Creative Industries in Higher Education

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Part of NNCO National Networks for Collaborative Outreach

Log in to Participoll….

http://bcu.participoll.com

How many jobs were in the Creative Industries in 2014?

A. 1.31 million

B. 1.83 million

C. 2.8 million

D. 4.57 million

Source:
http://www.thecreativeindustries.co.uk/resources/infographics

A B C D 0

How much did the UK Creative Industries contribute to the economy in 2014?

A.£84.1 mn

B.£103.5 mn

C. £84.1 bn

D.£103.5 bn

Source:
http://www.thecreativeindustries.co.uk/resources/infographics

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A B C D 0

What is the average salary for the Media, Digital and creative sector?

A. £20,515

B. £35,515

C. £25,515

D.£45,515

Source:
http://www.reed.co.uk/average-salary/media-digital-creative

In 2014, what percentage of jobs in the Creative Industries were held by graduates?

A. 58.8%

B. 43.6%

C. 36.9%

D. 23.7%

Source: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439714/Annex_C_-_Creative_Industries_Focus_on_Employment_2015.pdf

Benefits of a degree

Table 6: Proportion of jobs by highest level of qualification in the Creative Economy in 2014, by Creative Economy group

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	59.3%	7.0%	15.0%	12.7%	2.7%	2.5%
Architecture	74.6%	9.6%	6.5%	6.2%	1.5%	0.8%
Crafts	17.9%	6.4%	28.1%	23.9%	9.6%	11.5%
Design: product, graphic and fashion design	46.6%	12.9%	22.3%	10.5%	3.1%	2.6%
Film, TV, video, radio and photography	52.3%	10.9%	18.1%	11.8%	3.6%	2.4%
IT, software and computer services	64.7%	8.9%	14.3%	9.0%	1.8%	0.7%
Museums, galleries and libraries	61.3%	6.6%	13.4%	11.7%	5.5%	1.0%
Music, performing and visual arts	58.4%	10.5%	14.9%	10.7%	2.7%	2.3%
Publishing	60.5%	8.2%	13.7%	10.4%	4.5%	2.4%
Creative Economy Average	58.8%	9.1%	15.5%	10.9%	3.0%	2.0%
UK Economy Average	31.8%	9.7%	23.2%	19.9%	8.4%	5.5%

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Source: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439714/Annex_C_-_Creative_Industries_Focus_on_Employment_2015.pdf

What skills do you need?

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Your Interests

What inspires you?

Who is your favourite designer?

What type of designs do you make?

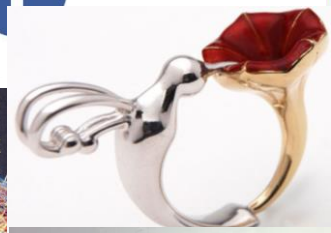
What materials do you like to work with?

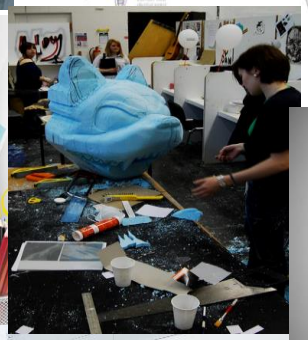
What do you want to learn next?

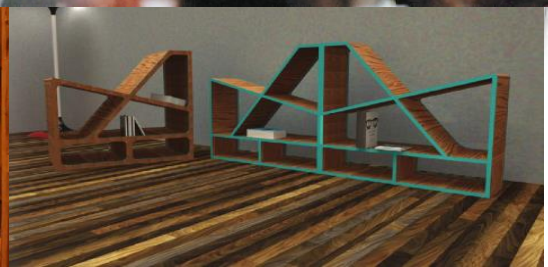
How do you showcase your work?

Where do you see yourself in 10 years time?

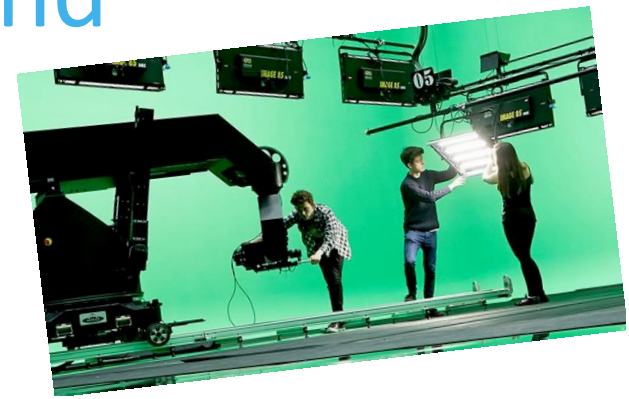
What can you study?







Choosing courses and Universities



- Facilities
- Course content
- How much choice do you have?
- Other options possible?
- Methods of teaching
  - Lectures
  - Seminars
  - Tutorials
  - Practicals
  - Industry Links
  - Group projects/presentations
  - Placements/ Workshops
  - Independent learning

How will you present your portfolio?

Look at the Prospectus/ Course pages to see if there are any specific requirements

Digital

- 20 slides are more than enough. Annotate each slide explaining your processes.
- The file that you send should be no bigger than 20 MB (megabytes).
- PDF (portable document file) or PowerPoint are accepted formats.
- Audio compositions/moving image work are also acceptable formats. If they cannot be embedded within your PowerPoint then please send mp3 or QuickTime file formats not exceeding 20MB.
- Please ensure that all submitted materials are properly documented citing materials used, and where appropriate, explaining the processes used.
- Please make sure that your name / email is on each file attachment.

Physical

- Is it easy to use?
- Name and Title on the front cover
- Make sure you can carry it
- No more than 20 pages
- Models and digital files are fine, just ensure you can carry them

What to Include in a Portfolio

Be relevant

Include relevant work related to the subject area of interest. Know about the course you are applying for. Show ideas generation, experimentation and risk taking. Within your portfolio, are you able to demonstrate knowledge of the subject discipline, practitioners and individuals that have inspired you?

Think about the basics

Show examples of paintings, drawings, photographs, three-dimensional work, time-based work and anything else relevant to the area of practice

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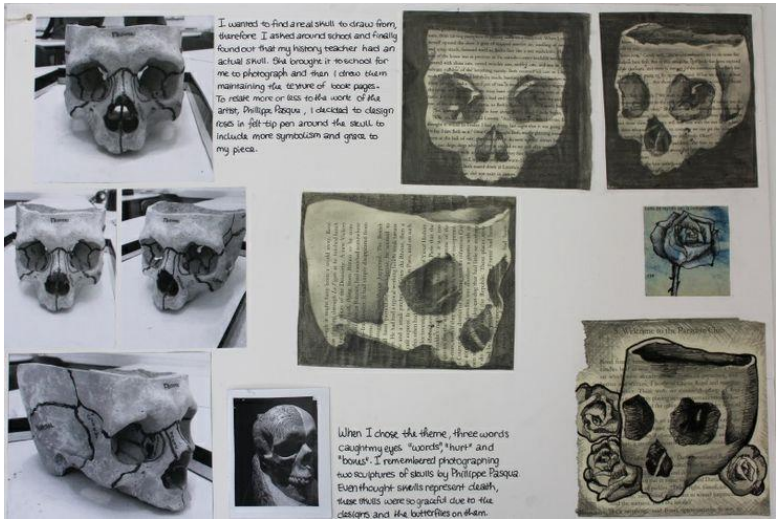
What to Include in a Portfolio

Tell a story

Try to show one full project from start to finish with the preparatory drawings included. Annotations are helpful as they show how you research and reflect on the development of your work.



The Finished Article

Include three to four final pieces that you are able to talk about. This might include 3D models rather than photographs.

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What to Include in a Portfolio

The Sketchbook
Include sketchbooks. This will give us an understanding of how you think (through your annotations) and allow us to see the development of your drawing. (If the portfolio is digital, photograph or scan some of the best pages).

Final Portfolio Tips

- What is the first thing that we will see in your portfolio?
- What will be the mid-point highlight?
- What will you end with?
- Consider the flow of your portfolio
- Are you able to talk about the portfolio with passion?

What should you be doing now?

- Research the course
- Do extra curricular activities
- Gain work experience
- Go beyond the syllabus
- Focus on doing well in exams!