











SUPPORTING CAREERS EDUCATION IN ART

In the first lesson of each academic year, KS3 pupils are reminded of the importance of Art Education for ALL and its place on the National Curriculum. We outline how Art Education can help all pupils develop transferable skills for the 21st workplace eg Critical Thinking & Analysis and Creativity, Originality & Initiative (World Economic Forum).





The 10 skills you need to thrive in the Fourth Industrial Revolution



Top 10 skills of 2025

-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

Type of skill

-  Problem-solving
-  Self-management
-  Working with people
-  Technology use and development

Source: Future of Jobs Report 2020, World Economic Forum.

What skills will change most?

Creativity will become one of the top three skills workers will need. With the avalanche of new products, new technologies and new ways of working, workers are going to have to become more creative in order to benefit from these changes.

Some of you will become GCSE Artists and may go on to study Art & Design at college/university and pursue a creative career.



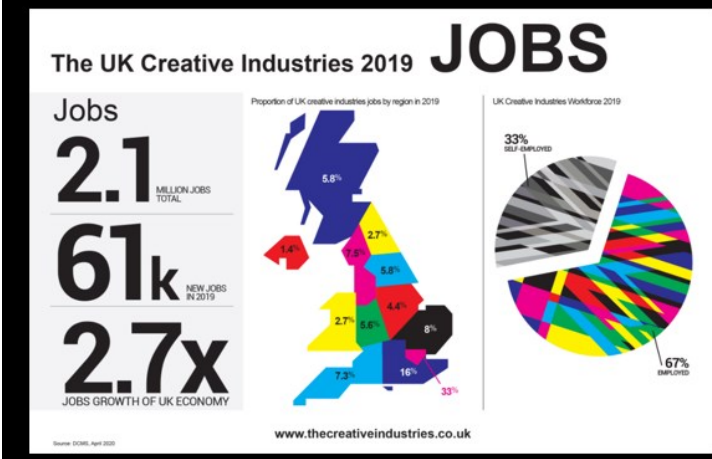
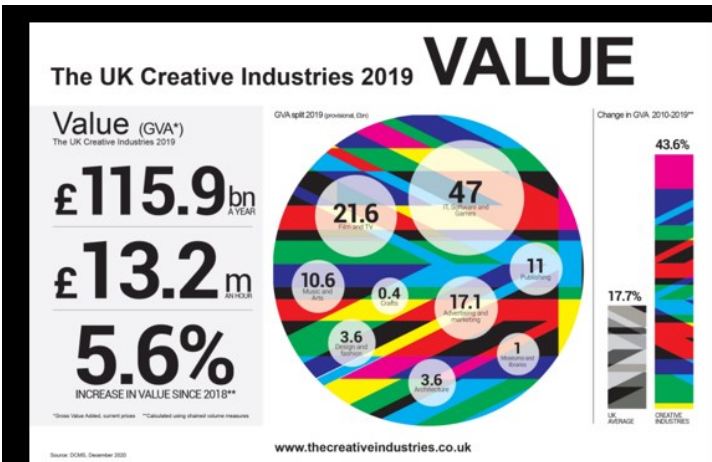
Careers in
Art & Design





Careers in Art & Design

We amplify the importance of the Creative Industries within the UK economy and the wide ranging career opportunities within this sector.



nationalcareers.service.gov.uk/job-categories/creative-and-media

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Creative and media

Actor
Actors use speech, movement and expression to bring characters to life in theatre, film, television and radio.

Advertising account executive
Account handler, client services executive
Advertising account executives manage clients for an advertising agency.

Advertising account planner
Strategic planner
Advertising account planners develop and plan ad campaigns to make sure adverts reach the right audience.


Advertising art director
Creative
Art directors design images for ad campaigns, including film, TV, website and printed adverts.

Advertising copywriter
Copywriter, creative, advertiser
Advertising copywriters create the words used for print, TV, radio and online adverts.

Other job categories
[Administration](#)
[Animal care](#)
[Beauty and wellbeing](#)
[Business and finance](#)
[Computing, technology and digital](#)
[Construction and trades](#)
[Delivery and storage](#)
[Emergency and uniform services](#)
[Engineering and maintenance](#)
[Environment and land](#)
[Government services](#)
[Healthcare](#)
[Home services](#)
[Hospitality and food](#)
[Law and legal](#)
[Managerial](#)
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[Retail and sales](#)
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In Y9 during the Option selection process we deliver a GCSE Art & Design presentation in which we signpost Y9 pupils to the *Creative Industries Council* website and the *National Careers Service* 'Creative & Media' section. We have regular informal conversations with GCSE Artists regarding KS5 Art & Design study and creative careers.

https://www.thecreativeindustries.co.uk/industries#

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I'm looking for ...

UK CREATIVE OVERVIEW **INDUSTRIES** RESOURCES ABOUT US

ADVERTISING ARCHITECTURE ARTS & CULTURE CRAFT CREATech DESIGN FASHION GAMES MUSIC PUBLISHING TV & FILM

ADVERTISING
UK advertising has a reputation for creativity and effectiveness, attracting brands that want to appeal worldwide.

ARCHITECTURE

ARTS & CULTURE

CRAFT

CREATech

DESIGN

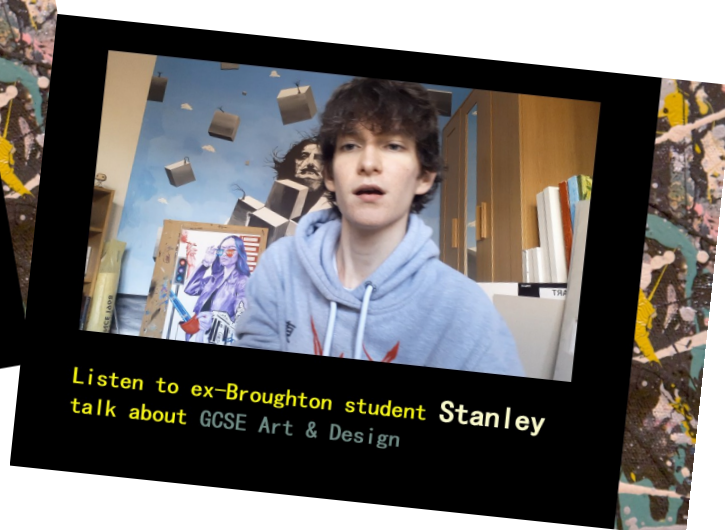
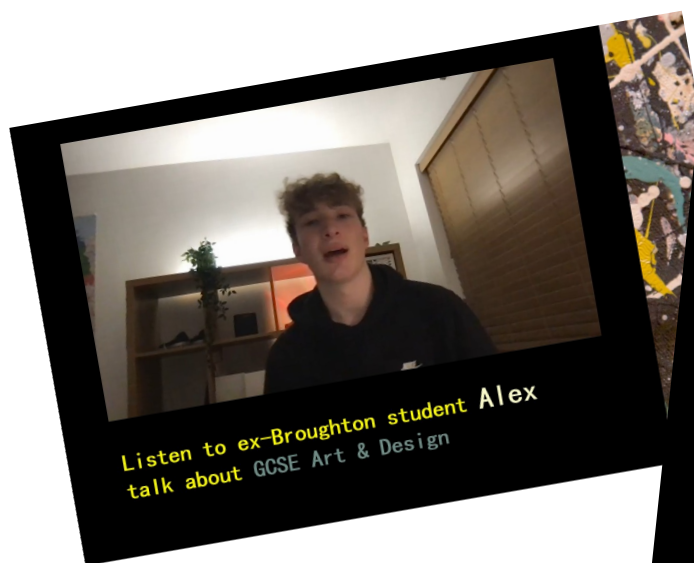
FASHION

GAMES

MUSIC

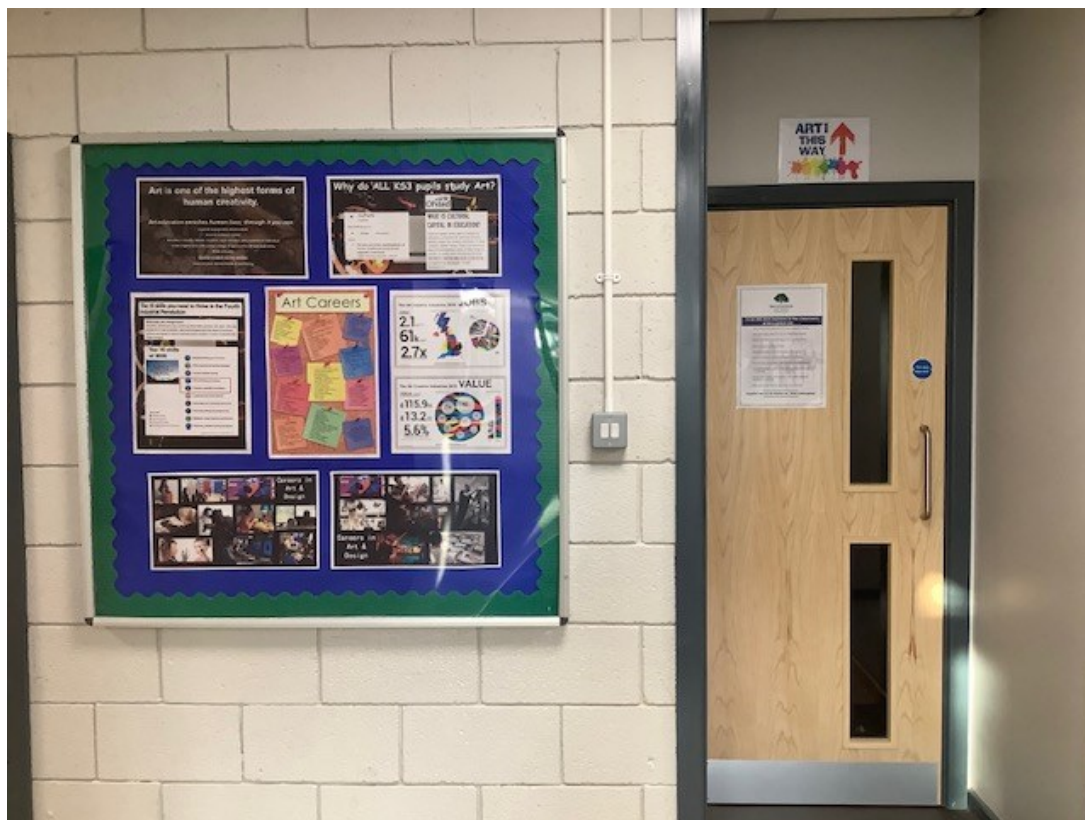
PUBLISHING
57% OF UK PUBLISHING INCOME IS

TV & FILM



Ex-Broughton GCSE Artists often keep in contact with Ms Smith and have returned to school to show their portfolios & share their artistic experiences beyond Broughton with current GCSE Artists. They have also recorded videos for Y9 pupils considering GCSE Art & Design as an option. We identify Y11 Artists intending to pursue Art studies in KS5 via the Pupil Questionnaire.

**There are 2
Art & Careers
Displays at
prominent
points within
the
department.**



Ex-pupil Stanley visiting Y11 GCSE Art group to show his portfolio and talk about his experience at Newman College on the BTEC Art & Design course.