

so you want to work  
in design, music, film,  
TV, games, web  
development ...



# creative media

**If you are creative** and can see beyond what's already on your screen, your browser, or your phone, then you will be in demand big time!  
*Katz Keily, just-B Productions*

**Creative media skills are in everything we do** - in making music and videos, in turning them into products like mix CDs to ring tones.  
*Andy Pickles, international DJ and Chief Executive of the Music Factory*

**Digital technology is crucial in live performance** - sound mixing, lighting and special effects depend on computers. Being in a band these days involves a lot of digital knowhow and a skilled technical crew.  
*Roo Piggott, recording artist and director of Alamo Records*

**Computer aided design is behind everything** from cars and buildings to clothing and interior design to console games. Learn about design and animation and you can open up real opportunities.  
*Gordon Oliver, Lightwork Design*

**In the 24 hour news world**, we capture stories, photographs and film direct to digital equipment, so we need multimedia journalists to do all those things live in the field.  
*John Spencer, The Press Association*

**The doors are open for young producers** with vision and skills ranging from storyboard to post-production, bringing music, film and animation together.  
*Brigidin Crowther, filmmaker*

# so what is creative media?

Creative media is a major source of employment in the UK. Photography, video, animation and music are not only used in isolation but are also brought together in console games, digital television, websites and live performance.

The internet and digital tools have revolutionised business, education and entertainment. Computer technology has transformed how products are created, recorded and edited and also how they are marketed, distributed and consumed.

We see that in our everyday lives, as consumers of these products through our TVs, our computers and our phones, along with billions across the world.

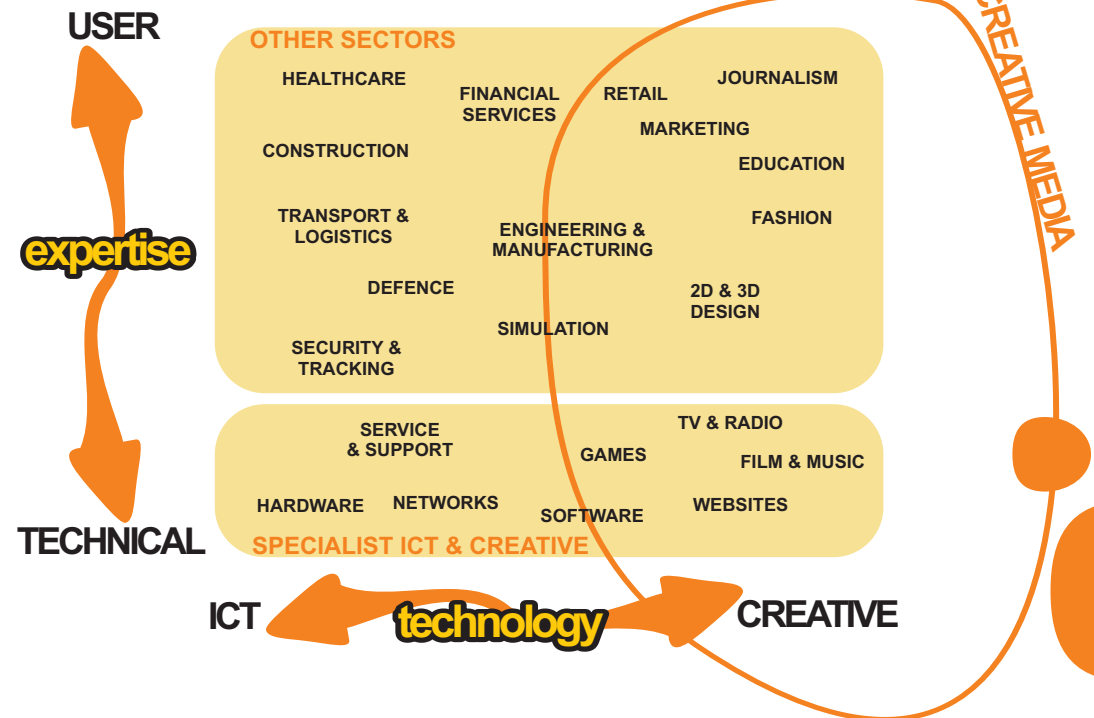
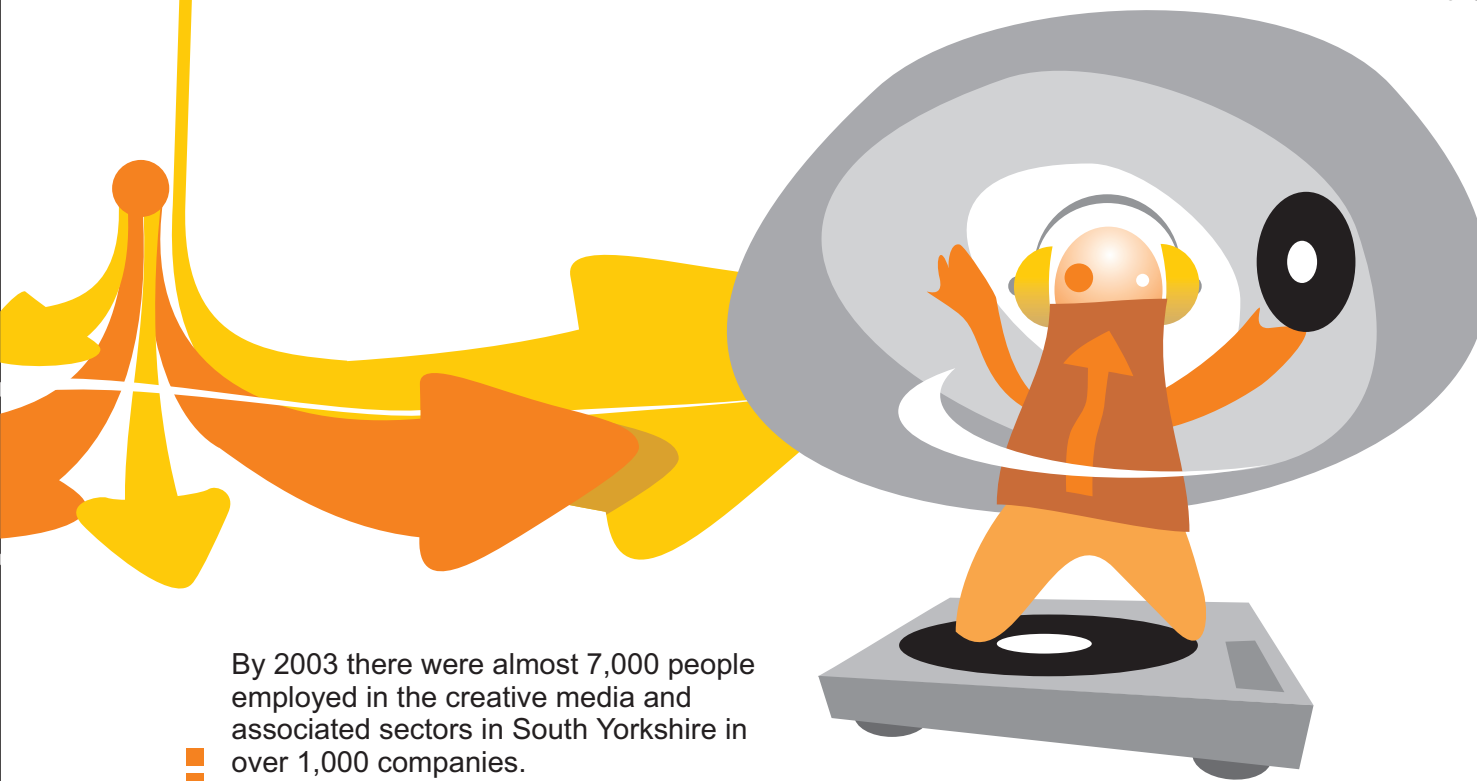
What you may not know is that South Yorkshire is strong in this field. We have leading design, production and distribution companies, fuelled by talented artists, film makers, graphic designers and musicians.



# creative media is everywhere

Think of any form of communication in words or film or music, for entertainment or marketing or education - and you can be almost certain that it will be computer based.

Look at any design whether it's a building or a vehicle or a fashion item or a household product, an animated character or a horde of orks, a game level or a website - they are all digital.



By 2003 there were almost 7,000 people employed in the creative media and associated sectors in South Yorkshire in over 1,000 companies.

There are also many hundreds of freelance professionals, specialists who are hired for a particular project, such as a film production.

The majority work in specialist companies of less than 10 people or as freelancers moving from project to project.

Creative media professionals are in demand in many sectors, especially where companies require distinctive web sites and powerful marketing.

Major broadcasters developing new forms of digital programming along with the relocation of BBC activities in the North is having a positive effect

In addition more and more office jobs require digital skills above and beyond word processing, to design publications and presentations and to keep websites up to date

**This is the fastest growing industry sector in South Yorkshire and perhaps across Europe, along with ICT - also featured in this booklet**

some facts...

And, as illustrated in our diagram, the same skills and technologies used in over 100,000 Yorkshire jobs in Creative Media and ICT are also in high demand across many other sectors.

For example, the print industry now uses digital techniques in every process. No modern journalist or marketing professional can operate without digital media skills.

Meanwhile a 2005 survey indicated 46% of Yorkshire businesses with computers already have websites which will continue to grow, considering it is 57% in London. That means a lot of jobs developing sites and maintaining their content. It also means that office workers will require creative media skills alongside such as word processing and email to play their part in the world of web communication.

**So even if you don't see yourself as a creative specialist, such as a photographer or graphic designer, school and college qualifications in computer based creative media will be an advantage whatever you do.**

# career pathways

In this section we look at six specialist areas from the range of creative media opportunities. You can start your career in any one of them. It is also possible to develop the skills to move between them without going back to the beginning. For example, designers, photographers, film makers and musicians are well placed to work with interactive media such as video games and web publishing.

For your starting point, choose an area that suits your personal interests. Once you **get in** to the industry you can **get on** in different directions as your skills develop and as the world of creative media evolves in the digital age.

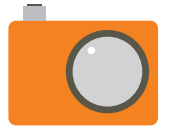
Bear in mind the different styles of employment. Companies in design, web development and marketing typically offer full time employment. Professions such as photography, film and music are based more on freelancers moving from project to project.

# is there anybody out there?

Growth is not slowing in creative media jobs across South Yorkshire, with opportunities to pursue careers worldwide. However, don't forget that a lot of creative professionals work as freelancers meaning that they get hired for projects, such as a film or photo shoot or concert tour, not working full time for a single employer

There are many specialist companies across South Yorkshire, engaging both full time employees and project freelancers. Check out these examples of leading creative producers. The symbols show their involvement in our six career 'pathways'

To find out more about many of these specialisms check out [www.skillset.org/careers](http://www.skillset.org/careers) **skillset**



# photography

Applying camera skills in a range of careers from photojournalism to forensic science to traditional portraiture. Photographers contribute visual elements to all forms of publishing from print to the web.

The modern photographer combines an eye for the perfect shot with smart use of digital technology to capture the moment and edit the results using tools like Adobe Photoshop. The scope for imagination is endless but photographic instinct is still vital.

# music

Making music in bedrooms and studios, performance from clubs to arenas, publishing for MP3 as well as HMV, creating the soundtracks for our lives ... films, commercials, ring tones and console games.

Musicians come in many varieties using acoustic, electric and virtual instruments, band members and session players, rappers and DJs. Music making has been transformed from composition, to MIDI, to studio software such as Cubase and ProTools. As well as musicians, other hi-tech roles include producers and mixers, live sound and lighting engineers.

# publishing

Getting written and recorded material to the right audience in the right format.

Publishing used to mean print (from books and magazines to brochures and leaflets) and analogue tape (Music and Video Cassettes). Now digital formats are part of everyday life such as CD, DVD, MP3 with podcasts, videocasts and blogs taking off fast. Smart publishers use the same material in multiple formats, such as print, PDF and webpage. It involves mastery of the web, search engines, RSS feeds and online distribution techniques. The possibilities are endless ask the Arctic Monkeys!

# design

Using computer based tools to design, animate, and test anything from a game level to a building, clothing for Lara Croft or the catwalk, cars for Porsche or Nintendo, artefacts for Meadowhall or Sim City.

An architect needs very different training from an engineer. A fashion designer has to think differently from a fantasy game animator. However they all use similar 2D and 3D design skills and computer tools, such as Alias Maya and 3D Studio Max.

# film

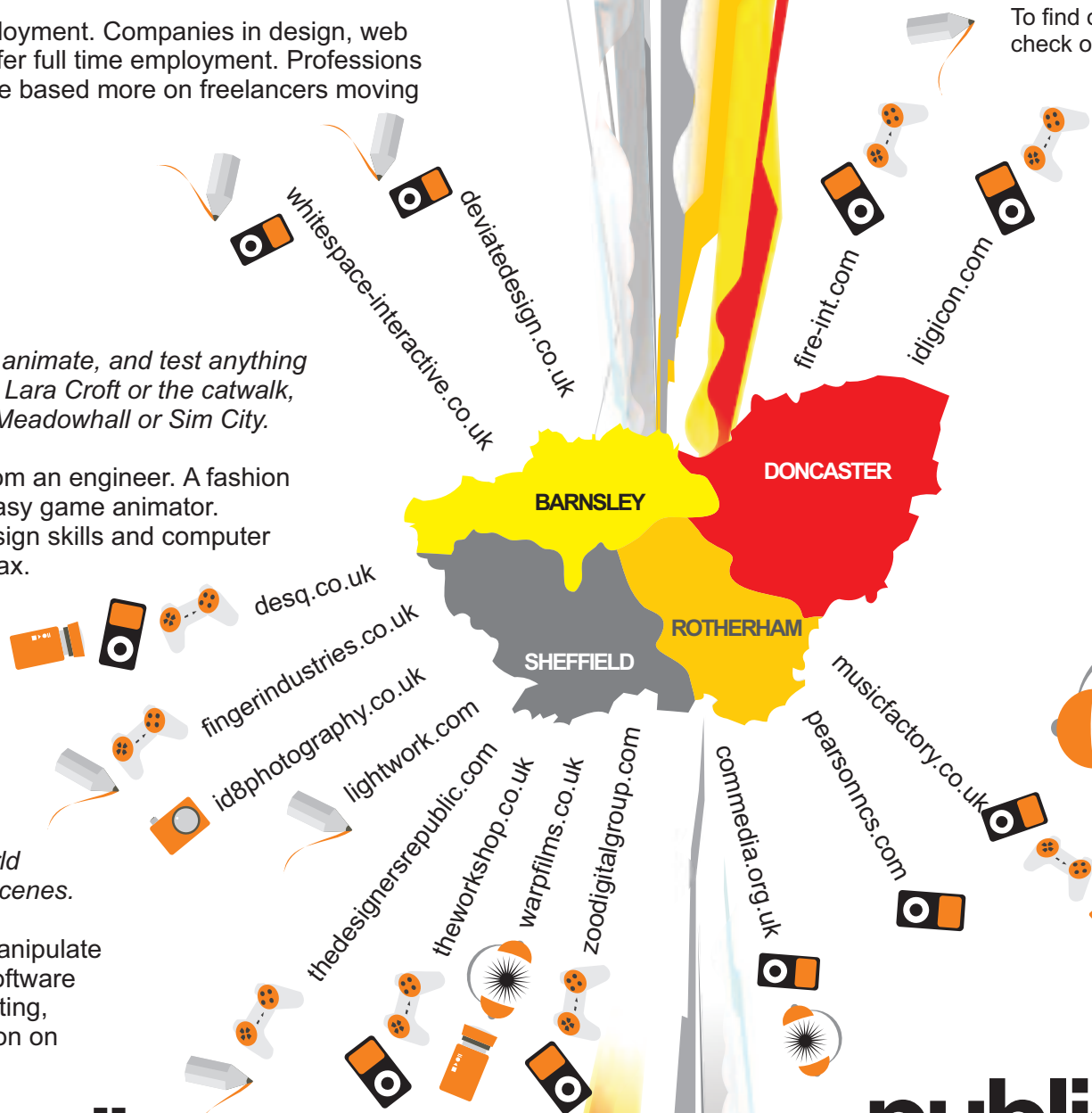
Combining camera work, sound, lighting and computer generated images to make movies and TV. Film makers use digital techniques to generate King Kong, the world of the Matrix and Lord of the Rings battle scenes.

Digital techniques enable film makers to manipulate every stage of the process. Professional software from such as Avid and Apple combines editing, graphics, special effects and post-production on the same computer.

# interactive media

Creating products and services that engage people in a 'thumbs on' way combining media such as animation and music in a console game. This field is growing rapidly as new technology brings computers, games platforms, TV and phones together - involving every type of creative media talent.

We all know about this stuff. It's Nintendo, PlayStation, Xbox ... it's handheld stuff on DS, PSP or your mobile phone ... it's DVD interactive ... it's digital TV. And it uses every creative format animation, music, film and the rest.



# your learning ladder

## career entry levels

Employment in creative media is not easy to achieve for anyone who has not studied to the age of 18. That's because qualifications at A Level or Level 3 involving industry skills represent a minimum entry level.

Creative producers, ranging from TV companies to local specialists, have traditionally preferred to recruit graduates. However industry growth, new technologies and changing working practices are opening the door to young people with post-16 qualifications. The right personal and creative skills are vital - such as team working, generating ideas and solving problems.

If you're interested, be sure to look beyond the glamour of fashion, film, games and music. There are entry opportunities in other sectors using the same talents, tools and techniques in web development, marketing and communications and product design.

Finally, don't forget that people who enter office work with web design skills should be in a strong position as websites become part of nearly every business and public service.

## getting there

### key stage 4 years 10 & 11

**GCSE** Whilst English is very important for jobs in Creative Media, consider GCSEs in Art & Design or Media to develop your knowledge

- **Most schools offer one or more of these GCSE or Applied GCSE options**

**DIDA** The Diploma in Digital Applications is a modern course that counts for 4 GCSEs. DIDA provides a broad introduction to computers, creative multimedia and graphics for web, entertainment or office use. The subsidiary Award (AIDA 1 GCSE) and Certificate (CIDA 2 GCSEs) are good for those with a lot of other GCSE interests.

- **Many schools offer this family of qualifications**

**Industry Skills** iMedia is a Level 2 Diploma counting for 2 GCSEs. It combines a mandatory unit in Digital Graphics with opportunity to do hands on projects chosen from sound, video, animation, games, interactive media and web. The subsidiary Certificate (1 GCSE) involves less project work.

**Some schools are offering iMedia from 2006.**  
**BTEC First Diplomas in Art, Design, Media or Music offer an alternative**

### from 16 to 19

**A Levels** Whilst not essential choices, there are a number of AS / A2 and AVCE options that provide strong foundations for a career in creative media. But beware of general media studies courses which do not include hands on with digital tools and practical techniques.

- **6<sup>th</sup> forms and FE colleges offer options including Art & Design, Multimedia, Music Technology and Film Studies**

**Industry Skills** There are a good selection of BTEC National Diplomas and equivalent awards in the career pathways introduced here. Alternatively Level 3 iMedia can be combined with A Levels or taken standalone.

- **FE colleges offer a wide range of National Diplomas including graphic design, photography, media production, music technology, animation and multimedia and even DJ Technology**

**Apprenticeships** This route to employment is only available in specialist areas such as broadcast and print.

- **The Screen Yorkshire Fast Track Scheme helps really talented young people build up experience through an intensive ten-week placement in areas such as camera, sound, costume, research, production administration and radio.**

## higher education

**HND / FD** Higher National Diplomas and Foundation Degrees (typically 2 years of study) offer professional stepping stones to work that can also lead to Degree level qualifications. Foundation Degrees are often designed around specific career opportunities such as games, graphic design and photography.

- **Sheffield Hallam University, Doncaster College (University of Hull) and Sheffield College are national leaders in their vocational creative media courses**

**Degrees** Three year Degrees have traditionally been the way to enter the industries such as film, games and journalism. Additional Masters Degrees are available in most specialisms but are not vital to gain employment. In recent years Foundation Degrees have added more flexibility.

- **Sheffield Hallam University Degrees include film production, games development, graphical design and multimedia**

This table illustrates the strong local provision in creative media for young people progressing from post-16 A Level and National Diploma courses.

Creative Media Higher Education Ladder	DESIGN	PHOTOGRAPHY	FILM	MUSIC	ANIMATION	GAMES	MULTIMEDIA
<b>HND &amp; Foundation Degree</b>							
Barnsley College (University of Huddersfield)							●
Doncaster College (University of Hull)	●			●	●	●	●
Rotherham College (SHU)	●						
Sheffield College (SHU)	●	●	●				
<b>Degree</b>							
Barnsley College (University of Huddersfield)							●
Doncaster College (University of Hull)				●			
Sheffield Hallam University	●	●	●			●	●
<b>Masters Degree</b>							
Sheffield Hallam University			●			●	●

Check out the illustration in the ICT section to see how the **Learning Ladder** from school onwards links to employment opportunities in ICT and Creative Media.

# everything's coming together

Five years ago employers could talk computers without mentioning the internet and producers could plan a TV show or film without thinking digital.

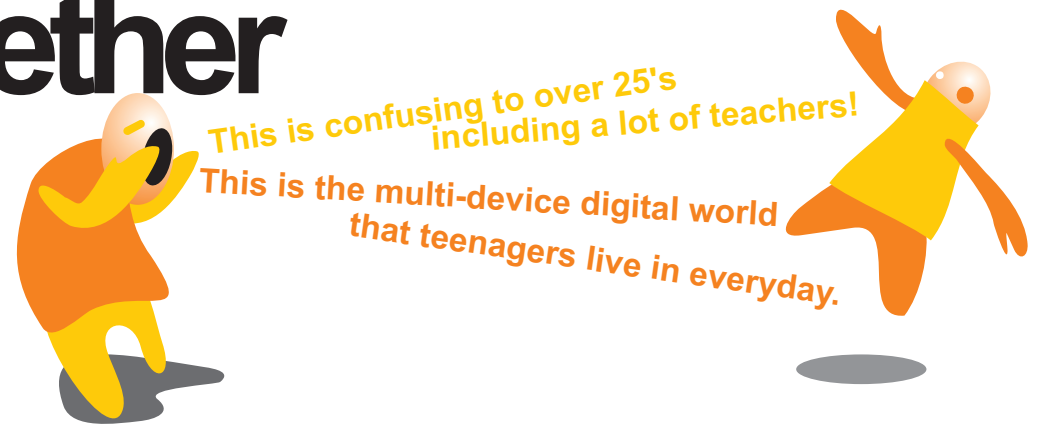
## Now things have changed forever!

More and more people have mobile phones, internet & TV and you might have them all. We are now buying them bundled together from such as Sky, Telewest and Virgin. *The industry calls this 'convergence'.*

Popular entertainment products now combine several 'media' to market and to exploit the material. Blockbuster films like X-Men and TV programmes like X-Factor link TV with text, web and games. Radio shows link to podcasts. You can access them on your computer, phone and MP3 player as well as on the box. *Everything is going 'cross-platform'.*

Entertainment giants like Peter Jackson, George Lucas, Pixar and EA Games need massive computer power to convert digital animations in to the films and games we love. They need the same technology as engineers designing cars and scientists processing research data or simulating a landing on Mars. *The industry has invented grid computing and virtual reality and is still sprinting to keep up.*

Very large scale, reliable and secure ICT makes possible the instant entertainment and commercial services we take for granted delivering Christmas at Amazon, voting for Big Brother, streaming the Premiership on 3G phones. *Someone has to ensure that these ICT services are available 24 hours a day.*



This is confusing to over 25's including a lot of teachers!

This is the multi-device digital world that teenagers live in everyday.

This is the non-stop world where new is less than 15 minutes old. New markets endlessly demand faster, slicker, more interactive products ... based on concepts not yet imagined

This world requires more creative producers, designers of programmes, developers of services, technical experts, fixers of faults ... teams of people with both creative and ICT skills, with technical and also business ideas ...

## get ready....one of these people could be you

Discover more about these careers with **u-xplore..**



# getting there from here...



## What skills are involved?

- Whilst technical skills are important, most jobs in ICT and creative media are about people. You need good team working and communication skills as well as problem solving and creative ability.
- Don't forget that good 'literacy' is a must to follow the documentation that goes with any technical product or skill.

## What qualifications are required?

- Because of the 'know how' involved (knowledge, skills and experience), it is unlikely you'll get employed until you've completed A levels or a job specific qualification. Most employers want graduates and some choose from specific degree programmes.
- However some employ younger apprentices who can study for a degree whilst working (and earning money!)
- The exception may be in entertainment, starting in manual roles but a sound engineer or lighting rigger has to know a great deal of digital stuff too.

## How old do I have to be?

- The best advice if you're not planning to go to university is to take a Level 3 school or college course that includes real job experience.
- The importance of qualifications, knowledge and interpersonal skills means you're likely to be at least 18 to get a job.
- However, jobs in ICT-based office work and technical support are accessible from 16.

## How can I get some real experience?

- Get experience with technology (software and equipment) and with how people work in your area of interest as soon as you can. How? Try these ...
  - Look for the right placements from Year 10 onwards
  - Choose school and college courses that involve real experience
  - Find someone who will give you a relevant Saturday or holiday job
  - Start looking at the magazines and web sites that the professionals use
  - Learn what local employers are up to by subscribing free to the Yorkshire Digital Digest (email [clare.healy@yorkshire-forward.com](mailto:clare.healy@yorkshire-forward.com))
  - Not least, build up a portfolio of what you've created such as work on websites, programs you've written or digital media you've produced.

## Will choosing ICT or creative media limit my options?

- Definitely not! Even if you don't become a computer programmer or hardware engineer, a games designer or a web site builder, a film maker or a DJ, the ICT and creative media skills you'll pick up will apply to almost any job.
- Take these options seriously and you'll be well placed.

# I'm really interested so what next?

## Useful GCSEs & other Year 10 choices

- DIDA (the Diploma In Digital Applications) is a good all round option.
- For ICT, GCSE in Information Technology is a sound choice.
- For creative media, Art & Design and Music Technology develop important skills so long as digital techniques are covered.
- Specialist courses worth 2 GCSEs such as iPro and iMedia open a lot of doors.
- Even if you cannot get English GCSE, you must work on your literacy.

## Smart 'A levels'

- If you are planning A levels or mixing them with job specific options, stick with it. Employers prefer people who know how to learn and have developed technical skills
- A range of A level choices will set you up well and Maths and English are always valued
- You don't have to do IT or computing to get in to computer-related jobs.
- Follow your interests in subjects such as IT, Art, Design and Music, using your AS year to try them out.

## Other Post-16 Options

- If A level is not your thing, don't give up study a specialist digital subject at college that gives you an industry recognised award (such as a 'Vendor Certification') and includes work experience.
- As well as the traditional BTEC diplomas, look out for Level 3 courses such as iPro (ICT), iMedia (Creative Media) and CompTIA Home Technology Integrator.
- Don't forget the many jobs using the latest office tools and that's more than just word processing and spreadsheets. The ITQ award is the place to start it includes CLAIT, IC3, ECDL and Microsoft Office Specialist.

## What about University?

- Do it if you can the odds are that you'll start higher up the ladder with a degree and many ICT and creative employers aim to recruit graduates.
- Don't look at computer science or creative media degree courses alone. Employers are not just looking for technical skills. They want people who also have an interest in management and business. Indeed many degree programmes combine business and ICT units.
- 2 Year Foundation Degrees offer a combination of degree level skills and employment opportunity that appeals to more and more young people.
- However, University doesn't suit everyone in terms of interest, time and money so let's be clear that there are increasing opportunities to enter work from the age of 18 in office, technical support and creative starter positions.

## Apprenticeships

- Apprenticeships involve a mix of about 80% work and 20% study. They are a way to move from full time study in to a real working environment any time from the age of 16 though you'll need to have done some relevant technical qualification in school Years 10 & 11 or at college.
- However, with the exception of IT User jobs, apprenticeships are in short supply, so the option of studying at college and entering a Foundation Degree with an employer is more realistic.

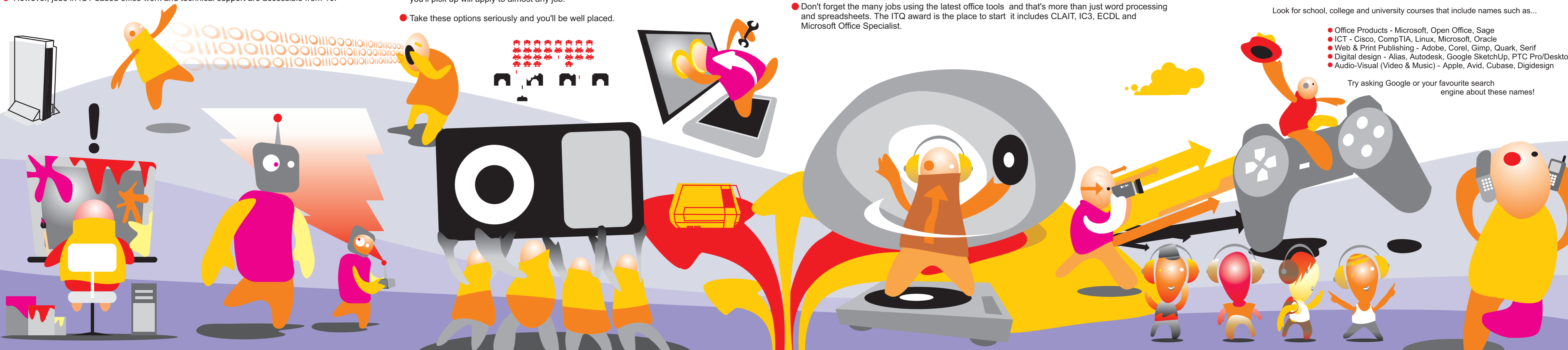
## Vendor skills

- The large commercial technology developers are known as 'vendors'. They issue Vendor certificates that demonstrate ability in their specialist products (usually software) which are used by industry professionals worldwide.
- If you've got such a certificate, then an employer knows you're a hot prospect.
- There are also free 'Open Source' products that are equally top rated by the professionals.

Look for school, college and university courses that include names such as...

- Office Products - Microsoft, Open Office, Sage
- ICT - Cisco, CompTIA, Linux, Microsoft, Oracle
- Web & Print Publishing - Adobe, Corel, Gimp, Quark, Serif
- Digital design - Alias, Autodesk, Google SketchUp, PTC Pro/Desktop
- Audio-Visual (Video & Music) - Apple, Avid, Cubase, Digidesign

Try asking Google or your favourite search engine about these names!



# your learning ladder

## Career Entry Levels

Employment in ICT is not easily accessible by anyone who has not studied to the age of 18. Qualifications at A Level or Level 3 involving industry skills represent a minimum entry level.

The ICT sector has traditionally recruited graduates. However a combination of industry growth, overseas competition and changing working practices are opening the door to young people with post-16 qualifications and the right personal skills such as good communications, the ability to work in teams and a keen interest.

Remember to look beyond ICT employers. There are entry opportunities in other sectors and professions that use the same tools and techniques, such as financial services, engineering, healthcare, call centres and not least our local authorities and schools. A start in those sectors may open up future opportunities in the specialist ICT industry.

Finally, don't forget that young people who enter office work with good user skills, such as ECDL or Microsoft Office or the full ITQ NVQ, can often progress to more technical work involving websites or infrastructure as they develop and prove their capability on the job.

## getting there

## key stage 4 years 10 & 11

**GCSE** Whilst English and Maths are very important for jobs in ICT, consider Computing or Information Technology to develop specialist knowledge

**Most schools have at least one GCSE or Applied GCSE (Double Award) option**

**DIDA** The Diploma in Digital Applications is a modern course that counts for 4 GCSEs. DIDA provides a broad introduction to computers and applications ranging from the web to entertainment to office automation. The subsidiary Award (AIDA 1 GCSE) and Certificate (CIDA 2 GCSEs) are good for those with a lot of other GCSE interests.

**Many schools offer this family of qualifications**

**Industry Skills** iPro ('Information Professional') is a Level 2 industry recognised award counting for 2 GCSEs. It combines hands on technical and customer support skills with a placement experience that is highly valued.

**An increasing number of schools offer iPro. At one school over 30 Y10 pupils chose iPro in 2005.**

## From 16 to 19

**A Levels** Whilst not obligatory choices, a number of A Levels and Advanced Vocational Certificates (AVCE counting for 2 A Levels) provide specific foundations for a career in ICT.

**Nearly all 6<sup>th</sup> forms and colleges offer A Level and AVCE options in IT or Computer Studies**

## More 16 to 19

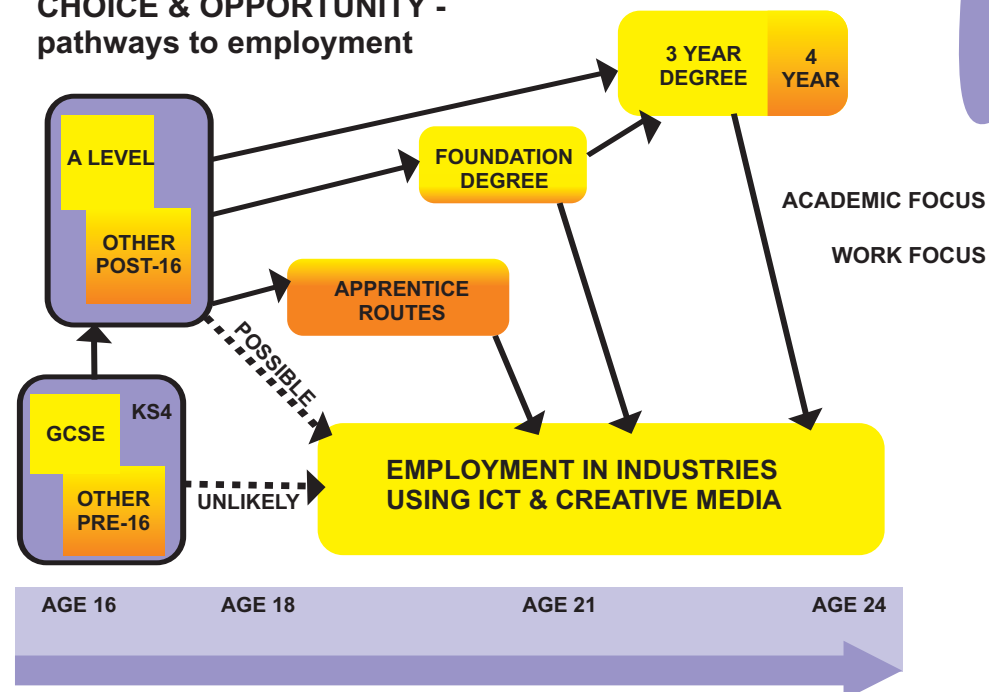
**Industry Skills** Courses like iPro can be combined with A Levels or taken standalone. At Level 3, iPro includes highly valued options from global giants such as Microsoft, Cisco and Oracle.

**Level 3 iPro is typically offered by FE colleges though some 6<sup>th</sup> Forms are adding this type of course NVQ in Computer Servicing is offered as a direct route to employment**

**Apprenticeships** This route to employment is not very common in the ICT industry. However programmes like JIGSAW have opened up post-16 job opportunities, always requiring solid GCSE achievements.

**Sheffield based Tritec offers an Advanced Apprenticeship, involving a 2 year work based programme leading to a Level 3 NVQ.**

## CHOICE & OPPORTUNITY - pathways to employment



## Higher Education

**HND / FD** Studied either at college or at university, Higher National Diplomas and Foundation Degrees (typically 2 years of study) offer stepping stones to work and can also lead to Degree level qualifications. Foundation Degrees in Applied Computing are often designed around specific career opportunities, such as Desktop Support or Healthcare IT.

**Sheffield Hallam University is a national leader in Foundation Degrees and most FE colleges offer this level of qualification.**

**Degrees** Three year BSc Degrees in Computing and Applied Information Technology have been the traditional way to enter the industry. Extended 4 year Degree courses are popular because they include a year in industry.

**Sheffield Hallam University has a wide range of technical and business focused computing degrees. The University of Sheffield has leading 3 and 4 year degrees in Computing, Information Studies and Electronic Engineering.**

# career pathways

Here are six specialist areas that illustrate the range of ICT opportunities. With the exception of Projects, you can start your career in any one of them. It is also possible to build up the skills to move between most of them during your career without going back to the beginning. For example, software developers are well placed to work with the web ... and infrastructure skills are important in service delivery.

For your starting point, choose an area that is suited to your personal interests. Once you **get in** to the industry you can **get on** in different directions as your skills develop.

# is there anybody out there?

There is a significant continuing growth in ICT related jobs across South Yorkshire.

These examples are a taster of the specialist ICT companies across South Yorkshire. The symbols show their specialisation in our six career 'pathways'

## @ the web

Designing and developing websites and the systems behind them. Such systems may need to work on phones, PDAs and video consoles as well as traditional computers.

*This is a specialised aspect of programming that is very important to many employers. Web development also involves the design and multimedia skills that are described in the **Creative Media** part of this brochure.*

To find out more about many of these specialisms check out [www.e-skills.com/careers](http://www.e-skills.com/careers)

e-skillsuk

## infrastructure

Specifying, installing and maintaining desktop and server hardware, networks and data communications.

*At work and at home, we are more and more dependent on ICT systems for vital parts of our lives such as business information, healthcare services and entertainment - which will grind to a halt unless the infrastructure is well designed, properly installed and efficiently supported. It's no surprise there are a lot of new infrastructure jobs.*

## software

Designing, programming and testing computer systems of all kinds. Software programmes are referred to as 'applications'- applying the computer system to a specific task.

*Software applications can range from office tasks to entertainment, from business to process control, from engineering to scientific research, from desktop tools to global services.*

## support services

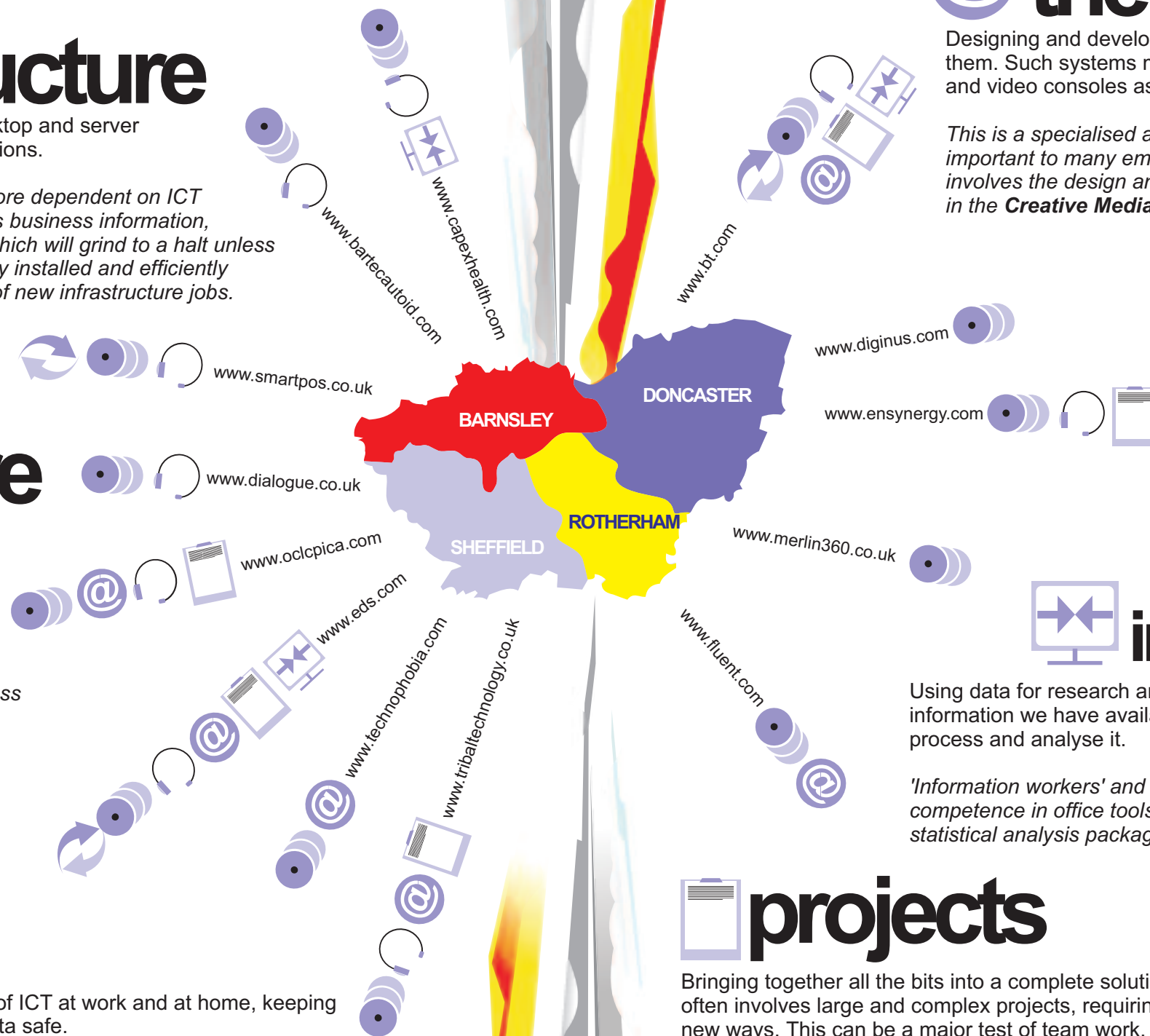
Supporting companies and users of ICT at work and at home, keeping their systems running and their data safe.

*Specialist services can involve anything from Call Centre help desks to training, from data entry to back up to disaster recovery. 'Applications Specialists' in databases, financial and other large scale 'enterprise' systems are increasingly in demand.*

## projects

Bringing together all the bits into a complete solution known as integration. ICT often involves large and complex projects, requiring products to work together in new ways. This can be a major test of team work, requiring technical, communication and management skills.

*Skilled project managers and systems integrators are highly valued, having gained experience across the other areas so this is often a new career direction for successful technical professionals.*



# so what's involved in ICT?

The Information & Communication Technology sector (often called IT outside schools) is about the development, supply and support of the computer systems that are part of nearly everything we do in the 21<sup>st</sup> century in business and in the public sector, in science and industry, in education and healthcare and in our everyday lives.

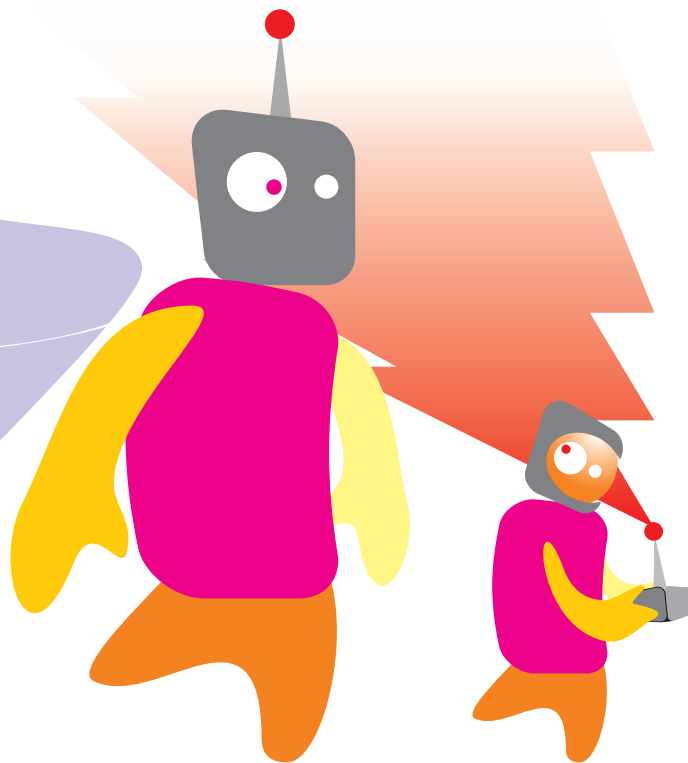
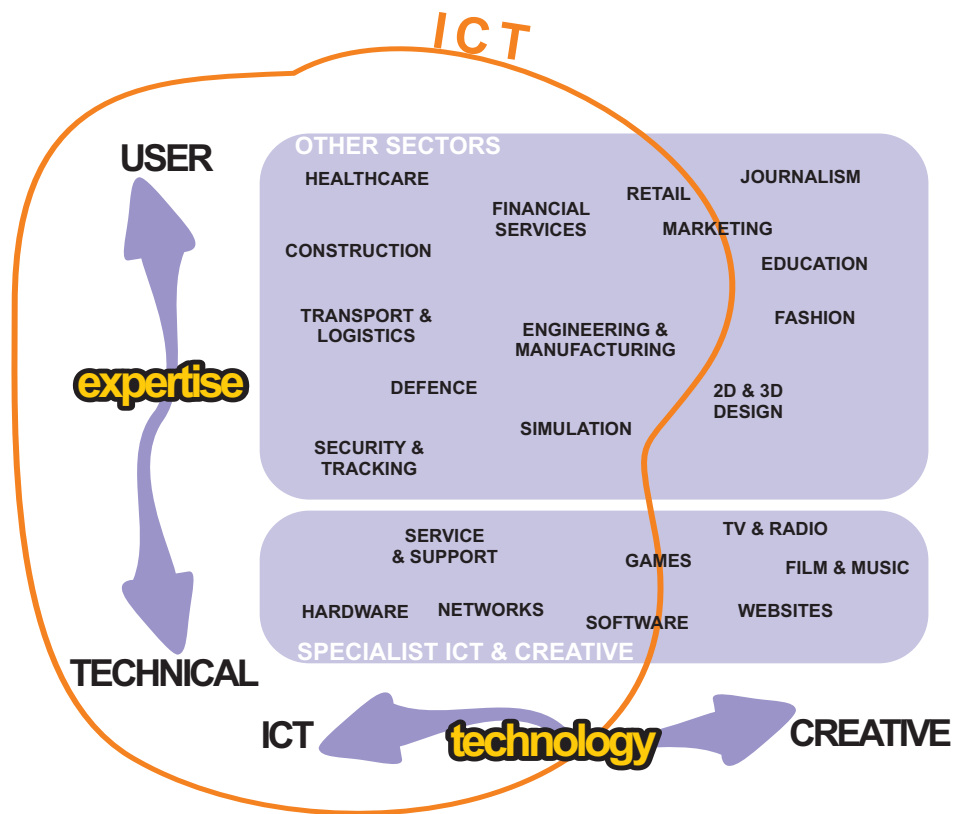
As the internet has changed our lives, opportunities in ICT have exploded in technology companies and also in organisations using ICT in their business. These range from banks to bakers, from education to engineering, from hospitals to hotels

This is just as true in South Yorkshire as anywhere in Europe.



# everyone uses ICT

ICT and creative media qualifications are winners in the majority of jobs, showing you're well equipped for the 21<sup>st</sup> century world of work.



# some facts...

By 2003 there were over 11,000 people employed in the ICT and associated sectors in South Yorkshire in around 1400 companies

Over one third of them work in specialist companies of less than 10 people

Many more ICT professionals work in other sectors. Most organisations need ICT professionals - particularly in retail, financial services and the public sector.

In addition more and more jobs require increasingly sophisticated ICT user skills, working with office products and other software packages

**This is the fastest growing industry sector in South Yorkshire and perhaps across Europe, along with Creative Media - also featured in this booklet**

As illustrated in our diagram, the skills and technology used in more than 100,000 Yorkshire jobs in ICT and Creative Media are also in high demand across more and more sectors. Around 70% of all jobs require some use of computers or other data handling devices. And these are growing trends.

**Even if you do not want to work in the ICT sector, school and college qualifications in ICT will be an advantage whatever you do - you cannot lose out by choosing it.**

So you like to  
work with  
computers...



# Information & Communications Technology

**More and more businesses** are becoming reliant on their computers and their websites. The number of jobs to support ICT, to develop websites and to manage systems will keep growing. We need young people who can grasp these opportunities.

*Steve Wragg, Business Link South Yorkshire*

**We've created over 50 new ICT jobs in Barnsley.**

There are real prospects for college leavers who are enthusiastic, have a practical understanding of ICT and can work in a team.

*Charles Lilley, Capex Health*

**We install the latest wireless networks across the UK and Europe.** Every year new technology opens fresh opportunities, so you can never say you know it all. This is certainly a job for people who can think and learn on the run!

*Murray Wallace, Networks by Wireless*

**It's clear that lots of young people have the potential** to succeed in ICT - and we have local employers ready to develop their talent. So the prospects are excellent for young people coming through schools and colleges with ICT skills

*David Kay, Digital South Yorkshire*