



Creative & Media

Job Information Sheet

What is art, craft and design?

Although art and design are both creative, artists generally create their own works to express their creativity, whereas designers apply their artistic ability to finding a practical solution.

Design is not just about how things look, but also about how they work. It is difficult to think of any area of life where design does not play a part - from magazines and posters to furniture and electrical equipment. Many design disciplines overlap, increasingly as more designers become multiskilled. All designers are becoming more and more dependent on computer-aided design programs alongside the traditional hand skills.

Workers in media provide information and entertainment for people. This industry covers TV, film and radio, ranging from local radio programmes to multi-million pound feature films. It also covers newspapers and magazines, including researching, writing, editing and illustrating stories and features on topics as varied as politics and cookery. Employers range from small companies to large organisations like major newspaper groups or the BBC. Self-employment is common in media and in some publishing roles. Many people are attracted to work in this industry and there is intense competition for many jobs.

Are there jobs for 16-19 year olds?

Most art and design work is extremely competitive and employers can find graduates to fill even the most junior positions. This leaves few opportunities for 16-19 year olds in most areas of design work. However, there are some jobs, particularly those involving practical skills and making things, where employers look to employ school or college leavers.

Most national newspapers, magazines and broadcasting organisations are based in London. However, with the intense competition for jobs, few will take on 16-19 year olds without relevant experience.

There may be a lot of competition for jobs but many media employers are willing to consider those without a degree if they have relevant skills or some experience. Almost all journalists, TV presenters and film producers have been through higher education but it is still possible to start in the industry without a degree.

Employers will sometimes ask for GCSEs, A levels or relevant vocational college courses. However, they are usually more interested in your practical skills, artistic or design ability and enthusiasm.

Below is a selection of jobs that could be available to 16-19 year olds living in Central London. Further details of these and many other jobs can be found at www.connexions-direct.com/jobs4u/.

This information sheet covers jobs for 16-19 year olds in Central London. It does not cover graduate jobs (such as most areas of design) or jobs that are rare in Central London. For details of the whole range of jobs in business and finance go to www.connexions-direct.com/jobs4u/

Jobs for 16-19 year olds in creative & media

- **Visual merchandisers** follow the instructions of a display designer to decorate displays in shop windows and inside stores. Employers usually ask for a relevant art or design qualification.
- **Engravers** use hand tools or machinery to cut the surface of glass or metal, to decorate items such as jewellery, boxes, goblets, bowls, trophies, decanters and mirrors.
- **Jewellery makers** manufacture a variety of jewellery ranging from precious metals set with valuable stones (such as emeralds and diamonds), to lower cost high street fashion accessories.
- **Picture framers** make frames to protect and enhance all kinds of pictures, including photographs, paintings, drawings and tapestries. They also make frames to display objects such as medals, butterflies or dried flowers.
- **Signwriters/signmakers** design, make and install signs for shops, banks, pubs, petrol stations etc, and for vehicle bodies. Modern signmaking uses digital technology, although some signwriters still use traditional hand painting.
- **Cabinetmakers** are skilled craftspeople who make quality furniture. Their products differ from mass produced furniture in that most items are designed and produced individually. They make cabinets, chests of drawers, and items such as chairs, tables and fitted furniture.
- **Print finishers/bookbinders** turn printed materials into finished articles, such as books, booklets, catalogues or cartons. To do this, they use specialist machines that cut and trim paper to the correct size, fold sheets into sections, glue or staple sections together, and bind.
- **Machine printers** are responsible for setting up and running printing presses, and for checking that the final product is of the right quality. There are many different kinds of printing press producing many different products – from leaflets and books, to packaging, scratch cards and even fragranced perfume sample cards.
- **Origination printers** do various jobs, from approving the text, the design and artwork, to the actual printing itself. This could include digital scanning, retouching images, artwork and text setting, proof-reading and platemaking.
- **Reprographic assistants** copy pages of text and other documents using photocopying machines. They set up the machines according to the number of copies, size and format required by pressing a series of buttons. When the copying is completed, they collect the pages and arrange them in the correct order.
- **Photographic technicians** work in laboratories that develop film and print photographs. They can work in photo-finishing laboratories which process high quantities of films and negatives for the general public - or they can work in laboratories that develop film for professional photographers.
- **Florists** design and make up floral arrangements, bouquets, wreaths and floral tributes, and sell them to the public. They also usually sell cut flowers and pot plants, as well as dried and artificial flowers, gifts and decorations.
- **Sewing machinists** stitch together different kinds of garments such as shirts, dresses and trousers. Machinists use a wide variety of machines, including computerised ones.
- **Tailors and dressmakers** do very skilled work, producing made-to-measure, handmade suits and coats for men and women. They might make the whole suit or specialise in parts of the work.

- **Runners** are general assistants who undertake any small job, to assist editors, producers and other members of the production team. Depending on the kind of production, a runner may be asked to distribute scripts to different departments, fetch and carry items of equipment, deliver messages, answer the telephone and reply to emails, or make tea. There are no fixed working hours. No qualifications are usually required, although many runners have A levels and often degrees. Enthusiasm, relevant experience and a genuine passion for the television and film industry are more important than subjects studied.
- **Production assistants** work in media and the stage carrying out the administration needed for productions. This involves running the director's office, doing most of the secretarial work, planning meetings, booking hotels and looking after the artists. Many entrants have A levels, BTECs HNDs, or degrees and employers will also look for good office and communication skills. Training is often on the job.
- **Journalists** keep people informed about events happening locally and globally. They may write news and feature articles for newspapers, magazines or on-line publications, or for broadcasting on radio and television. Although most trainee journalists now have degrees, it is still sometimes possible to train with a local newspaper after leaving school or college. A wide range of A level subjects is acceptable but employers will be looking for evidence that you have the writing style they need.

Entry level jobs in the media industry are hardly ever advertised and companies and broadcasters receive hundreds of CVs every week. Getting the first job in this industry is likely to be the most difficult part of your career. You do not just need the right qualifications or to be really keen or have some experience behind you - you need ALL these things!

In theory it is also possible to enter many technical jobs in media, such as **audio-visual assistant** or **sound assistant** and **camera assistant** without a degree. However, competition means that employers will almost always look for relevant experience as well as a background in subjects such as engineering, maths or physics – making it unlikely for 16-19 year olds.

Live creative & media vacancies (on 1st September 2010)

Young people in Central London can search for job and training opportunities at www.mychoicelondon.co.uk/choicejobs. When this information sheet was published the following vacancies were available:

LOIS Ref	Vacancy	Organisation	Location	Notes
L19001968	Media Runner	Digital Video Equipment	Tottenham Court Road	
L19002033	Multimedia & Graphic Design Apprentice	Nursing Association	Oxford Circus	***Closing date 13/9/10***
L27002255	Theatre Technician and Marketing Assistant	Theatre	Kennington Oval	Must be 18 or older and an unemployed Lambeth resident
L27002444	Workshop Trainee	Decorative Arts	Park Royal	Drawing skills and GCSE Art required
L12003162	Photography Assistant (Apprenticeship)	Photography	Croydon	Relevant Level 2 qualification required
L12003163	Trainee Sign Maker	Signs and Graphics	Croydon	
L12003246	Visual Associate	Fashion Sales	Croydon	

Vacancies in red are new this month. To find out more either speak to your Personal Adviser or contact the nearest centre listed at the bottom of this page. If you do not live in any of the areas listed below you can find your local Connexions centre at: www.connexions-direct.com/index.cfm?go=localServices

Apprenticeships

Apprenticeships offer training to young people who want to learn while working.

Apprenticeship in art, craft and design are rare, but when they do occur they will be listed in the vacancies above. In addition apprenticeships in printing or reprographics can sometimes be found at www.jobsinprint.com

There are apprenticeships in media, but the number of employers offering them is very limited. When apprenticeship do occur they will be listed in live vacancies above.

General advice on finding work and getting training in the industry can be found at www.skillset.org/careers

For more general information on apprenticeships go to www.apprenticeships.org.uk.

Other Vacancy Sites

There are websites advertising jobs for creative & media workers, but they very rarely carry jobs for young people.

BPIF (www.britishprint.com/training/vacancies.asp and www.jobsinprint.com)	Has information and occasional apprenticeship vacancies in printing and reprographics. Young people looking for an apprenticeship placement can also advertise on the British Print site.
Jobcentre Plus (jobseekers.direct.gov.uk)	Select 'Looking for a job' then 'Search for a job'. The site also has links to jobs from other sources, such as employment agencies
Creative Opportunities (www.arts.ac.uk/student/careers/creative-opportunities.htm)	The site is aimed at undergraduates at the University of the Arts in London but occasionally has part-time and temporary opportunities that would be of interest to Further Education and sixth form students.

Media work experience

According to Skillset:

“A period of work experience is increasingly seen as a way into a first job and many people believe that this is more important to employers than academic qualifications.

Most jobs in the industry are never formally advertised, although there are some exceptions, such as specific training schemes leading to jobs. Most people will tell you it's a 'contacts business' - and they're right!”

However, finding work experience is far from easy. You can find advice on the Skillset website at www.skillset.org/careers/getting_in/experience/ and from media employers such as the BBC (www.bbc.co.uk/jobs/workexperience/) Channel 4 (www.ideasfactory.com) or BSkyB (www.reachforthesky.co.uk).

If you are planning to study media find out if work experience is part of the course.

A College or 6th form course?

If you are interested in art, craft and design staying on in full-time education is a good option. For most design careers entry is very difficult without a degree or higher diploma/certificate. It is possible to enter higher education after following either the academic (A Level) route or taking a vocational course.

General art and design courses are available at most sixth forms and colleges in central London and there are also a wide range of more specialised courses, including graphic design, photography, sculpture, woodworking, fine art, textiles, print and fashion.

If you are interested in media it is important to remember that employers rarely insist that applicants have studied media. Many entry level jobs use skills that could also be developed on courses such as business, IT, design or engineering. It is possible to enter higher education after following either the academic (A Level) route or taking a vocational course, so for those studying at this level subjects like English or film studies could also be relevant.

Media courses are available at most sixth forms and colleges in central London and there are also a wide range of more specialised courses, including video production, multimedia, photography, journalism and radio.

You will normally need a couple of grade E GCSEs to enter Foundation, Introductory or Level 1 courses in media. Intermediate or First Diploma or level 2 courses will usually ask for four GCSEs at grade D and vocational A Level or National Diploma courses grades A-C.

Diplomas

The Diploma is a new qualification that combines classroom study with practical experience. Diplomas will be available at Foundation, Higher and Advanced Levels in many colleges and 6th forms and, in some cases, may replace other vocational courses.

The Creative & Media Diploma was be introduced in Islington, Southwark and some other parts of London from September 2008.

For details on the vast range of education and training courses, including Diplomas, on offer throughout London go to www.mychoicelondon.co.uk