

# Creative Industries Careers Fortnight

15th - 29th November 2024



## Why Study Art?

Unlock Your Creativity! Art isn't just about drawing and painting. It's a powerful tool to express yourself, solve problems, and think critically.

Learning through and about the arts enriches the experience of studying while at school as well as preparing students for life after school.

- Arts subjects encourage self-expression and creativity and can build confidence as well as a sense of individual identity.
- Creativity can also help with wellbeing and improving health and happiness – arts lessons act as an outlet for releasing the pressures of studying as well as those of everyday life.

## Diverse Career Paths

Contrary to popular belief, an art degree doesn't limit you to becoming a starving artist. Studying art and design at school opens the door to a range of careers in the creative industries. The creative industries, which include art, design and music, are an important part of the British economy – one of the areas of the economy that is still growing. Here are some exciting career paths open to art graduates:

- Design: Graphic design, interior design
- Media and Marketing: Advertising, digital marketing, social media marketing
- Education: Art teacher, art therapist
- Technology: Game design, animation, virtual reality design
- Business: Entrepreneurship, marketing, business analyst



## Mythbusting: Debunking Common Misconceptions

**Myth 1:** Art is a "soft" subject.

**Fact:** Art requires rigorous training in technical skills, critical thinking, and problem-solving. It's a challenging and rewarding subject and a desirable one due to the many transferrable skills which are developed on the course.

**Myth 2:** Art won't lead to a well-paying job.

**Fact:** Many art graduates go on to highly successful and lucrative careers in various industries. The creative industries generate a little over 5% of the UK's economy (@£100billion). The creative industry employs more than two million people; about 1 in 8 UK businesses is in creative industries

**Myth 3:** Art takes a lot more time than other subjects.

**Fact:** While it will take time to produce work to a high standard, this is the case across all subjects. We are very conscious of workload and our schemes of work are planned out carefully to ensure there is no greater workload in this subject. There is access to the art rooms at lunchtime and after school which means that homework tasks can all be completed at school.

# How Art Can Benefit Your Future

Here are some key skills developed through studying art that are transferable to all careers:

- **Creativity and Innovation:** The leading people in any field are those who can think creatively and innovatively. Art encourages out-of-the-box thinking, problem-solving, and the ability to generate new ideas. These are skills that employers value alongside qualifications. Making and participating in the arts aids the development of these skills
- **Visual Communication:** Art teaches how to effectively communicate ideas visually, which is crucial in fields like design, marketing, and presentations.
- **Critical Thinking and Analysis:** Art involves analysing artworks, understanding art history, and developing critical thinking skills to evaluate and interpret information.
- **Attention to Detail:** Art requires precision and attention to detail, which is valuable in any job that requires accuracy and focus.
- **Time Management and Organisation:** Art projects often involve deadlines and require effective time management and organisational skills to balance multiple tasks.



- **Problem-Solving:** Art challenges students to find creative solutions to artistic problems, developing strong problem-solving abilities.
- **Resilience and Perseverance:** Art projects can be challenging, and artists learn to persevere through setbacks and develop resilience, qualities useful to any career. It teaches us that it is okay to fail, to not get things totally right the first time and to have the courage to start again.
- **Self-Discipline and Work Ethic:** Art requires dedication, practice, and a strong work ethic to develop skills and create meaningful work.
- **Collaboration and Teamwork:** Many art projects involve collaboration with others, developing teamwork and interpersonal skills.
- **Boosted confidence and self-expression:** Art provides a platform to express your individuality.

· **A diverse range of career opportunities:** An art course opens doors to various exciting career paths. These skills are highly valued by employers across various industries, making an art education a valuable asset for future careers.