CREATIVE GRADUATES CREATIVE FUTURES

Strengthening Employability : the lessons from a longitudinal study

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A unique study

- Partnership of 26 HEIs
- 27,000 graduates (census)
- 3,500 respondents (14%)
- representative of practice-based creative arts
- Postal and online surveys
- Qualitative follow up Autumn 09

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Aims of study

- evidence the value of a creative education
- investigate creative graduates' career patterns
- identify the contribution of creative graduates
- update the findings of Destinations and Reflections (1999)
- inform priorities for curriculum change

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Creative graduates

- Learn important working methodologies and life skills
- Value their HE experience (but need more industry insight)
- Practical, resourceful and willing to work unpaid

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Creative graduates

- Motivated by creativity, autonomy and independence
- Plus desire to use and develop knowledge/skills – are true lifelong learners
- Satisfied with their working lives

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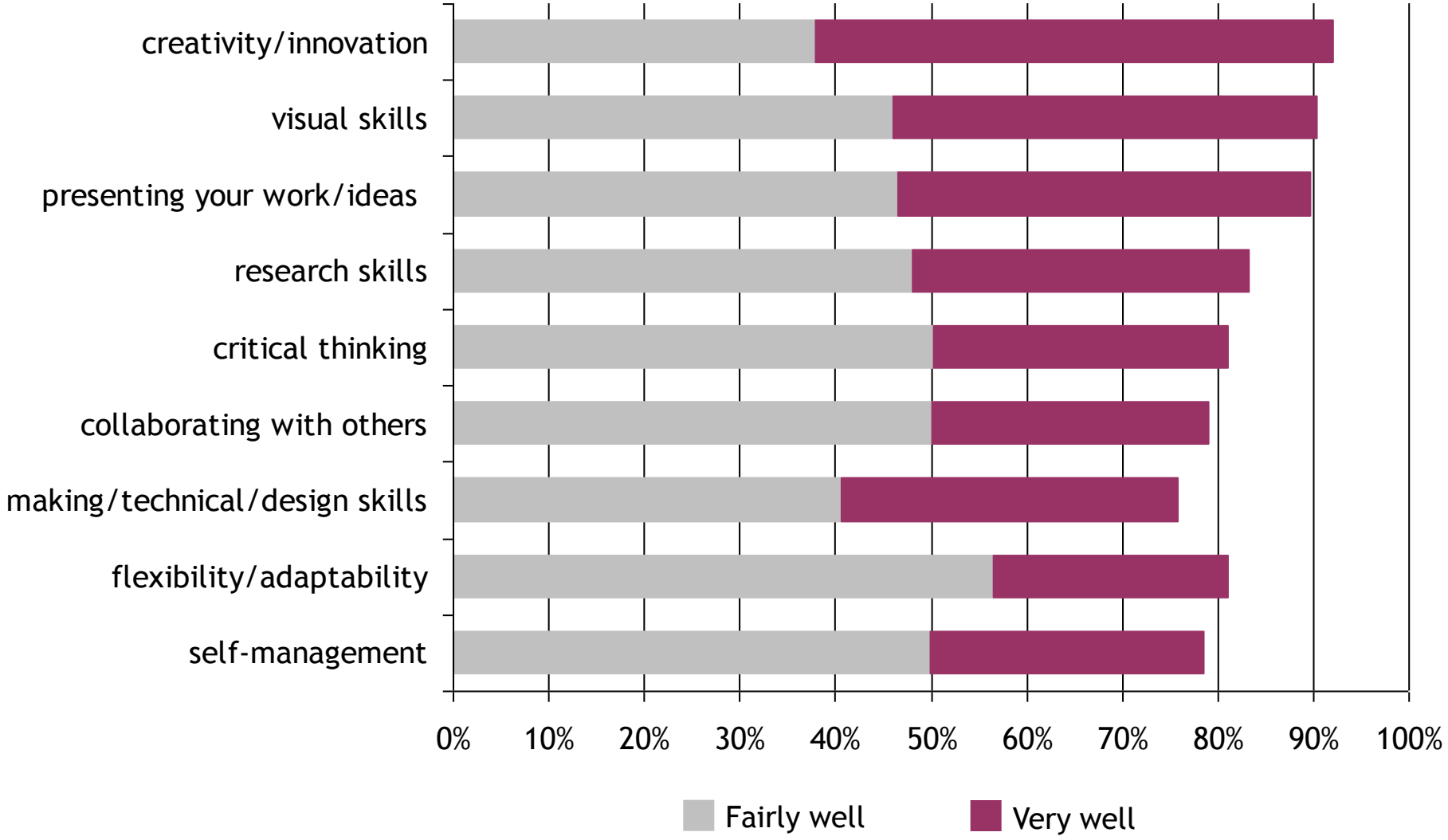
Key skills developed



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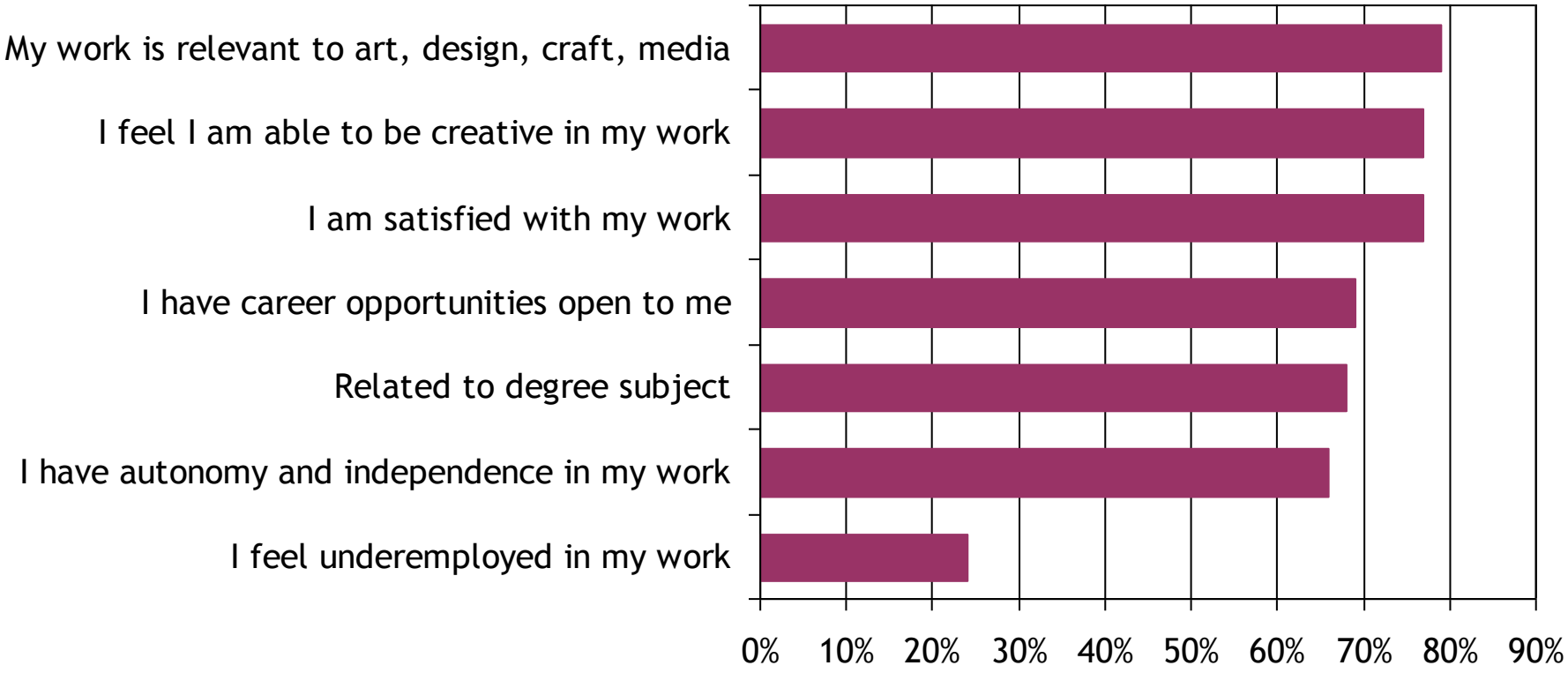
Major career drivers

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

Satisfaction with working lives



Note: graduates in work

Creative careers - occupations

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- 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

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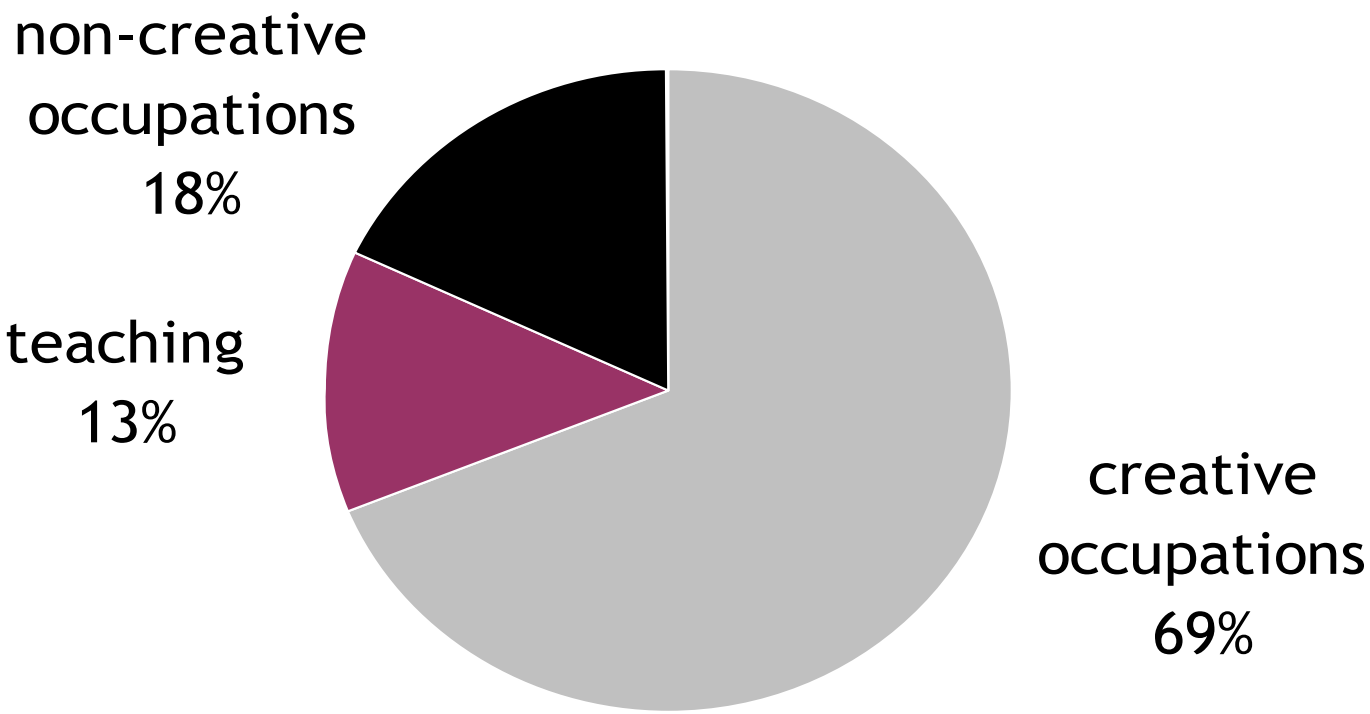
Occupation (main job)



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Top ten occupations (all subjects)

- graphic artists/designers/illustrators
- artists
- teaching/research
- fashion and textiles design
- media production and photography

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

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Top ten occupations (all subjects)

- 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

Locations

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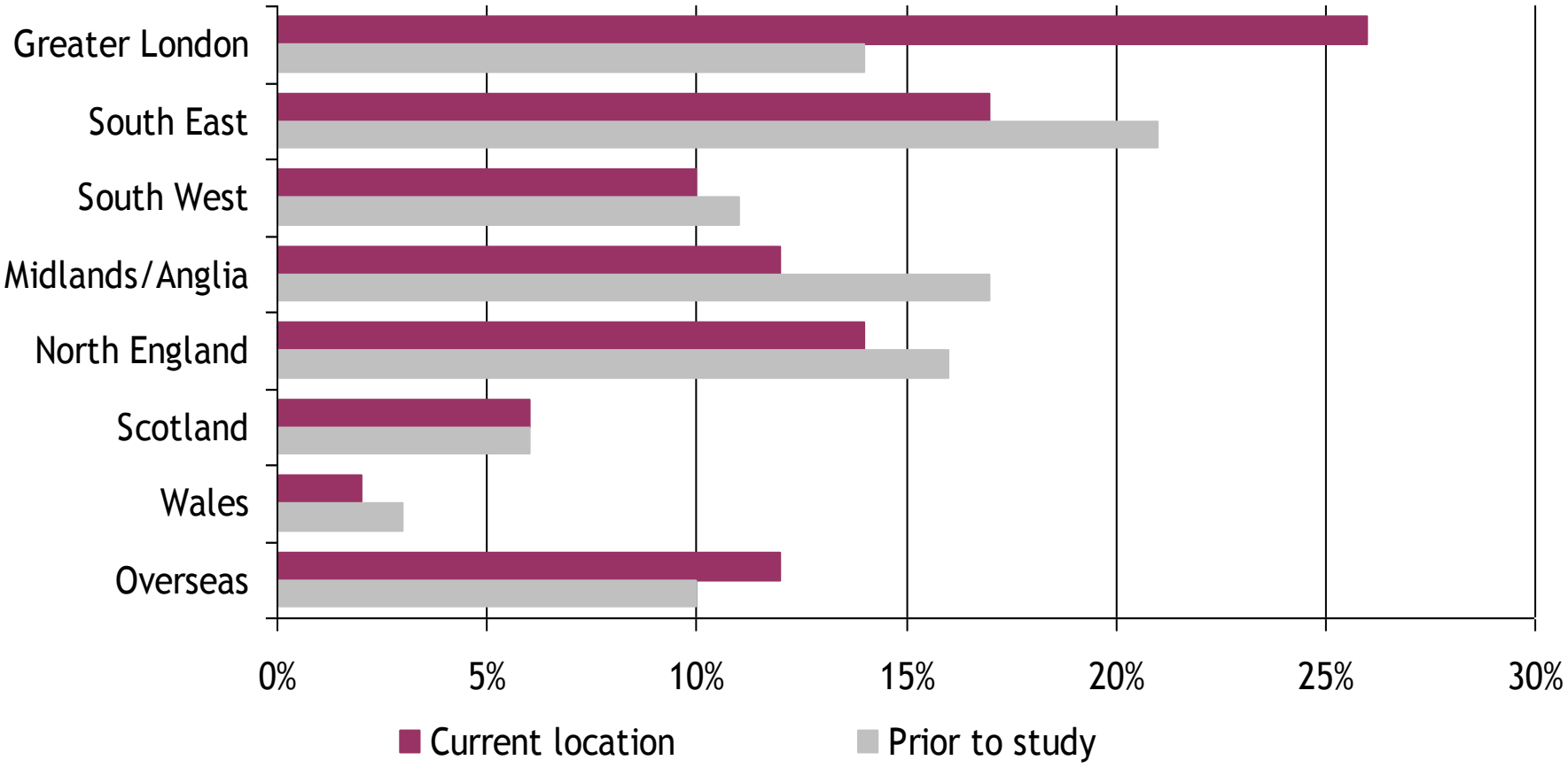

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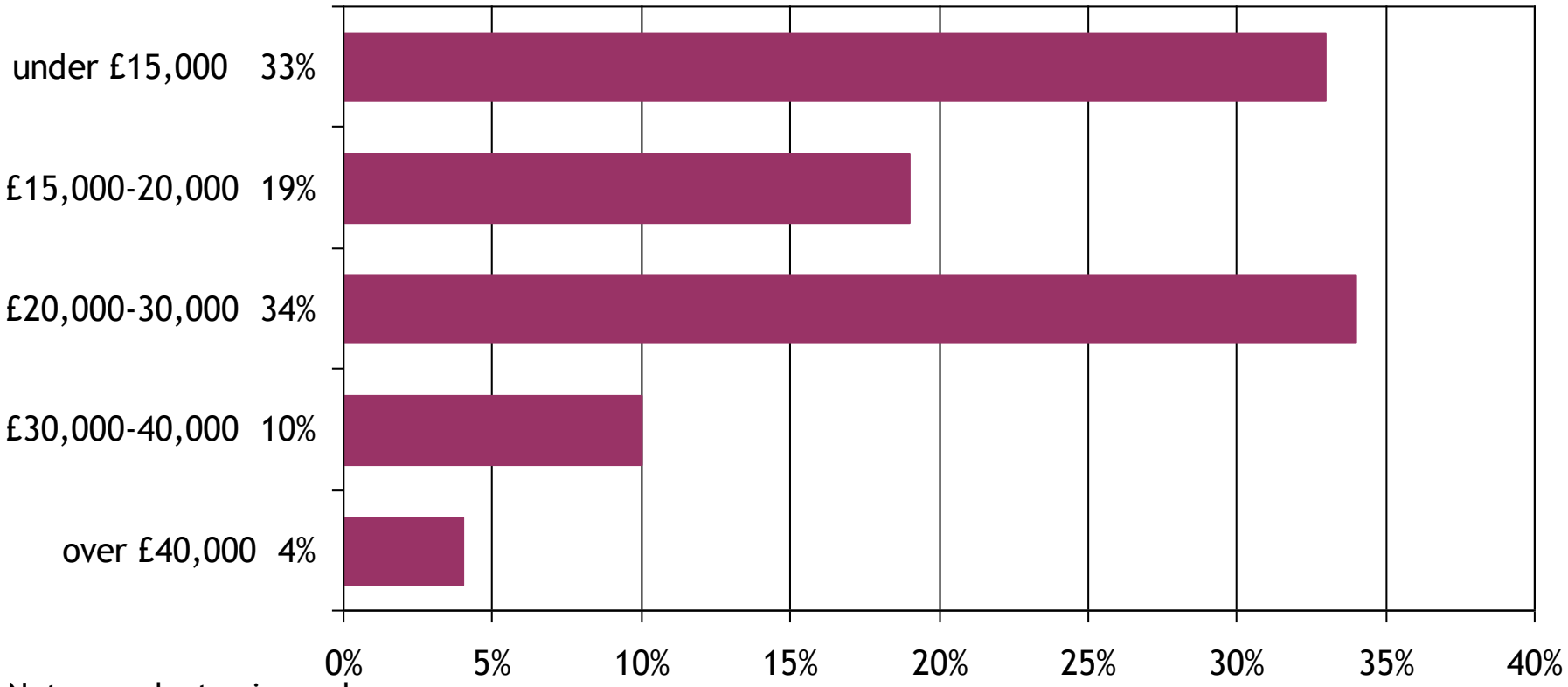
Pay



Note: graduates in work

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Creative careers : patterns of employment

- 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

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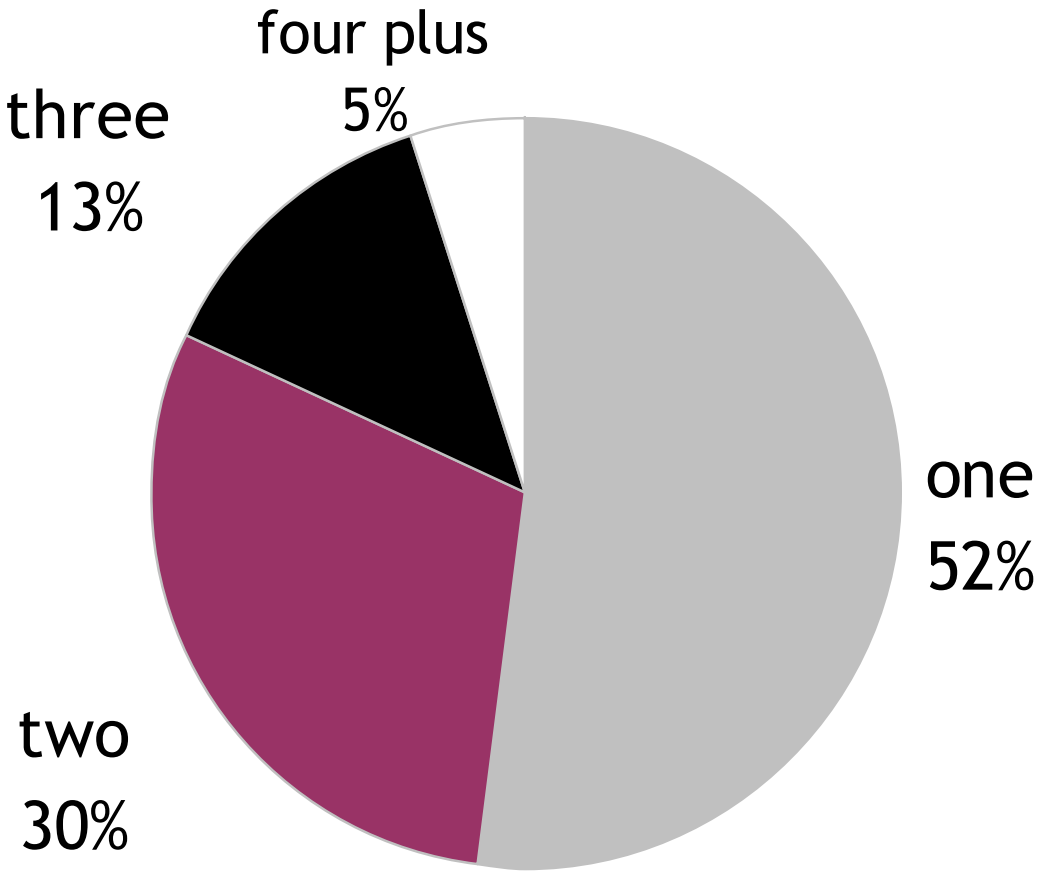
Portfolio working: number of jobs



Note: all those reporting work activity

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Future ambitions

- 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

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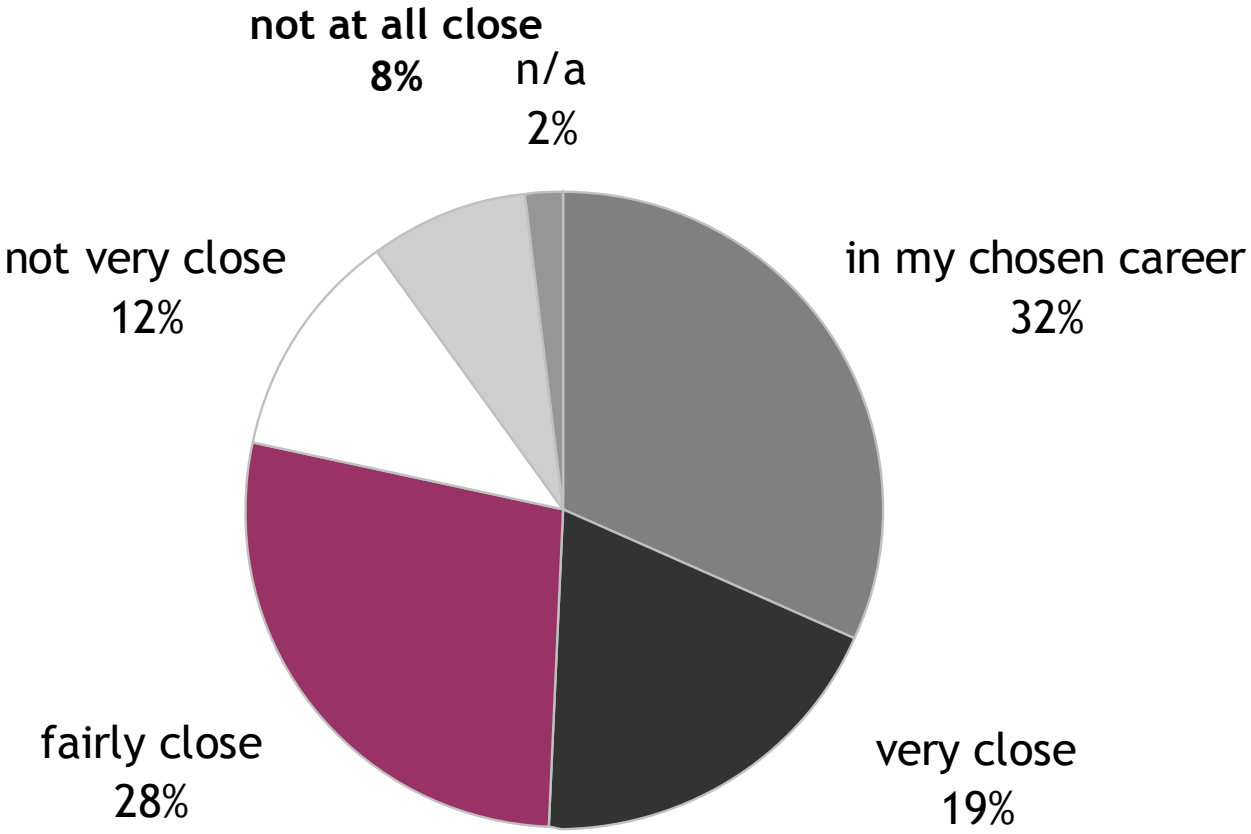
Proximity to career goals



Barriers to career progression for those not in chosen career

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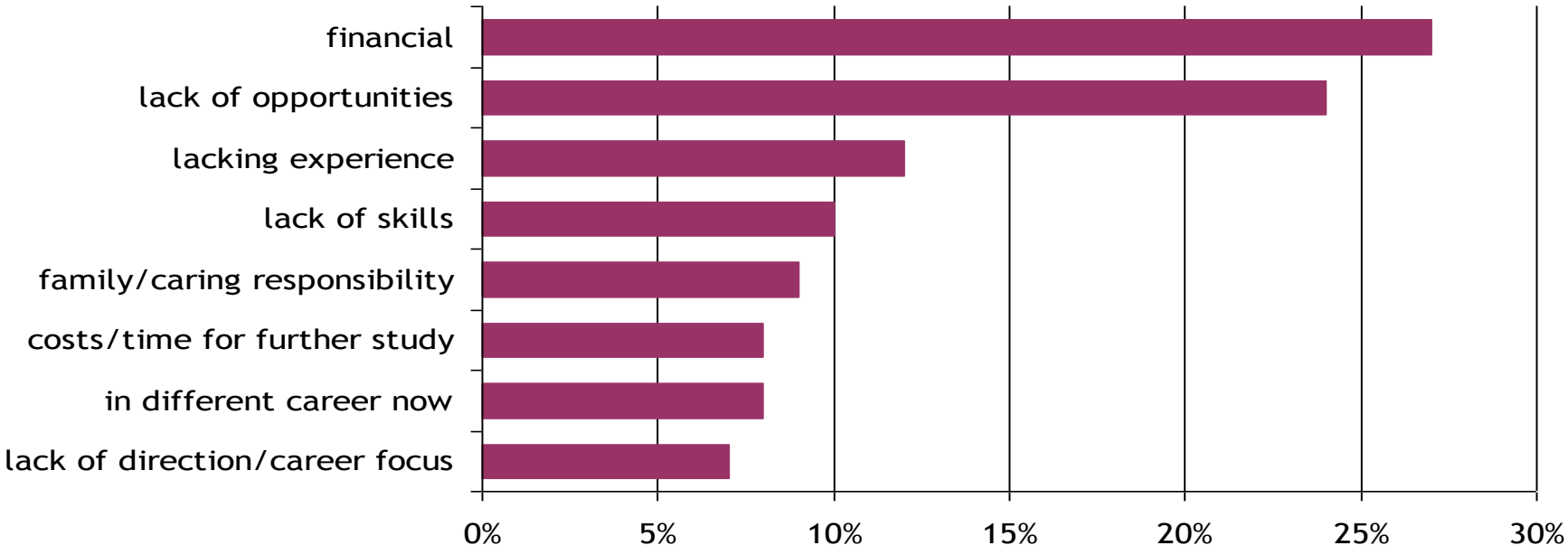

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Challenges

- Introducing new models for employability and employer engagement
- Connecting creative learning
- Preparing next generation of teacher-practitioners

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Challenges

- Building confidence for creative careers
- Funded internships and improved pay levels
- Relevant support for transition to creative careers, self-employment and lifelong learning (CPD)

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□ 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

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