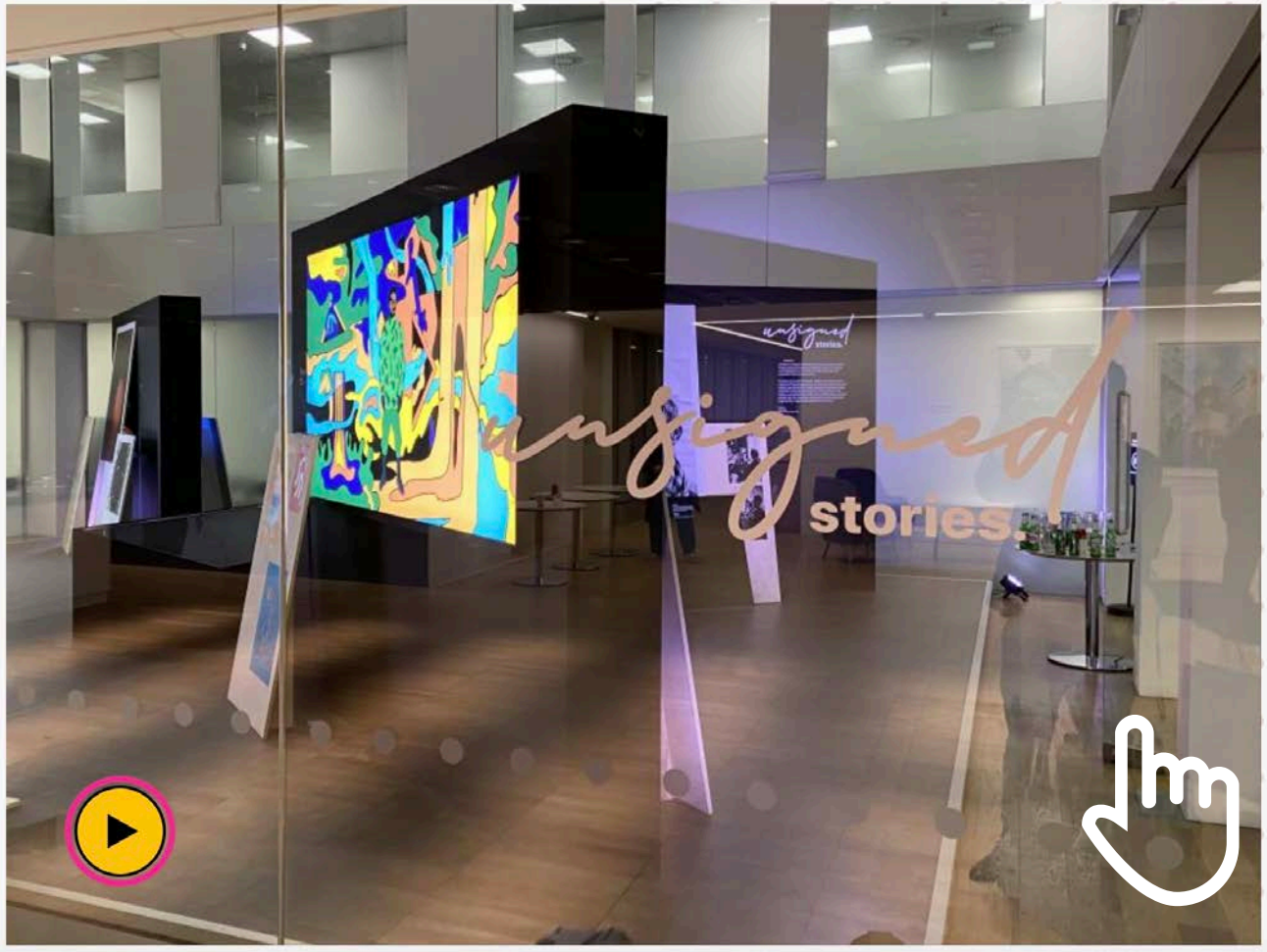


BA Advertising and Brand Design

‘Unsigned Stories’ project with Apple

Showcase of work promoting unsigned recording artists

Scan to learn more!



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BSc Digital TV Technology & BA Digital TV Production

Live stream of the RSC's productions of Macbeth and Romeo & Juliet to 149,000 students.

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Who and what make up the creative industries?

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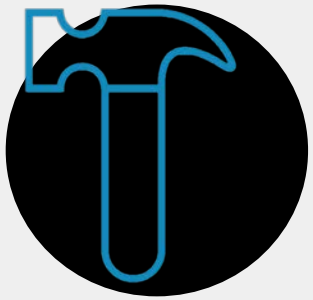
Sectors within the Creative Industries

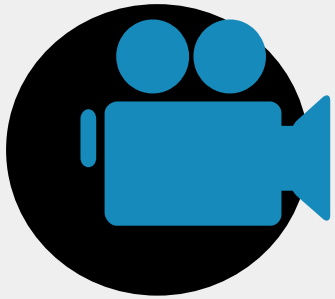
Advertising & Marketing

Architecture



Crafts

Design (Product, Graphic & Fashion)



Film. TV, Radio, Video & Photography,

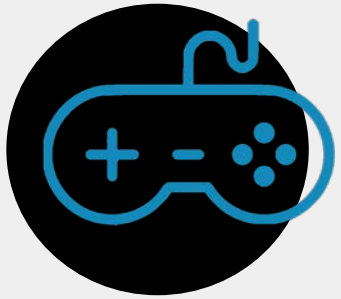
IT, Computer Software and Services (CreaTech)

Publishing

Museums, Galleries & Libraries

Music, Performing & Visual Arts

Animation & VFX



Video Games

Heritage

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The UK Creative Industries 2019 VALUE

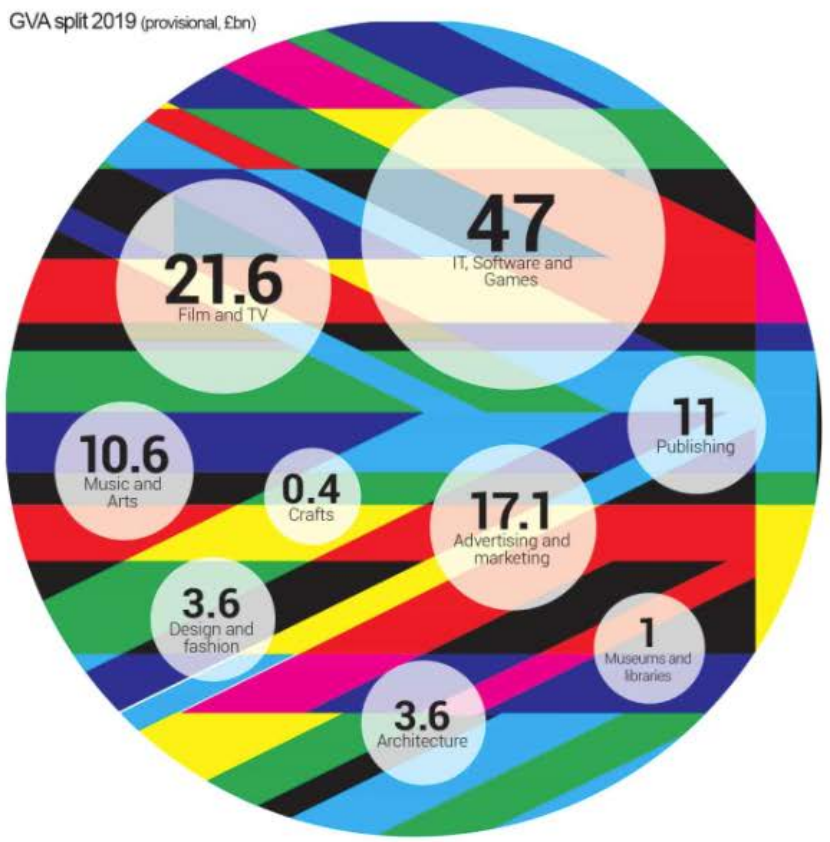
Value (GVA*)
The UK Creative Industries 2019

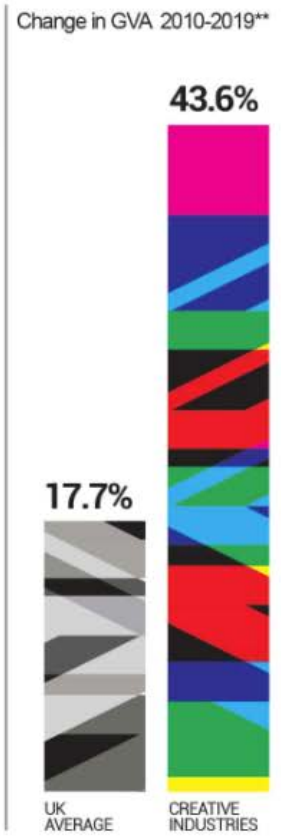
£115.9bn A YEAR

£13.2m AN HOUR

5.6%
INCREASE IN VALUE SINCE 2018**

*Gross Value Added, current prices **Calculated using chained volume measures





Source: DCMS, December 2020

www.thecreativeindustries.co.uk

People in the Creative Industries…

Entertain

Dress

Innovate

House

Educate

Communicate

Inspire

Construct

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The UK Creative Industries 2019 JOBS

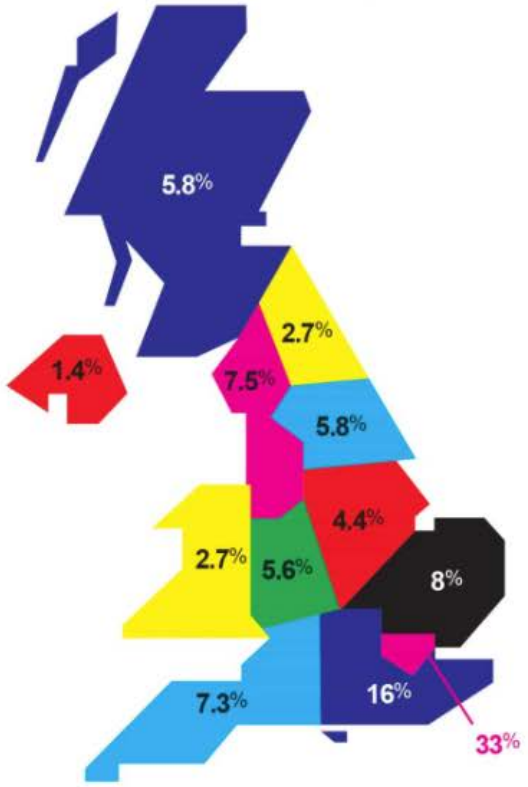
Jobs

2.1 MILLION JOBS TOTAL

61k NEW JOBS IN 2019

2.7x JOBS GROWTH OF UK AVERAGE

Proportion of UK creative industries jobs by region in 2019



UK Creative Industries Workforce 2019

www.thecreativeindustries.co.uk

Source: DCMS, April 2020

How many more roles can you think of?

The value of the CreaTech Industry in the UK

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Myths

/Not enough jobs
/You need specific skills
/You can’t earn any money
/There’s no job security

Reality

/Wide variety of jobs
/Digital skills for the future
/Jobs require a range of skills
/Salaries differ depending on job
/The industry has changed hugely

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The future of the creative industries

/Jobs of the future require flexibility, innovation and collaboration
/Creativity comes from people – robots haven't mastered that yet!
/Creating and producing high quality content will be sought after
/Young people are seen as having the vision of what entertainment looks like
/The UK has strengths in media, culture and education to create trends and influence
/Trends – Cloud computing, data, green economy and urbanisation

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Our students.....

Event Managers
Video Editors
Social Media Managers
Advertising execs
2D Animator
Graphic Designers
Producer
Illustrator
Sound Designer
Studio Assistant
Photographer
Fashion stylist
Architect

Expand on your skills

- Creative ideas / research
- Work experience
- School / college projects
- Clubs or societies
- Community work / volunteering

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Creativity skills and more….

- Problem solving
- Communication skills
- Teamwork and working under pressure
- Lateral and logical thinking skills
- Well-organised with an eye for detail
- Budgeting / good with numbers
- Flexibility
- **Subjects** such at **English, Maths, History, Psychology, Geography all relevant**

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2030 skills

DISCOVER THE SKILLS YOU'LL NEED IN 2030 TO SUCCEED IN YOUR CURRENT JOB AND COMPARE THESE TO OTHERS.

ENTER

https://futureskills.pearson.com/

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2030 skills

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www.screenskills.com

www.creativeaccess.org.uk

www.prospects.ac.uk/job-profiles

www.discovercreative.careers/#/

www.bfi.org.uk

What are Ravensbourne Alumni doing in industry?

Dudley Nganjo
Digital Film Production (2019)

Cinematographer

Freelance University Lecturer

Tony Longe
Digital Film Production (2016)

Freelance Producer

Producer for Sony Music
https://www.tonylonge.com/press

Chris Chuky
Digital Film Production (2016)

Director
https://www.chrischuky.com/

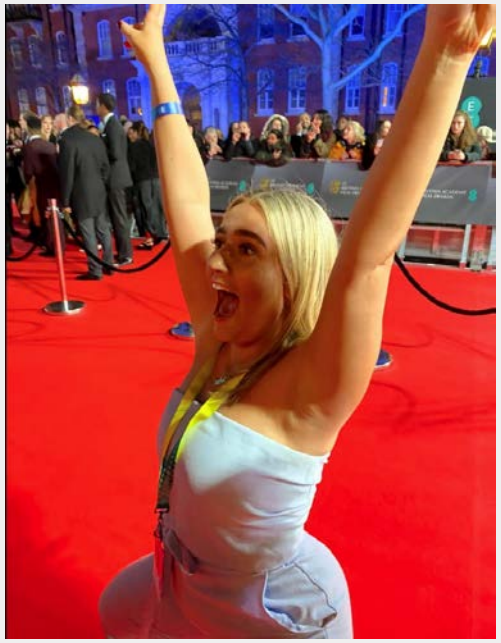
Freelance University Lecturer

Issie Mandry

Advertising and Brand Design (2017)

Junior Creative at Cake

https://www.wearecake.agency/



Fahud Ahmed

Motion Graphics (2015)

Brand Lead at Bulletproof – March 2021
Senior Realisation Designer at Design Bridge (2016-21)

Mentor + Ambassador for Creative Mentor Network

Milot Pireva

Architecture (2015)

Architectural Designer at WilkinsonEyre (2018 – present)
Burrell + Mistry Architects / Perkins+Will

Freelance University Lecturer

Danielle Phillip

Fashion (2013)

Womenswear Designer at Debenhams

Freelance University Lecturer

Stay in touch - Outreach Programme

- Holiday Schools (Spring + Summer)
- Subject specific masterclasses
- Online creative projects
- Online creative careers resources for IAG
- Application support – personal statements, portfolios and show reels

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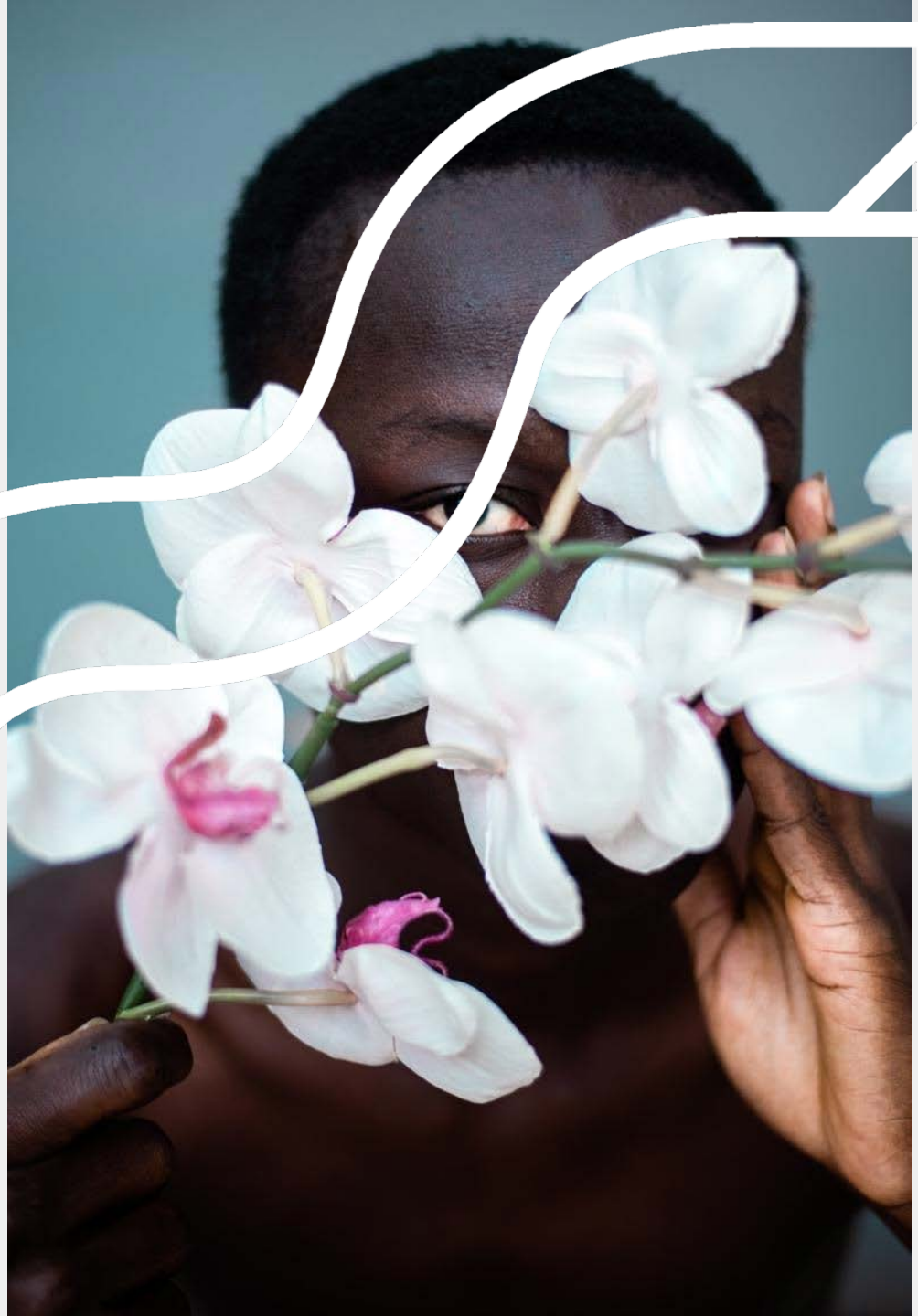
Stay in touch

Email: outreach@rave.ac.uk

Website: www.ravensbourne.ac.uk/outreach

Instagram: @raveoutreach



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