



CREATIVE INDUSTRIES

Creative industries include almost everything imaginable from fine art to architecture. The UK economy has some of the biggest and most diverse creative industries which have grown year on year. If you have the imagination, innovation, temperament and determination to succeed in the creative sector, there is a role for you!

Growth over 2012-2013 was higher than in any other UK industry and was **THREE TIMES THE AVERAGE INCREASE** in the UK economy. The number employed in the creative sector is expected to soar and **EMPLOYMENT** in the **NORTH EAST** region is around **FIVE TIMES HIGHER THAN THE NATIONAL AVERAGE.**



TYPICAL ROLES

There is a vast array of creative jobs at all levels of entry and expertise. A few career ideas include:

Actor	Event Manager
Advertising and Marketing	Fashion Designer
Animation Designer	Florist
Artist	Tv/Film Technician/Director
Audio-visual and Broadcasting Technician	Writer

To find out more about careers in the creative industries, here are some useful websites:

www.thecreativeindustries.co.uk
www.ccskills.org.uk

QUALIFICATIONS

APPRENTICESHIPS

There are few apprenticeships in creative occupations, but some companies may offer in-house training or an internship. If you know what type of company you would like to work for, you could approach them with your CV to see if you can gain some valuable work experience.

FURTHER EDUCATION COLLEGE PROGRAMMES

Further education colleges and institutions can provide traditional employed status apprenticeships and other programmes at various levels such as, Pre-Apprenticeships, Advanced Apprenticeships, NVQs, BTEC Levels 1-3, A-Levels, Higher Education and HND foundation and full degree programmes. At Gateshead College, we offer a variety of further education routes within the creative industries sector including in games, popular music, music production, dance and performing arts. Visit our website to find out more

www.gateshead.ac.uk

A-LEVELS

A-Levels are the most popular pathway to get into higher education and university. A few of the most popular creative A-Levels are: Art and Design; Drama; Fine Art; Graphic Design; Media Studies; Music; Literature and Photography.

FOUNDATION DEGREES

Foundation Degrees normally take two years to complete and can lead to a stand-alone qualification in their own right or can be topped up with an extra year in higher education to become a degree. To get on to a Foundation Degree, you would normally need a good portfolio of work. A Foundation Degree can be a great way to combine practical and university, academic work and take on two years without pressure to do a third year. Examples of Foundation Degrees include: Animation, Creative Writing and Photography.

DEGREES

Not all jobs in creative industries require a degree as experience and talent go along way. A degree programme can offer a high level of technical and practical experience as well as work experience and business skills. There are several types of first degree qualifications, the most common being Bachelor of Arts (BA) and Bachelor of Science (BSc). Most degrees take three years to complete on a full time basis. Some offer industry placements or even time studying abroad so check them all out before applying. There are so many degree programmes and here are just a few topics:

[Creative sound production](#)
[Professional music performance](#)
[Costume design for theatre and film](#)
[Creative technologies](#)

To look up degrees, here are some useful websites:

www.ucas.com
www.prospects.ac.uk

WHERE COULD IT LEAD?

With the right combination of skills, innovation, drive, contacts, not to underestimate location and a good portion of luck, it is possible to be hugely successful in the world of creative pursuits.

Careers can lead to roles at entry level to global entrepreneur or accomplished artist. Just a few of our regional, famous creative people include: Ant and Dec, Vic Reeves, Tom Hadaway, Rowan Atkinson, Sting, Dame Flora Robson, Ridley Scott, Paul Shriek and Cheryl Cole.

Working in creative industries can be exciting and personally fulfilling, but also a lot of hard work and dedication. To get where you want to be, go for positive networking, "self-promote" and use all the right social media and websites to showcase your work and abilities. Create your own website and make sure you make all the right connections.

Useful websites to promote your work include:

www.deviantart.com

www.redbubble.com

AVERAGE SALARIES

Average salaries in media roles start around **£12,000 -£15,000**.

Designers with specialist skills typically earn more, starting at average **£15,000 – £20,000**.

Self-employment and freelance work is relatively high and rising in the creative sector. Rewards are variable and depend on contracts, commissions and skills.

SOME NORTH EAST COMPANIES

Location is an important consideration in the creative arena as many opportunities were traditionally based in London. However, the North East is catching up as the North East culture and leisure sector is increasingly buoyant.

Listed among the top North East creative companies are:

[Ubisoft UK AAA Games Studio](#)

[Sage, Gateshead](#)

[Theatre Royal](#)

[Dance City](#)

[Northern Stage](#)

[Live Theatre](#)

[Metro Radio](#)

[The Toffee Factory](#)

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"The UK's Creative Industries are recognised as world leaders around the globe and today's figures show that they continue to grow from strength to strength. They are one of our most powerful tools in driving growth, outperforming all other sectors of industry and their contribution to the UK economy is evident to all."

SAJID JAVID

[Secretary of State for Culture, Media and Sport](#)

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