

Emma's story

“I met some really great people on my work experience and loved it!”

In Year 9 Emma decided to take an Applied GCSE in Art and Design and did her work experience at a graphic design agency in Doncaster. Most of the design work is done on computers so she did a GCSE in Applied ICT too.

After finishing her GCSEs, she decided to carry on down the vocational route and do a BTEC in Art and Design. Emma wants to study an HND in Graphic Design and Multimedia and she would like to become a graphic designer or illustrator.

“To be honest, at first I wasn't sure what graphic designers did, but I met some really great people on my work experience and loved it! Graphic design is really varied. On my placement I helped design a logo, packaging, some signs and advertising.”



Creative and Digital Media

In South Yorkshire there are over 1,000 leading design, production and distribution companies fuelled by talented artists, film makers, graphic designers and musicians.

There are all sorts of exciting careers on offer in design, film, photography, music, publishing and interactive media such as computer games and animation.

The careers

Photographers, graphic designers, advertising executives, architects, musicians, software developers, programmers, web designers and broadcasters are just some of the jobs available.

Did you know?

- Along with ICT, the creative and digital industry is the fastest growing sector in South Yorkshire.
- 123,000 people are employed (or self-employed) in the creative industries across Yorkshire and the Humber.
- As many as 1,000 new jobs could be created in the creative industries each year between now and 2010.
- Even if you don't see yourself as a creative specialist, more and more office jobs require digital skills beyond word processing and email – to design publications, create presentations and update websites.
- In the UK there are 122,000 creative and digital companies, employing 1.3 million people – around 4% of the UK workforce. Half of them are freelance (they sell their services to employers on a short-term basis).
- There are nearly 5,000 cultural enterprises in South Yorkshire, with a turnover of £1.1 billion.

To find out more about the Creative and Digital Media sector, visit:

www.voced.co.uk/jobsinsy