



# CREATIVE CAREER PATHS


Career Preparation


NORWICH  
UNIVERSITY  
OF THE ARTS



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# CREATIVITY MATTERS



87%

**CREATIVE OCCUPATIONS ARE HIGHLY RESISTANT TO AUTOMATION (BEING REPLACED BY MACHINES) WITH 87% OF CREATIVE WORKERS AT LOW OR NO RISK.**

INDEPENDENT  
REVIEW, 2017

78%

**THE CREATIVE SECTOR BOASTS THE HIGHEST LEVEL OF EDUCATION, WITH 78% HOLDING DEGREES, COMPARED TO AN AVERAGE OF 32% ACROSS THE UK WORKFORCE AS A WHOLE.**

PROSPECTS  
LUMINATE, 2018

This guide will encourage you to think differently about creativity. Sometimes it's about the big ideas, boldly expressed. Sometimes it's harder to see – the hidden techniques and mastercraft skills that combine with a great idea to make something stand-out. The truth is, we're all creative. As children, one of the first things we do is pick up a crayon and start to draw. As adults and young people, we're all taking photographs and capturing video clips. Some people go further into creative coding or making 3D objects. For some, even what they choose to wear is a form of creative expression, a way to make a statement with their own unique flair and visual style. You'll see signs of creativity everywhere you go, everyday. In ever-evolving cultures we will always need creative makers, problem solvers, visionaries and pioneers.

So how are you creative? How do you express ideas in words, pictures, objects, materials or sounds? The chances are you've already had thousands of creative ideas in your lifetime – you've just never thought of it that way. Realising these traits are the first steps to being part of a much broader creative community that really matters. Here's why...



3 million jobs

**JOE BRENNAN**

IMAGE FROM BA ARCHITECTURE  
COURSEWORK

In the last 10 years jobs in the  
UK's Creative Industries have  
grown x3 the UK average!

CREATIVE INDUSTRIES FEDERATION 2020

# NUA rated second in the world for Design Education Institution by the World Brand Design Society Awards

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**TOMMY HARDWICK**

IMAGE FROM BA GRAPHIC DESIGN COURSEWORK

GRAPHIC DESIGN, RECIPIENT OF FIVE WORLD BRANDING DESIGN SOCIETY AWARDS



# CREATIVE CAREERS

"Art and creativity are essential to our culture, belong to us all and flourish at their most vibrant and rich when they allow the space for a variety of voices."

**AMMA ASANTE**, BAFTA-WINNING FILM DIRECTOR, SCREEN-WRITER AND NUA CHANCELLOR

## ACTING

Actor (Film/Stage/Radio)  
Broadcast Presenter  
Drama Therapist  
Director  
Editor  
Podcaster  
Runner (Broadcasting/  
Film/Video)  
Screenwriter  
Teacher  
Theatre Stage Manager  
Voice Actor  
Vlogger  
YouTuber

[prospects.ac.uk  
/job-profiles/actor](https://prospects.ac.uk/job-profiles/actor)

## ANIMATION

Animator  
Producer  
SFX  
Designer  
Editor  
Art Director  
Director of Photography  
Compositor  
Character Designer  
Background Artist  
Layout Artist  
Prop Designer  
Set Designer  
Modeller  
Storyboard Artist  
Illustrator  
Colour Co-Ordinator  
Lighting Supervisor  
Forensic Animator  
Cartoonist  
Digital Painter

[screenskills.com](https://screenskills.com)

## ARCHITECTURE

Architect  
Architectural Assistant  
Designer  
Project Manager  
Site Manager  
Surveyor  
Architectural Technician  
Consultant  
CAD Renderer  
Product Designer  
Town Planner  
Architectural Historian  
Conservationist  
Environmental Consultant  
Architectural Curator  
Model Maker  
Landscape Designer  
Construction Journalist

[architecture.org](https://architecture.org)

## FASHION

Freelance Designer  
In-House Designer  
Bespoke Tailor  
Creative Pattern Cutter  
Buyer  
Design Consultant  
Fashion Illustrator  
Garment Technologist  
Visual Merchandiser  
Fashion Stylist  
Fashion Photographer  
Footwear Designer  
Milliner  
Knitwear Designer  
Dressmaker  
Costume Designer

[britishfashioncouncil.co.uk](https://britishfashioncouncil.co.uk)

## FASHION COMMUNICATION AND PROMOTION

Fashion Stylist  
Style Scout  
Trend Forecaster  
Visual Merchandiser  
Fashion Marketer  
Brand Strategist  
Social Media Strategist  
Creative Direction  
Promotion and PR  
PR and Event Manager  
Fashion Writer  
Fashion Editor  
Fashion Content Creator  
Fashion Illustrator

[britishfashioncouncil.com](https://britishfashioncouncil.com)

## FASHION MARKETING AND BUSINESS

Brand Strategist  
Brand Account Manager  
Promotion and PR  
Fashion Writer  
Brand Marketer  
Media Planner  
New Media Developer  
Social Media Strategist  
Content Marketer  
E-Commerce Officer  
Visual Merchandiser  
Project Manager  
Trend Forecaster

[britishfashioncouncil.co.uk](https://britishfashioncouncil.co.uk)

## FILM AND MOVING IMAGE PRODUCTION

Director/Producer  
Director of Photography  
Editor  
Sound Designer  
Assistant Director  
Camera Operator  
Location Manager  
Art Director  
Production Designer  
Screenwriter  
Script Supervisor  
Storyboard Artist  
Props Handler  
Colourist  
Editor

[bfi.org.uk](https://bfi.org.uk)

## FINE ART

Practising Artist  
Community Artist  
Exhibition Organiser  
Arts Administration  
Lecturer  
Art Consultant  
Gallery Manager  
Researcher  
Curator  
Teacher  
Image Retoucher  
Art Therapist  
Art Conservator  
Studio Manager  
Gallery Technician  
Artist's Assistant  
Art Handler  
Writer/Critic  
Gallery Education Officer

[artscouncil.org.uk](https://artscouncil.org.uk)

## GAMES ART AND DESIGN

Game Designer  
Concept Artist  
2D Artist  
3D Artist  
Animator  
Lead Artist  
Level Editor  
Project Manager  
Producer  
Community Manager  
Creative Director  
External Producer  
QA Tester  
Sales Manager  
Texture Artist

[tiga.org](https://tiga.org)

## GAMES DEVELOPMENT

AI Programmer  
DevOps Engineer  
Game Designer  
Game Developer  
Product Designer  
Programmer  
Software Researcher  
UI Programmer  
Web Designer  
Software Developer

[screenskills.com](https://screenskills.com)

## GRAPHICS

Graphic Designer  
Digital Designer  
Website Designer  
Branding Designer  
Packaging Designer  
Creative Director  
Marketing Creative  
Magazine Designer  
Editorial Designer  
Newspaper Designer  
Printmaker/Printer

[designcouncil.org.uk](https://designcouncil.org.uk)

## ILLUSTRATION

Freelance Illustrator  
Self-Publisher  
Printmaker  
Designer  
Picture Book Designer  
Public Artist  
Artist in Residence  
Book Publisher  
Animator  
Film Maker  
Curator  
Director  
Editorial Publisher  
Gallery Assistant  
Illustration Agent  
Colourist  
Letterer  
Concept Artist

[theaoi.com](https://theaoi.com)

## INTERIOR DESIGN

Interior Design  
Space Planner  
Colour Consultant  
3D Model Maker  
Theatre Set Designer  
Exhibition Designer  
Lighting Designer  
Project Manager  
Visual Merchandiser  
Design Contractor  
Architectural Visualiser  
Design Technologist  
Retail Designer  
Graphic Designer  
Event or Gallery Management

[biid.org.uk](https://biid.org.uk)

## PHOTOGRAPHY

Photographer  
Assistant  
Art Director  
Image Producer  
Picture Editor  
Digital Retoucher  
Picture Librarian  
Curator  
CGI Artist  
Teaching Technician  
Digital Assistant  
Photographer's Agent  
Picture Researcher  
Studio Assistant  
Forensic Photographer  
Photo Journalist  
Architectural Photographer  
Fashion Photographer

[the-aop.org](https://the-aop.org)

## TEXTILE DESIGN

Textiles Designer  
Design Maker  
Pattern Designer  
Product Designer  
Buyer  
Stylist  
Materials Producer  
Interior Designer  
Researcher  
Stationery Designer  
Branding Executive  
Conservator  
Trend Forecaster  
Weaver  
Teacher

[ukft.org](https://ukft.org)

## USER EXPERIENCE DESIGN

Application Designer  
Web Designer  
Digital Designer  
Front End Developer  
Interaction Designer  
Product Manager  
Product Marketing Manager  
User Interface Designer  
UX Designer  
UX Architect  
UX Business Analyst  
Visual Designer  
Back End Developer  
Interaction Designer  
ID Architect  
ID Business Analyst  
Interface Designer  
Product Designer  
UX Designer  
Quality Assurance Tester  
Web Developer

[designcouncil.org.uk](https://designcouncil.org.uk)

## VISUAL EFFECTS

Roto Artist  
Texture Artist  
3D Generalist  
3D Environment Artist  
Match Move Artist  
Visualiser  
Compositor  
Art Director  
Matte Painter/Artist  
Modeller  
Architectural Visualiser  
Experiential Designer  
Layout Artist

[screenskills.com](https://screenskills.com)



**DAN KELBY**  
CHARACTER DESIGNER (CLIENTS INCLUDE; NETFLIX, DISNEY  
TELEVISION ANIMATION AND CARTOON NETWORK) FROM GRANTHAM



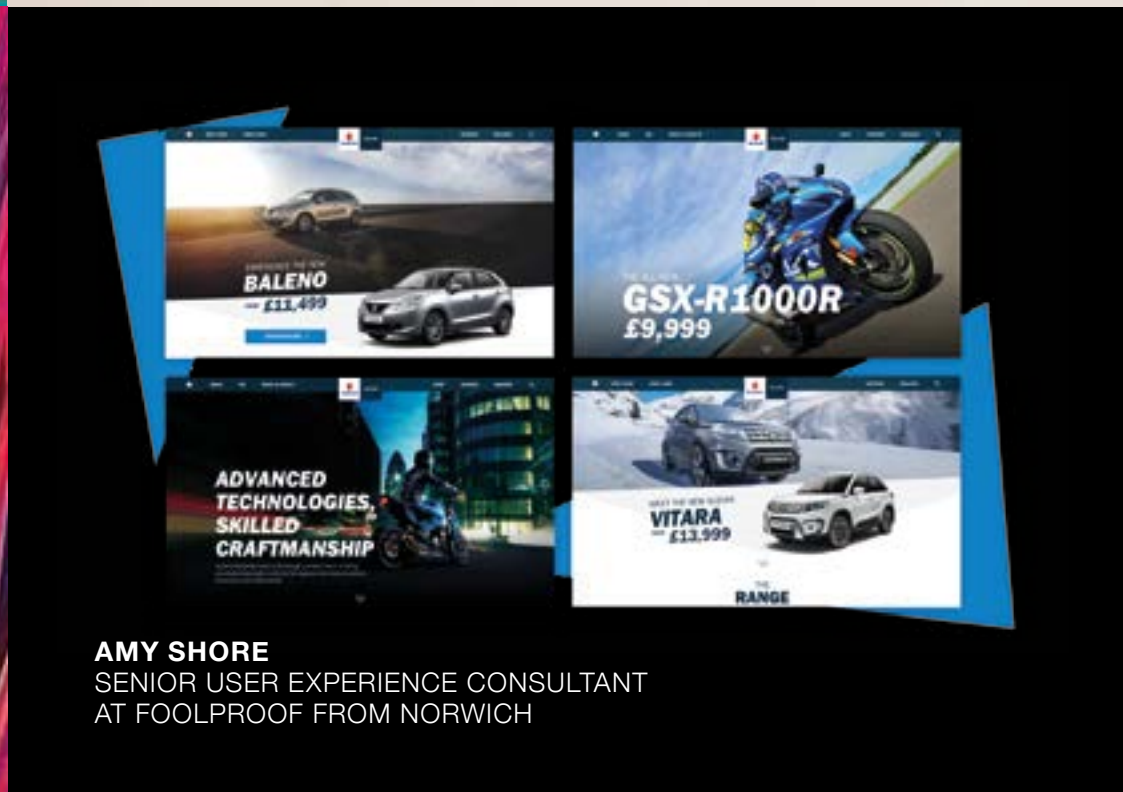
**EMILY POWELL**  
ARTIST FROM LIVERPOOL



**JOE LLOYD PACK**  
VFX PRODUCTION MANAGER AT WARNER BROS FROM REDHILL



**SAVINO THOMAS**  
3D PATTERN CUTTER AT MARKS & SPENCER  
FROM KINGS LYNN



**AMY SHORE**  
SENIOR USER EXPERIENCE CONSULTANT  
AT FOOLPROOF FROM NORWICH

Cover image:

**JORDAN GRIMMER**  
GAMES DESIGNER AT EA GAMES  
FROM GREAT YARMOUTH

Find out what  
others have achieved at  
Norwich University of the Arts

[www.nua.ac.uk/alumni/notable](https://www.nua.ac.uk/alumni/notable)

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# PROFESSIONAL DEVELOPMENT OPPORTUNITIES

NUA is committed to developing our students' creativity, professionalism and employability. Our students get to hear from experts within industry - and famous names from fashion to film and photography including Aardman, MPC, Artist Cornelia Parker, Penguin Books, the BBC, Nickelodeon, British Vogue Editor Alexandra Shulman, Artist Anthony Gormley, Ubisoft reflections...

## PLATFORM

Each year we run the Platform programme – a series of talks and interactive sessions that cover everything you need to know when starting a new creative business. There are speakers from industry, along with mentoring and advice from NUA alumni. Our Business team are there to support you from the outset, helping you develop your plan, connecting you to our network, and making sure you have access to legal and financial advice. You will become part of a network of NUA businesses that span the creative industries.

## CAREERS CENTRE

Our employability service supports students with a structured programme delivered as part of your curriculum, as well as 1:1 advice. We work with external organisations to offer live projects students can engage with to build real experience for their CV.

We can help with individual career guidance, interview preparation and advice sessions. We highlight internships and job vacancies, networking events, postgraduate training options, and planning for self-employment amongst

other services. Support from the Careers team continues after you graduate, for as long as you need it.

## COMPETITIONS AND AWARDS

NUA encourages students to enter their work into a variety of industry linked competitions. Year-after-year students gain national recognition for their outstanding work.

Recent successes include:

Association of Photographers  
Adobe Design Awards  
Penguin Book Design  
BAFTA Video Game Awards  
D&AD New Blood Pencil  
World Brand Design Society

## IDEAS FACTORY<sup>NUA</sup>

Graduates that want to start a business can join the Ideas Factory Incubation programme. As well as mentorship for the early stages of your business, the programme supports your development and connects you to the NUA network.

# PROFILE

## KEY CREATIVE SKILLS PROFILE

Profile is a national award winning game developed at NUA with help from the creative industries. Students playing the game learn how to build a strong personal statement and curriculum vitae (CV) by thinking about the skills and knowledge they have gained.



Winner of Employability and Entrepreneurship category at the Guardian University Awards



RESILIENCE



MEETING DEADLINES AND DELIVERING A BRIEF



FLEXIBILITY AND ADAPTABILITY



SHOWING ATTENTION TO DETAIL



COMMUNICATING WITH COLLEAGUES AND PARTNERS



RESPONDING TO FEEDBACK



WORKING IN A TEAM



HANDLING CUSTOMERS AND CLIENTS



DEMONSTRATING A POSITIVE ATTITUDE



INTERPRETING A BRIEF

## WHAT INDUSTRY SAYS ABOUT NUA

“The NUA Media Lab and the state-of-the-art equipment for students are unbelievable. I could be walking around a top animation studio.”

**Keith Chapman**

Creator of ‘Bob the Builder’  
and NUA graduate

“I’ve been involved with NUA for over 10 years now. The staff are experienced in their fields and have an exceptional track record of producing industry ready students of the highest standards. I’ve hired or worked with some of those fine talents over the years.”

**Cordell Burke**

Creative Managing Partner UK  
UP There, Everywhere

“Recruitment is a challenge for every business but links forged with NUA are invaluable.”

**Rupert Kitchen**

Partner, LSI Architects

“The Photography course at NUA has a great balance of capturing a student’s personal interests, mixed with creative problem solving, an eye for detail and commercial viability. That is why I am keen to support the course and work with graduates from NUA.”

**Tim Flach**

Leading UK Photographer

“NUA’s VFX course promises to bring together technology and creativity in new ways to ensure students have the skills and abilities for whatever the future industry will throw at them. With real life.”

**Ian Murphy**

Training Lead, MPC (Moving Picture Company)

“NUA students have been a revelation. They take to work quickly and show professionalism and enthusiasm.”

**Mark Green**


Senior Producer,  
Sony Computer Entertainment



**NICK REES**

COMMERCIAL BEVERAGE  
PHOTOGRAPHER FROM  
HERTFORDSHIRE



A stylized illustration of a blue, textured creature with large eyes and outstretched arms, holding a white book. It is positioned in the upper left against a warm, golden-yellow background with abstract shapes and a sun-like glow. The creature appears to be emerging from or sitting on a dark, rocky mound.

# £115.9 BILLION

generated from the UK's creative Industries in 2019

DCMS 2020

**ELLIE ROSS WILKINSON**

IMAGE FROM BA ILLUSTRATION COURSEWORK

## WE ARE GOLD

Teaching, learning and student outcomes at NUA are gold-rated by the Teaching Excellence Framework (TEF). That means our teaching is outstanding and of the highest standard in the UK.

UK top 10 for teaching quality –  
The Times and Sunday Times Good  
University Guide.

NUA is proud to work in partnership with Take Your Place to help young people with little or no experience of university explore the world of higher education.

[takeyourplace.ac.uk](https://takeyourplace.ac.uk)



**TAKE  
YOUR  
PLACE**