

# Creative & Digital



## Creative & Digital Overview

**Creative and digital industries** are about the creation and development of products and ideas. They include industries such as computer games design, animation, social media, film and TV, graphic design and advertising, music performing arts, libraries and visual arts.

**9.3% of employment in the Humber is in the creative and digital sector**

## Examples of Key Employers in the Humber



**mindmap productions**

**UNIVERSITY OF Hull**



## Did you know?

- There has been an increase of 57% new business start ups in the area in the digital sector over the past 5 years
- Hull provides the greatest amount of Creative Digital Industry employment across the Humber
- Jobs in this sector are not always advertised. Employers may use social media such as LinkedIn or Facebook
- Skills shortages are in multi-platform skills – the ability to produce content across all potential platforms, such as the web, mobile, ipad or TV and transfer skills from one sector to another
- Skills required in the future are IT and digital skills, creative design skills, and business skills for growth and expansion into new global markets
- The UK is the fourth largest producer of computer games in the world
- There are 40 computer games developers and publishers in Yorkshire and the Humber
- Over 40% of all workers in the industry start out working for free as competition is strong
- Voluntary work and building up a portfolio is important to give yourself the edge over others

## Useful subjects

- Maths
- IT
- English
- Design & Technology

## Will there be opportunities available?

- The Humber has one of the fastest growing digital sectors outside of London
- Employment in this sector is predicated to grow by 2020 both locally and nationally
- The development of new technology means that this is a growing and constantly changing sector

## For further information visit:

- National Careers Service
- [www.lmihumber.co.uk](http://www.lmihumber.co.uk)
- [www.careersyandh.co.uk](http://www.careersyandh.co.uk)
- [www.bridgingthegaphumber.co.uk](http://www.bridgingthegaphumber.co.uk)
- [www.gov.uk/apply-apprenticeship](http://www.gov.uk/apply-apprenticeship)
- [www.allaboutcareers.com](http://www.allaboutcareers.com)
- [www.e-skills.com](http://www.e-skills.com)
- [www.creativeskillset.org](http://www.creativeskillset.org)
- [www.deliveringyourfuture.co.uk](http://www.deliveringyourfuture.co.uk)
- Look in your local newspapers
- Pop in to you local Job Centre
- Check out Social Media
- And talk to family and friends



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# Planning ahead...

## Entry Level

Involves building basic knowledge and skills and is not geared towards specific occupations

Traineeship  
Study Programme  
Entry level certificate  
Entry level Skills for Life  
Entry level Award, Certificate and Diploma  
Entry level Functional Skills  
Entry level Foundation Learning  
English for speakers of other languages (ESOL)

## Level 1

Involves activities which mostly relate to everyday situations and may be linked to job competence

GCSE (grades D-G or 1-3)  
Traineeship  
Study Programme  
Key Skills  
NVQ  
Skills for Life  
Foundation Diploma  
BTEC Award, Certificate and Diploma  
Foundation Learning  
Functional Skills  
OCR National

## Level 2

Involves building knowledge and/or skills in relation to an area of work or subject area appropriate for many job roles

GCSE (grades A\*-C or 4-9)  
Intermediate Apprenticeship  
Key Skills  
NVQ  
Skills for Life  
Higher Diploma  
BTEC award, Certificate and Diploma  
Functional Skills

## Level 3

Involves obtaining detailed knowledge and skills. It is appropriate for people wishing to go to university, working on their own or in some areas, supervising others in their field of work

AS and A level  
Advanced Apprenticeship  
Advanced Extension Award  
Cambridge International Award  
International Baccalaureate  
Key Skills  
NVQ  
Advanced Diploma  
Progression Diploma  
BTEC award, Certificate and Diploma  
BTEC National  
OCR National  
Cambridge National

## Level 4

Appropriate for people working in technical and professional jobs, and/or managing and developing others

HNC  
Higher Level Apprenticeship  
Key Skills  
NVQ  
BTEC Professional Award, Certificate and Diploma  
Certificate of higher Education

## Level 5

Appropriate for people working as higher grade technicians, professionals or managers

HND  
NVQ  
Higher Level Apprenticeship  
Higher Diploma  
BTEC Professional Award, Certificate and Diploma  
HNC  
Diploma of Higher Education (DipHE)  
Diploma of Further Education  
Foundation Degree

## Level 6

Involves the achievement of high level professional knowledge and is appropriate for people working as knowledge based professionals or in professional management positions

NVQ  
Higher Level Apprenticeship  
BTEC Advanced Professional Award, Certificate and Diploma  
Degree with Honours (BA Hons, BSc Hons)  
Graduate Certificate  
Graduate Diploma

## Level 7

Involves the achievement of high level of professional knowledge and is appropriate for people working as knowledge based professionals or in professional management positions

BTEC Advanced Professional Award, Certificate and Diploma  
Fellowship and Fellowship Diploma  
Postgraduate Certificate  
Postgraduate Diploma  
NVQ  
Degree Level Apprenticeship  
BTEC Advanced Professional Award, Certificate and Diploma  
Master's degree

## Level 8

Involves the achievement of high level professional knowledge and is appropriate for people working as knowledge based professional management positions

NVQs  
Vocational qualifications  
Doctorate  
Degree Level Apprenticeship  
Postgraduate Certificate

Reprographic Assistant

Web Designer

Computer Games Tester

TV Film Runner

Pre-Press Operator

Data Entry Clerk

Illustrator

Machine Printer

Audio Visual Technician

Animator

Photographer

Digital Marketing Officer

Social Media Manager

Technical Author

Lighting Technician

Graphic Designer

Product Designer

Computer Games Developer

IT Project Manager

Advertising Copywriter

Digital Designer

Cartographer

Marketing Manager

Designer

### Good to know:

A lot of newer and really exciting jobs in this sector that offer a good salary package need a technology and maths base.