



# Creativity Matters

## Options for Creative Careers



CREATIVITY AND  
THE WORKPLACE



CREATIVITY  
MATTERS: WHY?

# The Overview



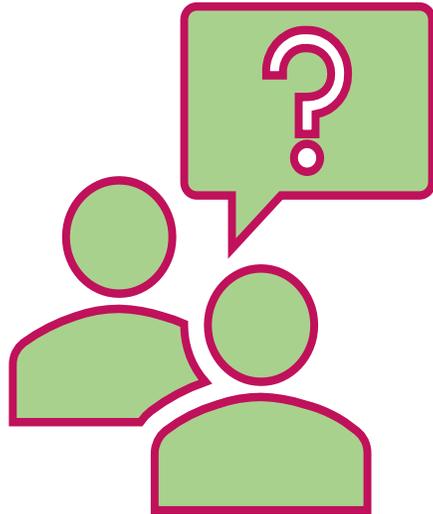
WHAT VALUE DOES  
CREATIVITY HAVE?



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

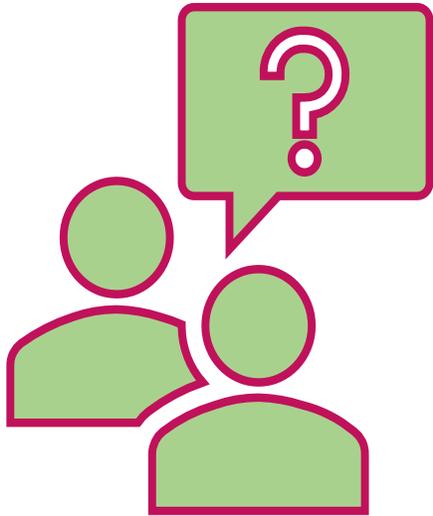
Department of Digital, Culture, Media & Sport, (DCMS)



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

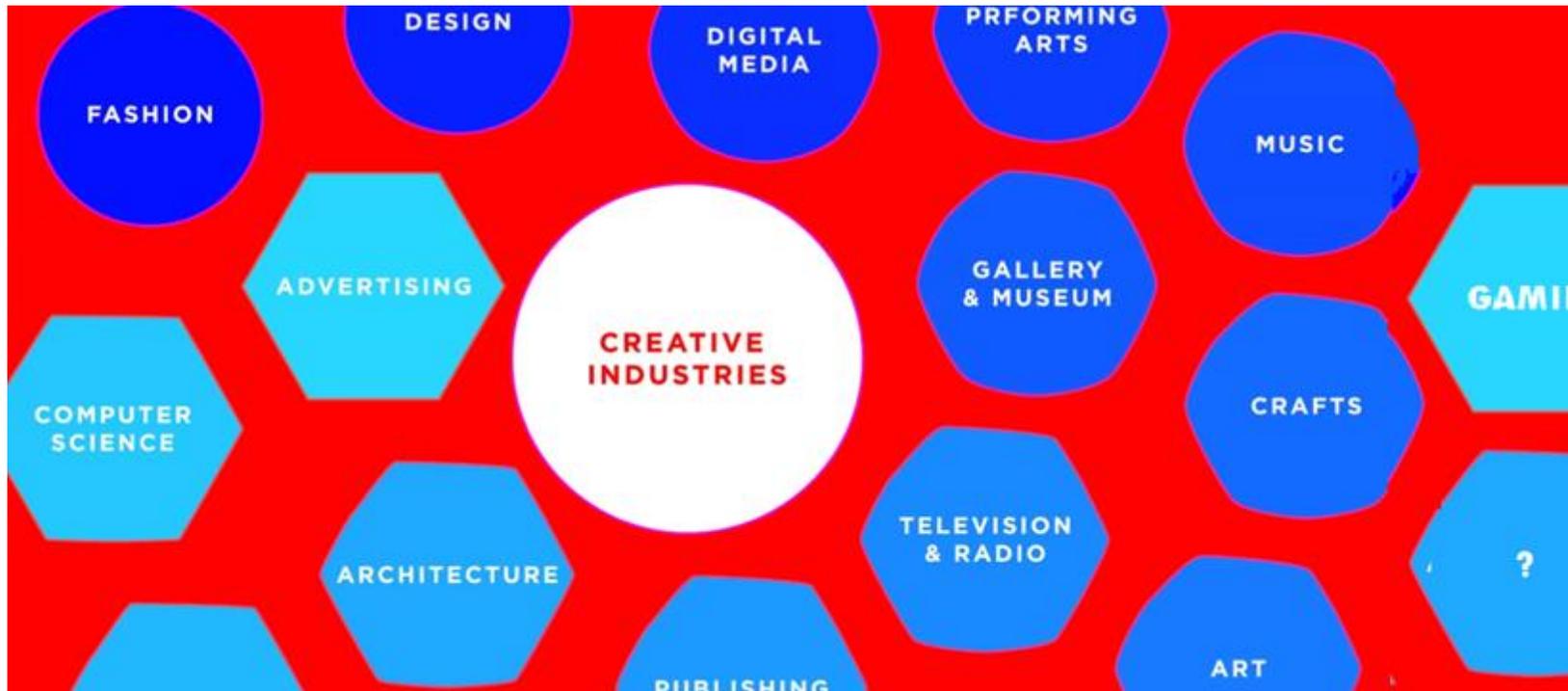


# What are Creative Roles?

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 Framers \*  
 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

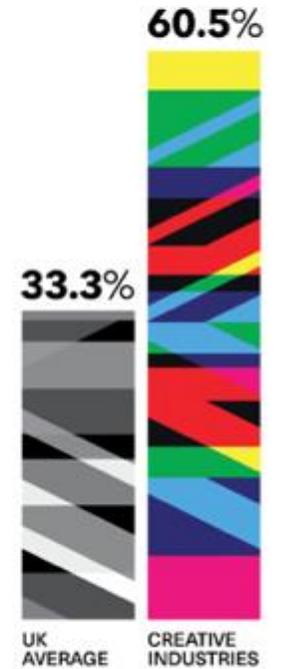
**£12.7** m  
AN HOUR

**>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...

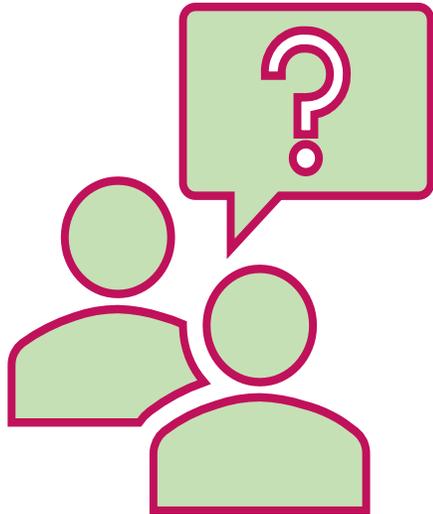
## DAGENHAM STUDIOS – BARKING & DAGENHAM



### EAST BANK - STRATFORD



# What impact has Covid-19 had?



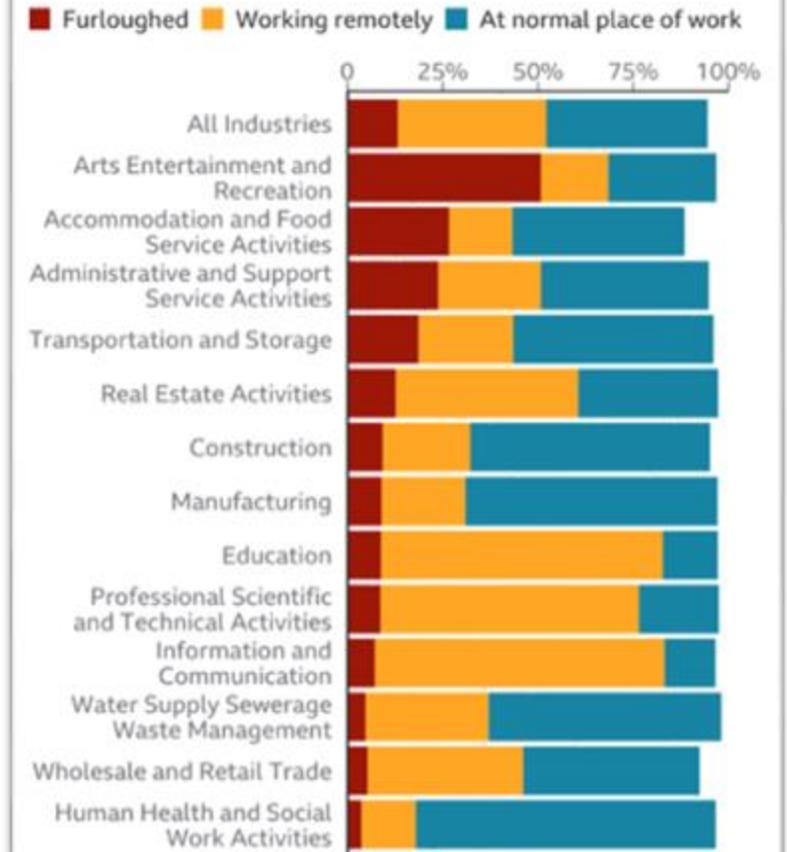
Live events



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



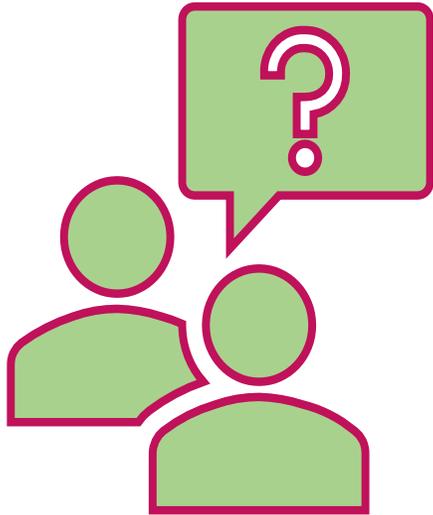
*What might the  
recovery of the  
cultural and  
heritage sector  
look like?*



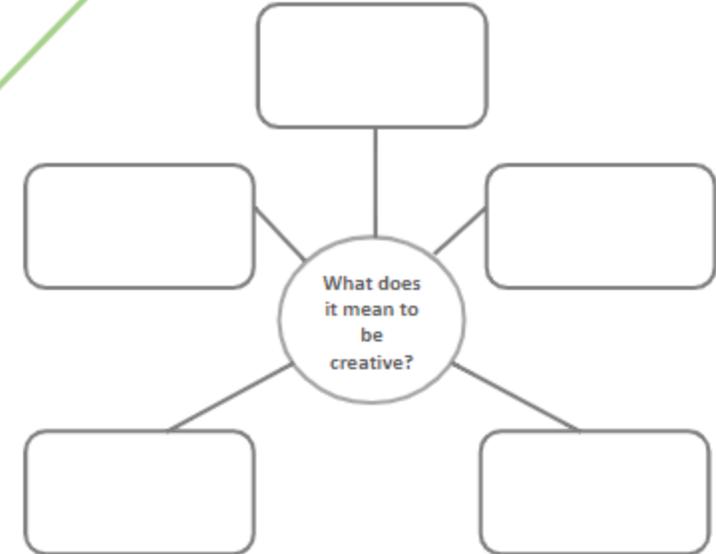
# After Class Task

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

