

Challenges for creative careers in the 21st Century

HE and the Creative Economy Conference
Findings from the study of the career patterns of graduates
from UK degree courses in art, design, craft and media

Linda Ball and Emma Pollard

Presentation overview

- Background to the research
- Characteristics of creative graduates
- Characteristics of creative careers
- Future ambitions
- Implications and issues

Background

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Aims:
 - evidence the value of a creative education
 - investigate creative graduates' career patterns
 - identify the contribution of creative graduates
- Unique study:
 - 26 HEIs, 27,000 graduates (census), 3,500 respondents
 - representative of practice-based creative arts
 - updates Destinations and Reflections

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Creative graduates

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Learn important working methodologies and life skills
- Value their HE experience (but need industry insight)
- Practical, resourceful and willing to work unpaid
- Motivated by creativity, autonomy and independence
- Plus desire to use and develop knowledge/skills - are true lifelong learners
- Satisfied with their working lives

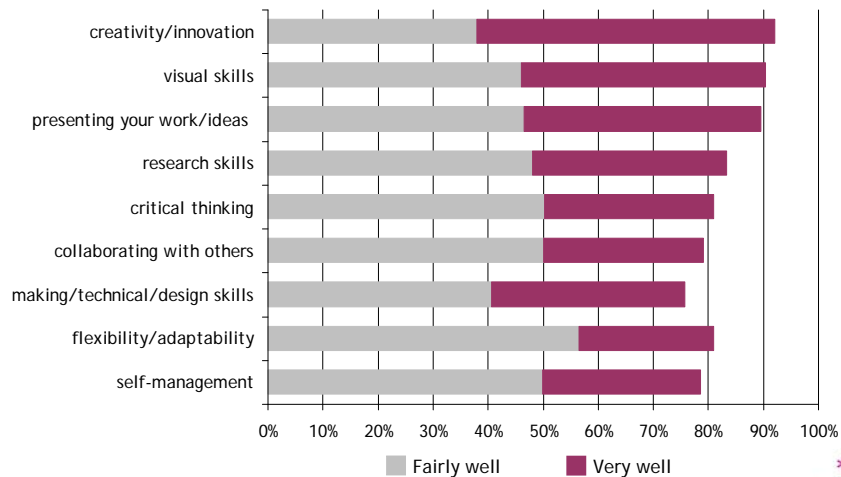
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Key skills developed

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



ies

CHEAD
council for higher education in art and design

University of the
Arts London

Major career drivers

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

5 most important factors in career decisions:

- Making full use of knowledge and skills
- Improving knowledge and skills
- Stable/regular income
- Pursuing creative practice
- Time with family and friends

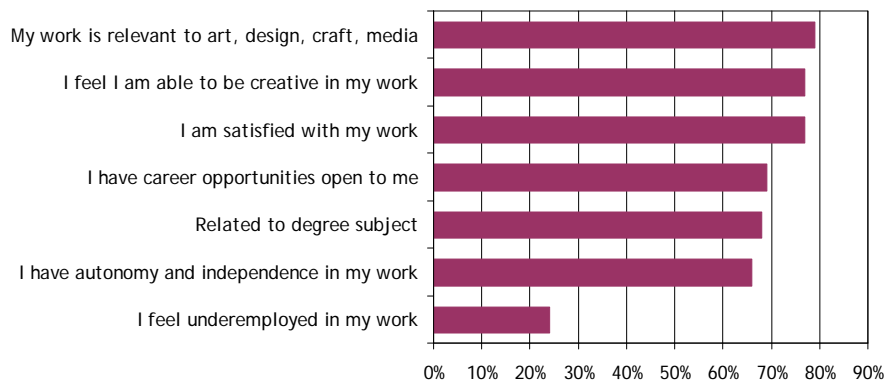
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Satisfaction with working lives

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



Note: graduates in work

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Creative careers (1)

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Majority work in creative occupations
- Higher proportions of graduates work in creative industries than a decade ago
- Teaching is an important career destination
- London is a key location
- Not highly paid

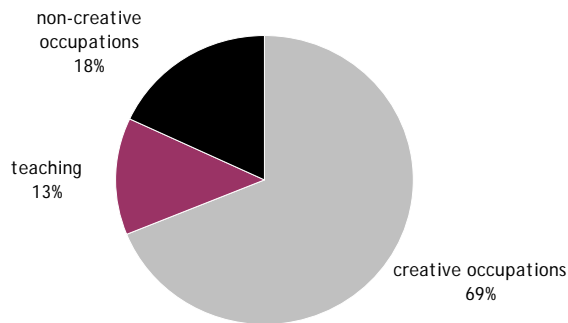
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Occupation (main job)

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



ies

CHEAD
council for higher education in art and design

University of the
Arts London

Top ten occupations (all subjects)

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- graphic artists/designers/illustrators
- artists
- teaching/research
- fashion and textiles design
- media production and photography
- 3-D design
- buyers/sales reps/marketing/advertising/PR and auctioneers
- managers - design, marketing, sales, advertising and PR
- other business and public service associate professionals
- managers and senior officials

Note: base 2,450 - all reporting jobs or work related activity

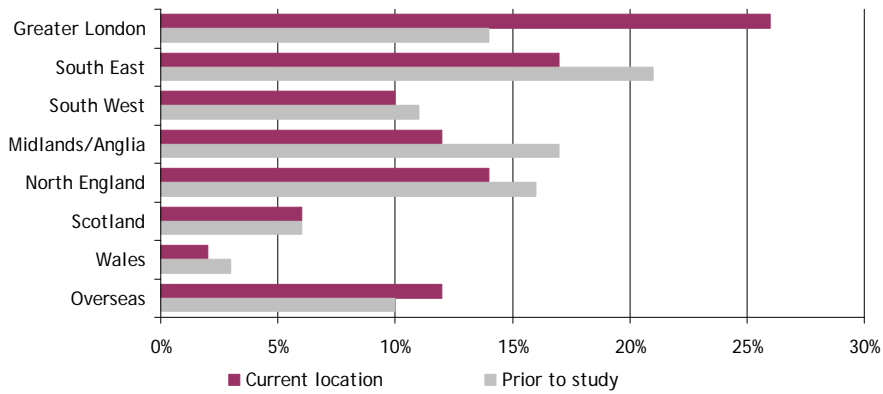
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Locations

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



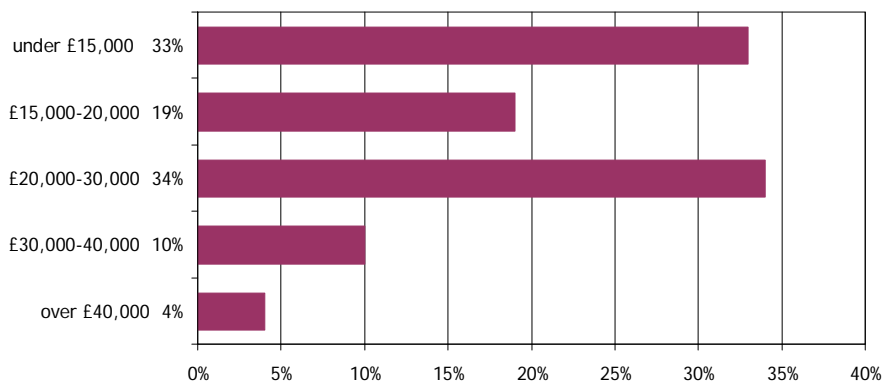
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Pay

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



Note: graduates in work

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Creative careers (2)

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Portfolio working is a major established working pattern
- Self-employment is key to portfolio work
- Part-time working is a key feature of creative careers
- Unpaid/voluntary work contributes to career progression

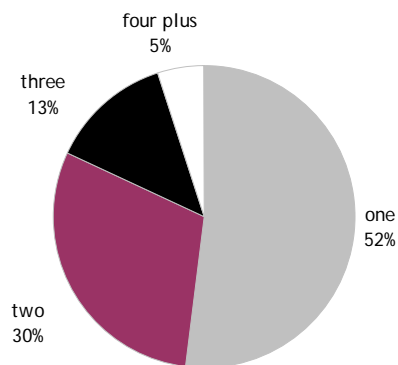
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Portfolio working: number of jobs

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



Note: all those reporting work activity

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Future ambitions

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Clear and focused (creative) career goals
- Majority have achieved goals
- Barriers to career progression are largely financial
- Trading off higher earnings to achieve satisfaction
- Anticipation of some change
 - further learning
 - upward progression
 - portfolio working
 - self-employment

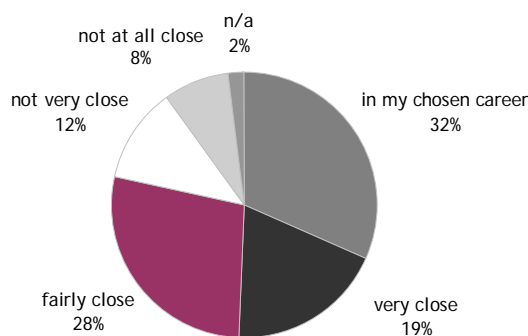
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Proximity to career goals

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



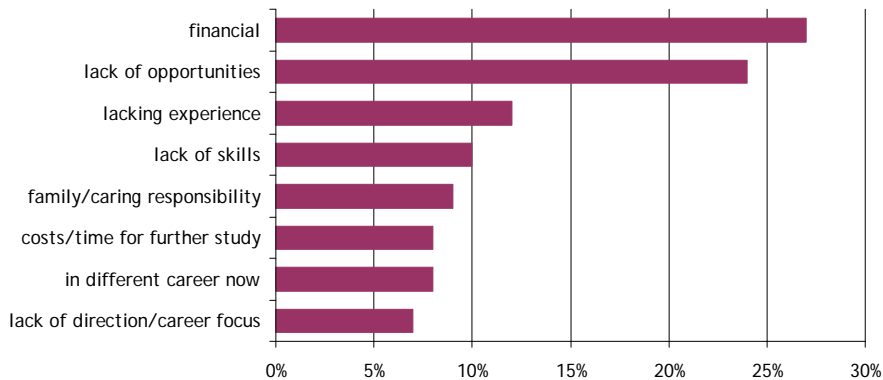
ies

CHEAD
council for higher education in art and design

University of the
Arts London

Barriers to career progression

**CREATIVE
GRADUATES
CREATIVE
FUTURES**



Note: those not in their chosen career

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Implications for pedagogy

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Learning environment encourages creativity
- Students develop important employability skills
- Curriculum provides different learning contexts
- Creative practice at the heart

ies

CHEAD
council for higher education in art and design

University of the
Arts London

Challenges

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

- Introducing new models for employer engagement?
- Connecting creative learning with personal fulfilment?
- Encouraging research culture and preparing next generation of teacher-practitioners?
- Building students' confidence for creative careers?
- Funded internships and improved pay levels?
- Relevant support for transition to creative careers, self-employment and lifelong learning (CPD)?

ies

CHEAD
council for higher education in art and design

University of the
Arts London

**CREATIVE
GRADUATES
CREATIVE
FUTURES**

□ architectural draftsman/modelmaker □ painter + teaching + outdoor activity instructor □ garment technologist □ project manager/creative producer + curator + project manager □ charity + catering + voluntary work for development agency □ radiology assistant + designer-maker □ teacher + freelance artist □ artist + art workshops + art college dyslexia tutor □ curator + sculptor □ creative practitioner + creative consultant + visual artist □ exhibitions + education co-ordinator + sound artist commissions □ picture library administrator □ painting and decorating + photographer/artist □ textile craft + jewellery/silversmithing □ footwear designer and pattern technician □ costume maker + wardrobe mistress □ accessories designer + mentoring + learning support □ web content manager □ costume assistant □ studio booker □ interior designer □ sculptor + digital sculptor + photoshop painter □ prop maker/carpenter □ conservation - 2 jobs □ assistant producer + filmmaking □ photographic rental team + photographer □ pattern cutter + sales assistant □ design manager □ costumier (2 jobs) □ illustrator + artist □ film editor + painter + director □ digital planning □ graphic designer □ programme manager + associate lecturer □ theatre maker + retail manager part time + puppeteering □ artist filmmaker + artist facilitator + gallery assistant □ customs officer □ forensic photographer + photographer □ accounts clerk □ park ranger □ interior graphic designer + artist and glass painter □ creative design executive + freelance graphic designer □ stone mason + bespoke design □ council work + wetland related artwork

www.creativegraduates.com

ies

CHEAD
council for higher education in art and design

University of the
Arts London