

## ADVERTISING & MARKETING

THE UK ADVERTISING ECONOMY IS ONE OF THE MOST SOPHISTICATED AND DYNAMIC IN THE WORLD. ADVERTISING AND MARKETING ADD £120BN TO THE UK ECONOMY.

### CAREER PATHS

- >> ADVERTISING MANAGER
- >> BRAND SPECIALIST
- >> MUSEUM EXHIBIT DESIGNER
- >> ART DEALER

## ART & DESIGN

THE UK HAS THE SECOND-LARGEST DESIGN SECTOR IN THE WORLD AND THE LARGEST DESIGN INDUSTRY IN EUROPE. THE UK RANKS FOURTH IN THE WORLD FOR DESIGN EXPORTS AND EXPORTS 50 PER CENT MORE DESIGN THAN IT IMPORTS.

### CAREER PATHS

- >> ARTIST
- >> FILM MAKER
- >> GRAPHIC DESIGNER
- >> ART THERAPIST

## EDUCATION

TEACHING IS A FULFILLING CAREER WHICH WILL GIVE YOU THE OPPORTUNITY TO PASS ON YOUR LOVE OF ART AND DESIGN TO OTHERS. THIS CAN BE IN A SCHOOL, COLLEGE OF FURTHER EDUCATION OR UNIVERSITY.

### CAREER PATHS

- >> ART TEACHER
- >> LECTURER
- >> GALLERY EDUCATION OFFICER
- >> ART HISTORIAN

# WHERE CAN

# ART & DESIGN

# TAKE YOUR CAREER?

## FASHION & BEAUTY

THERE ARE A WIDE VARIETY OF ROLES IN THIS INDUSTRY FROM FASHION DESIGNER, FASHION JOURNALIST TO THEATRICAL MAKE-UP ARTIST. THE MAJORITY OF PEOPLE ARE SELF-EMPLOYED.

### CAREER PATHS

- >> PRODUCT DESIGNER
- >> PRINT DESIGNER
- >> THEATRICAL MAKE UP ARTIST
- >> COSTUME DESIGNER

## MANUFACTURING

3 MILLION PEOPLE ARE EMPLOYED IN MANUFACTURING. THAT IS 9% OF THE UK WORKFORCE.

### CAREER PATHS

- >> PRODUCT DESIGNER
- >> AUTOMOTIVE DESIGNER
- >> CAD TECHNICIAN
- >> MATERIALS ENGINEER

## PUBLISHING AND MEDIA

THE PUBLISHING AND MEDIA INDUSTRY EMPLOYS 430,000 PEOPLE. JOBS IN FILM, TV, VIDEO, RADIO AND PHOTOGRAPHY ARE GROWING RAPIDLY WITH 17% MORE JOBS NOW THAN IN 2011.

### CAREER PATHS

- >> BOOK DESIGNER
- >> ANIMATOR
- >> SPECIAL EFFECTS SPECIALIST
- >> WEB CONTENT MANAGER

## ADVERTISING & MARKETING

THE MAJORITY OF PEOPLE WORKING IN THE FIELD STARTED AT THE BOTTOM RUNG OF THE LADDER, INTERNING FOR FREE, POSSIBLY EVEN MAKING MINIMUM WAGE JUST TO GET THEIR START IN THE INDUSTRY.

### CAREER PATHS

- >> EVENT PLANNER
- >> WEBSITE TECHNICIAN
- >> ART AUCTIONEER
- >> TALENT AGENT

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### CAREER PATHS

- >> TATTOOIST
- >> PAINTER AND DECORATOR
- >> GARDEN DESIGNER
- >> FLORAL DESIGNER

## FASHION & BEAUTY

THE FASHION AND BEAUTY INDUSTRY ENCOMPASSES A RANGE OF CAREERS IN FIELDS SUCH AS ART AND DESIGN, MANAGEMENT, SALES, MEDIA AND COMMUNICATIONS, AND PERSONAL CARE AND SERVICE.

### CAREER PATHS

- >> BEAUTY CONSULTANT
- >> HAIRDRESSER
- >> MAKE UP ARTIST
- >> NAIL TECHNICIAN

# WHERE CAN

# ART & DESIGN

# TAKE YOUR CAREER?

## EDUCATION

THIS REFERS TO EDUCATION OUTSIDE OF SCHOOLS AND INCLUDES PUPIL REFERRAL UNITS, HOSPITAL SCHOOLS, HOME TEACHING SERVICES, TUITION CENTRES AND E-LEARNING CENTRES, AMONG OTHERS.

### CAREER PATHS

- >> TEACHING ASSISTANT
- >> ART ROOM TECHNICIAN
- >> ART THERAPIST
- >> SEN TEACHING ASSISTANT

## MANUFACTURING

YOU WOULD WORK AS PART OF A TEAM MAKING GOODS OR PARTS IN INDUSTRIES LIKE PHARMACEUTICALS, FOOD AND DRINK, CONSTRUCTION AND ENGINEERING.

### CAREER PATHS

- >> CARPENTER
- >> METAL FABRICATOR
- >> PACKAGING DESIGNER
- >> CAD TECHNICIAN

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### CAREER PATHS

- >> SIGN WRITER
- >> CAMPAIGN MANAGER
- >> MAGAZINE DESIGNER
- >> PHOTOGRAPHER