



Creativity Matters

Options for Creative Careers



CREATIVITY AND
THE WORKPLACE



CREATIVITY
MATTERS: WHY?

The Overview



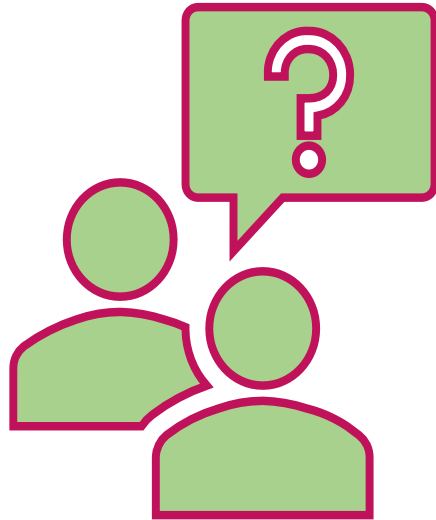
WHAT VALUE DOES
CREATIVITY HAVE?



CREATIVITY AND
ME



How could you define creativity?



“Creativeness is the ability to see relationships where none exist.”

Thomas Disch, author, 334, (1974)

“Creativity is the act of turning new and imaginative ideas into reality”

Creativityatwork.com

“Creativity is the process of bringing something new into being.”

Rollo May, *The Courage to Create*



ABOUT 1 In 8 UK BUSINESSES ARE IN CREATIVE INDUSTRIES

Department of Digital, Culture, Media & Sport, (DCMS)



CREATIVITY **REGULARLY** NAMED BY
EMPLOYERS AS **ONE OF THE** TOP 3 MOST
DESIRABLE SKILLS **FOR FUTURE JOBS**



What are creative industries or workplaces?



Write down 5 areas of business or companies that you think are creative:

1

2

3

4

5

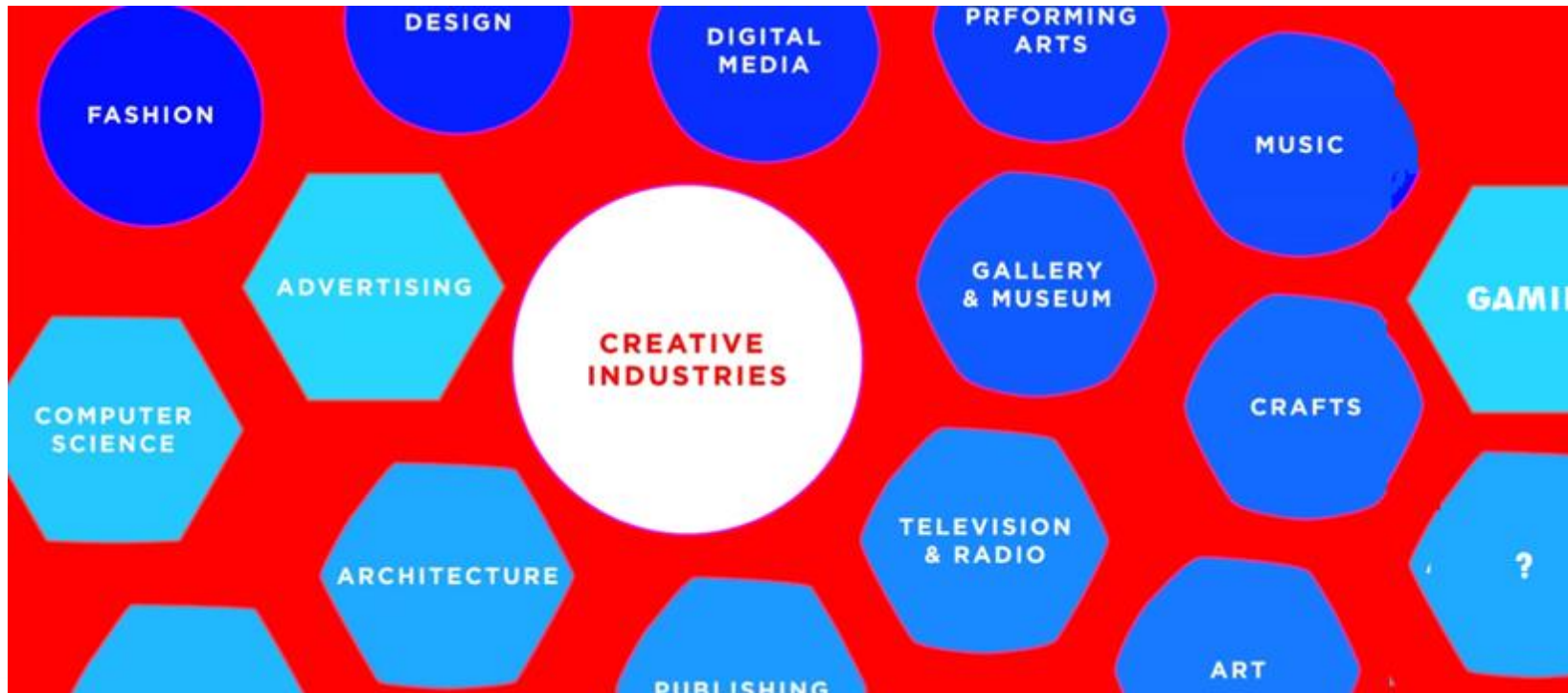


What are Creative Roles?

Fashion Buyer and Merchandising * Fashion Designer * Fashion Illustrator * Film Director * Film Editor * Float Designer * Floral Arranger/Designer * Framing Technician * Furniture Designer * Folk Artist * Gardner * Greeting Card Designer * Glassblower * Graphic Consultant * Graphic Designer * Golf Course Landscape Artist * Lawyer * Hat Maker * Home Products Developer and Marketer * Ice Sculptor * Lighting Engineer * Illustrator * Industrial Designer * Industrial Technologist * Interior Designer * Jeweler * Jewelry Designer * Journalist * Kinetic Artist * Kite Designer * Lace Maker * Landscape Artist * Lithography Artist * Lithographer * Illustrator * Log and Letterhead Designer * Make-up Artist * Mapmaker * Mechanical Engineer * Mechanical Draftsman * Medical Illustrator * Memorial Designer * Menu Designer * Metal Arts Metalsmith * Museum Director * Neon Sign Maker * Newspaper Layout Artist * Advertising Designer * Accessory Designer * Aesthetician * Aerial Photography * Airplane Designer * Art Appraiser * Art Critic * Art Director * Art Historian * Artist Agent * Architect * Art consultant * Architectural Draftsman * Advertising and Communications Director * Advertising Art Director * Advertising Layout * Animator * Antique Dealer * Art Appraiser * Art History Librarian * Art History Professor * Art Restoration * Art Materials Salesman * Art School Director * Art Teacher * Art Therapist * Automotive Designer * Basket Maker * Bookbinder * Book Designers * Building Arts * Cartoonist * Cartographer * Commercial Artist * Cosmetologist * Construction Draftsman * Cabinet Maker * Carpenter * Clothing Designer * Ceramist * Computer Graphic Artist * Corporate Curator * Costume Designer * Court Room Artist * Culinary Artist * Customer Framer * Dental Technician * Display and Exhibit Designer * Digital Photographer * Engineer * Engraver * Environmental Designer * Filmmaker * Fiber Artist * Occupational Therapist * Ornament Designer * Package Designer * Painter * Pasteup Artist * Pattern Designer * Pattern Maker Technician * Performance Artist * Photographer * Photo Journalist * Plastic Surgeon * Porcelain Designer * Potter * Press Designer * Production Designer * Prop Designer * Printmaker * Puppet Maker * Printmaking * Quilter * Researcher * Rug Maker * Restoration Artist * Sand Painter * Sand Sculptor * Scenic Designer * Scientific Graphic Illustrator * Sculptor * Seamstress * Shoe Designer * Sign Painter * Silversmith * Stained Glass Designer * Stage/TV/Screen Designer * Stamp Illustrator * Surface Designer * Surgeon * Tapestry Designer * Tattoo Artist * Technical Designer * Technical Illustrator * Textile Designer * Theme Park Designer * Tailor * Tile Designer/ Painter * Toy Designer * Typographer * Urban Designer * Visual Communications and Technology * Vendor Display Designer * Venetian Glass Designer * Wallpaper Designer * Watchmaker * Watercolorist * Weaver * Web Site Designer * Window Display Artist * Wood/ Metal/ Plastic Fabricator



Which area of creativity, do you think makes the most money, in the UK?



1. Music
2. TV & Film
3. IT Software and Games



The UK Creative Industries



VALUE (GVA*)
The UK Creative Industries 2018

£111.7 bn
A YEAR

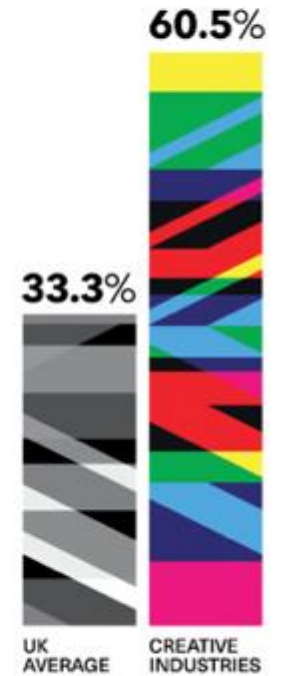
£12.7 m
AN HOUR

>5x
FASTER ANNUAL GROWTH
THAN UK AVERAGE**

UK Creative Industries split 2018 (£m)



GVA % change 2010-2018



*GVA = Gross Value Added
Unless stated, all data in current prices and provisional
**Adjusted for inflation



Creative Industries in Waltham Forest...



- Waltham Forest has the fastest employment growth in London at 30% compared to London average of 14%
- Digital and Creative have been the **fastest growing sector in Waltham Forest 40% over 5 years** (*this exceeds construction, and retail*)



Local creative industry growth...

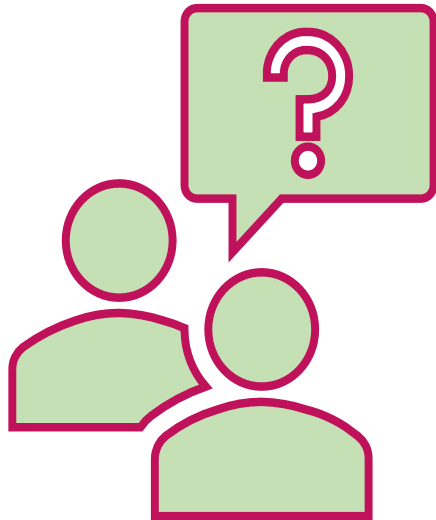
DAGENHAM STUDIOS – BARKING & DAGENHAM



EAST BANK - STRATFORD



What impact has Covid-19 had?



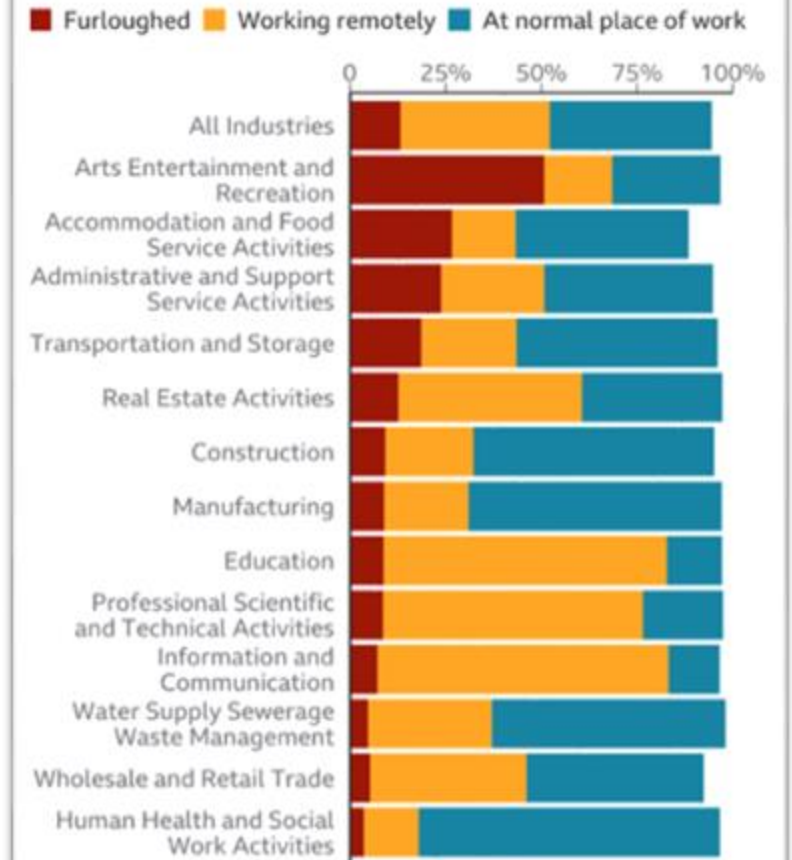
Live events



Virtual experiences

Workers in many industries are already back at their workplace

Working arrangements for UK businesses that are trading

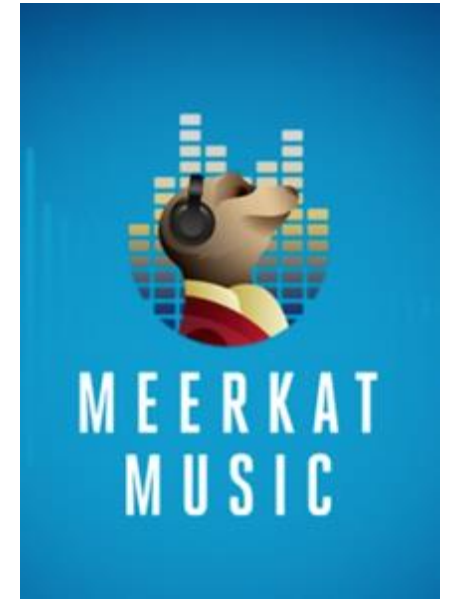


Note: Bars do not equal 100% due to rounding and "other" being removed

Source: Office for National Statistics (ONS), 6 April

ONS





Arts and Culture: more important to people now than ever



*What might the
recovery of the
cultural and
heritage sector
look like?*



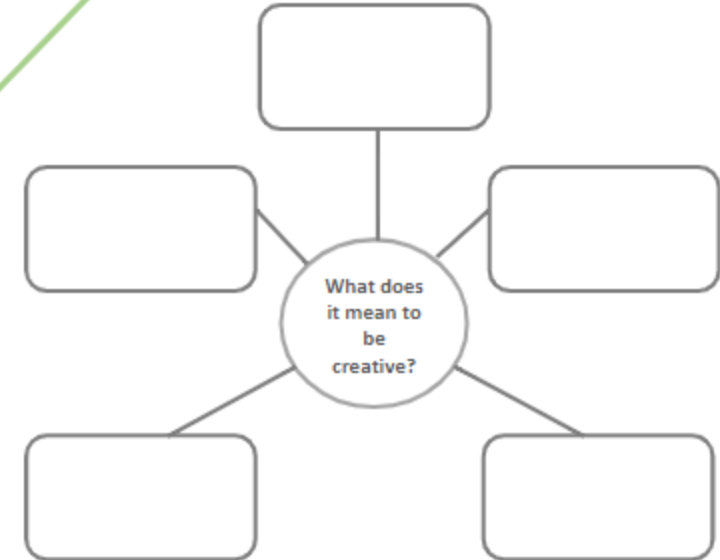
After Class Task

Using the worksheet that your teacher/tutor will share:

1. What does it mean to be creative?
2. List three creative industry jobs that interest you?



Task 1 – complete the spider diagram



Task 2 – List 3 creative industries or jobs that are of interest to you

- 1.
- 2.
- 3.



NEXT in the Creative Careers Tutorial series



- Local Success Stories: People and Business
- Education Routes into Creative Careers
- Professional Pathways in Creative Careers



#Letsnavigate

Options for Creative Careers

