

CREATIVE INDUSTRIES

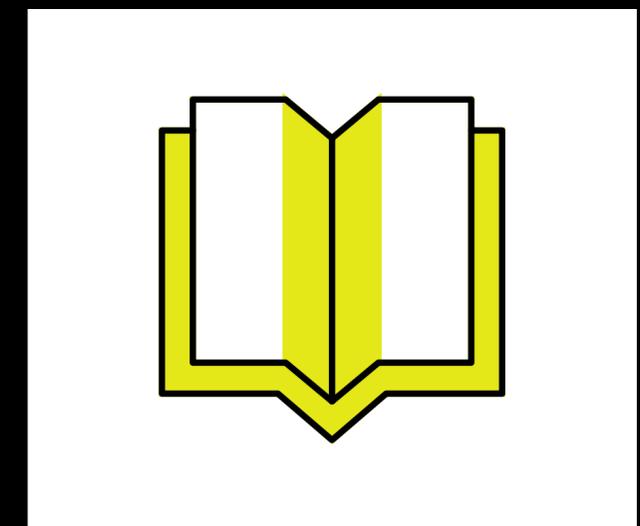
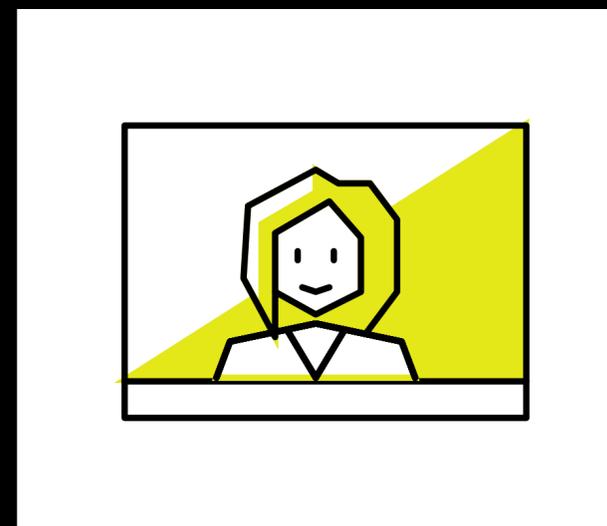
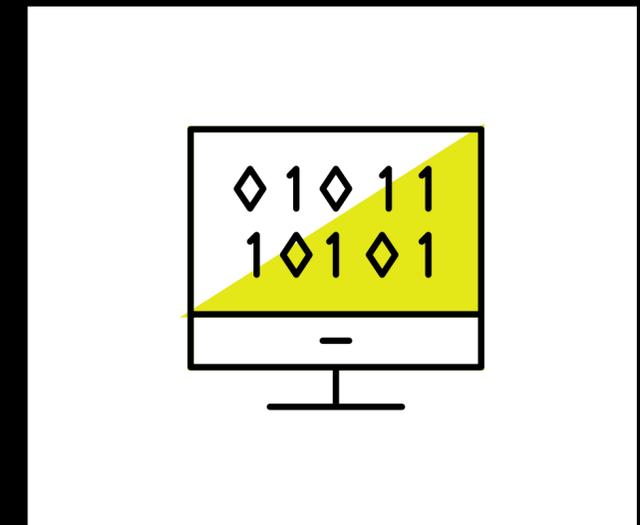
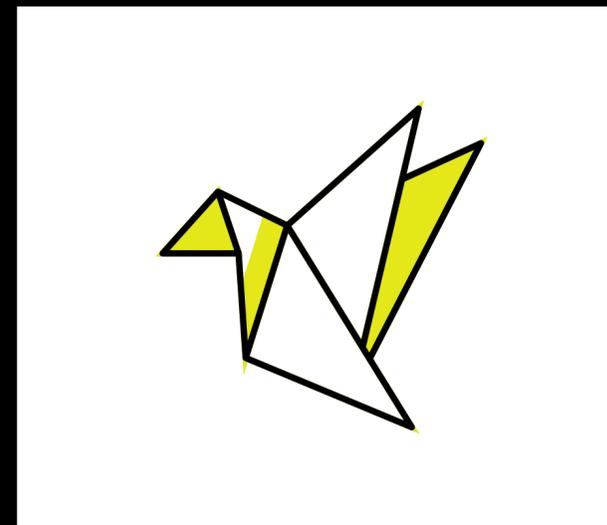
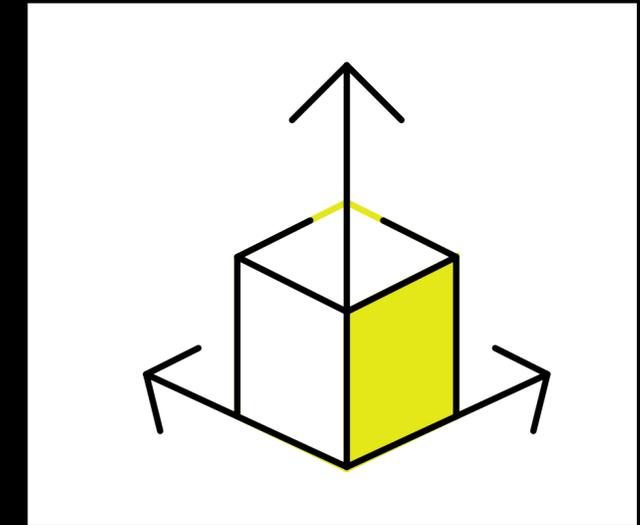
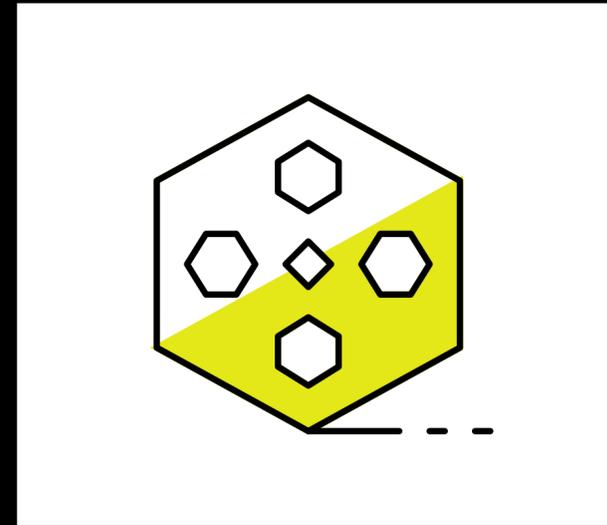
LESSON PLAN

LESSON #1: CREATIVE INDUSTRIES

What does that mean, creative jobs?
What are the creative industries?

By completing this lesson, students will understand how the creative industry is made up of different sectors, each with specific job opportunities and creative skills. Learners will understand better how they might 'fit into' the creative industries and what skills and creative products and services might be needed.

Please share your work: If possible, please make recordings of your work and send them to [Daydream Believers](#).



LESSON #1: CREATIVE INDUSTRIES

TIME

TASK

1 min

Creative Industries

Today we will be discussing what the creative industries are, and all its diverse different sectors and the range of jobs available.

We will also discuss what this might mean for you?

1 min

Creative Jobs: what does it mean?

Today we will therefore be discussing what creative jobs might mean, what are the possibilities, the range, the skills and options?

5 min

Creative Jobs: what does it mean?

Group Discussion: what do you think creative jobs are? Hands up?

TIME

TASK

8 min

List Ten creative jobs!

Ask students to come up with a list of ten creative jobs

Tips:

If they are struggling perhaps suggest some hints in terms of what they consume culturally: do they watch movies, listen to music, read books, play games? These are all cultural 'products' so someone has to make them: these jobs are part of the cultural industries.

Some hints:

script writers, set designers, prop makers, games designers, car designers, potter, ...

Material:

Paper, pens + Sticky Notes

Setting:

Group activity 3-4 students

LESSON #1: CREATIVE INDUSTRIES

TIME

TASK

2 min

Don't take Art ... Get a Real Job!

Ask students if they have heard this one:
Don't get Art ... Get a Real Job! Hands up for those who have heard that?

But as we have just discussed, there is a whole array of creative jobs!

Did you know that the Creative Industries are one of the fastest growing sectors in the UK economy?

10 min

What do you think when you watch this video?

Brief discussion of the creative job types: where there any surprises in this? Do they still think 'get a real job?'

TIME

TASK

6 min

What do you think are the sectors in the creative industries?

Now that you have a list of ten + creative jobs, get students to add more creative jobs they can think of? Can they group them into related clusters?

6 min

There are lots of different sectors in the creative industries

Get students to group them into 9 clusters.

Hints:

There are 9 distinct Creative Industries which the Department of Culture Media and Sport(DCMS), whom are responsible for this, recognise.

They are:

1. Advertising and Marketing
2. Architecture
3. Crafts
4. Design (Product, Graphic and Fashion)
5. Film, TV, Video, Radio and Photography
6. IT, Software and Computing Services
7. Museums, Galleries and Libraries
8. Music, Performing and Visual Arts
9. Publishing

LESSON #1: CREATIVE INDUSTRIES

TIME

TASK

2 min

The UK Creatives Industries

Creative Industries Federation slide, outline of the different sectors of the industry and briefly highlight their scale using the size of bubbles in the graph

It outlines the nine sectors which the DCMS recognises:

1. Advertising and Marketing
2. Architecture
3. Crafts
4. Design (Product, Graphic and Fashion)
5. Film, TV, Video, Radio and Photography
6. IT, Software and Computing Services
7. Museums, Galleries and Libraries
8. Music, Performing and Visual Arts
9. Publishing

4 min

Which Job in the creative industries would you like to work in?

Material:

Paper, pens

Setting:

Each student for themselves: write down which job in the creative industries they might like?

TIME

TASK

4 min

What qualification do you think you might need to get your dream job in the creative industries?

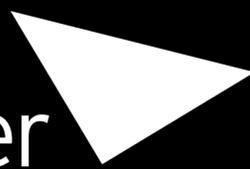
Pick a handful of 'jobs' from the first task and discuss with the pupils in class what qualification they might you need for these particular creative jobs? A college qualification? Or a degree? An apprenticeship? Start a business? Work for someone?

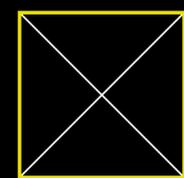
Fact: the creative industries have a high proportion of self-employed people so if you like being your own boss this could be for you?!

1 min

Conclusion

DAYDREAM
BELIEVERS

Edinburgh Napier
UNIVERSITY 



CREATIVE
INFORMATICS