

YOUR CREATIVE FUTURE

Career Preparation

NORWICH
UNIVERSITY
OF THE ARTS



CREATIVITY MATTERS



87%

CREATIVE OCCUPATIONS ARE HIGHLY RESISTANT TO AUTOMATION WITH 87% OF CREATIVE WORKERS AT LOW OR NO RISK.

INTERDEPENDENT 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 make 3D objects. For some, even what they choose to wear is a creative expression: telling the world this is who I am with flair and their own visual style. You'll see signs of creativity everywhere you go, everyday.

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
BA ARCHITECTURE

...in the creative economy
and growing twice as fast as
the rest of the UK workforce.
That's 1 in 11 jobs in the UK.

DCMS, 2018 & 2016

“Each year we see amazing talent from NUA’s final year students which wows our industry and media guests.”

NICOLA HITCHENS

COMMUNICATIONS AND SPECIAL PROJECTS DIRECTOR,
GRADUATE FASHION FOUNDATION/GRADUATE FASHION WEEK



MEGAN GRINHAM

WINNER OF CHILDREN IN NEED TSHIRT DESIGN COMPETITION,
WON AN INTERNSHIP POSITION AT GEORGE CLOTHING

PROFILE

KEY CREATIVE SKILLS PROFILE

Profile is a nationally 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



£101.5

BILLION GENERATED

from the UK's creative industries in 2017

DCMS 2018

ZIRONG ZHU
BA PHOTOGRAPHY

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



**TAKE
YOUR
PLACE**

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

“The career preparation NUA provides for students is proven by the number of graduates who have passed through the doors.”

Gordon Beckett

Design Editor, The Sunday Times

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

Rupert Kitchen

Partner, LSI Architects

“It’s incredibly helpful for students that NUA arranges talks from professional artists and designers.”

Sally Wood

Print Designer, Cath Kidston and NUA graduate

“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.”

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

HANNAH GORDON-SMITH
BA PHOTOGRAPHY



CREATIVE CAREERS

ANIMATION

Animator
Producer
Designer
Editor
Art Director
Director of Photography
Compositor
Character Designer
Background Artist
Layout Artist
Prop Designer
Set Designer
Modeller
Storyboard Artist
Illustrator
Colour Coordinator
Lighting Supervisor
Forensic Animator
Cartoonist
Digital Painter
screenskills.com

FINE ART

Practising Artist
Community Artist
Exhibition Organiser
Arts Administrator
Lecturer
Art Consultant
Gallery Manager
Researcher
Curator
Teacher
Image Retoucher
Art Therapist
Arts Conservationist
Studio Manager
Gallery Technician
Artist Assistant
Art Handler
Writer/Critic
Gallery Education Officer
artscouncil.org.uk

GRAPHICS

Graphic Designer
Digital Designer
Website Designer
Branding Designer
Packaging Designer
Creative Director
Magazine Designer
Editorial Designer
Newspaper Designer
Printmaker/Printer
designcouncil.org.uk

FASHION COMMUNICATION AND PROMOTION

Fashion Stylist
Style Scout
Trend Forecaster
Visual Merchandiser
Fashion Marketer
Creative Director
PR and Event Manager
Fashion Writer
Fashion Editor
Fashion Blogger
Fashion Vlogger
Fashion Illustrator
britishfashioncouncil.com

INTERIOR DESIGN

Interior Designer
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

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

GAMES ART AND DESIGN

Games 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

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

VFX

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

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

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

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

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

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

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

GAMES DEVELOPMENT

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

USER EXPERIENCE DESIGN

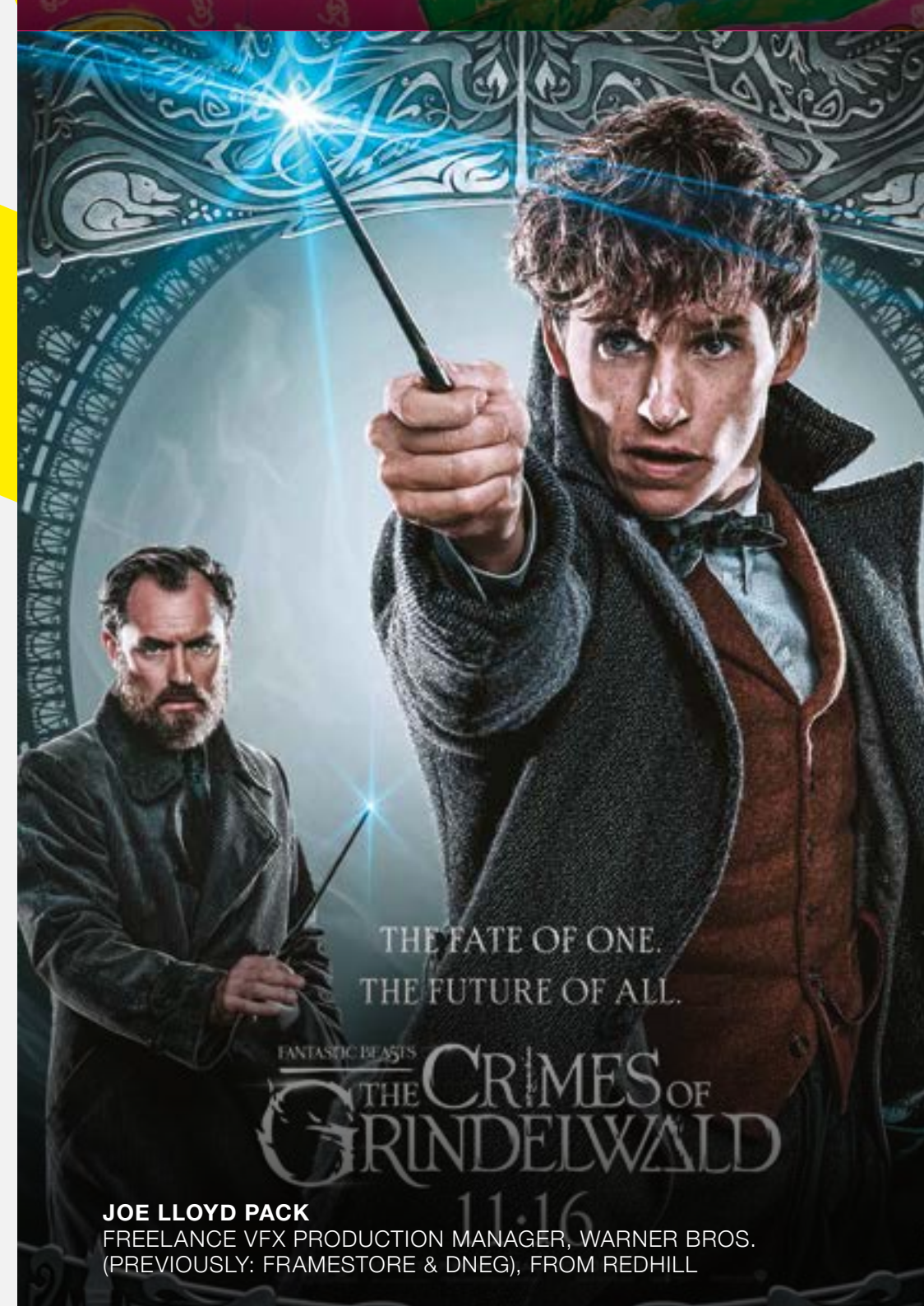
Application Designer
Web Designer
Digital Designer
Front End Developer
Product Manager
Product Marketing Manager
User Interface Designer
UX Designer
UX Architect
UX Business Analyst
Visual Designer
Back End Developer
Interaction Designer
ID Architect
ID Business Analyst
Interface Designer
Product Designer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



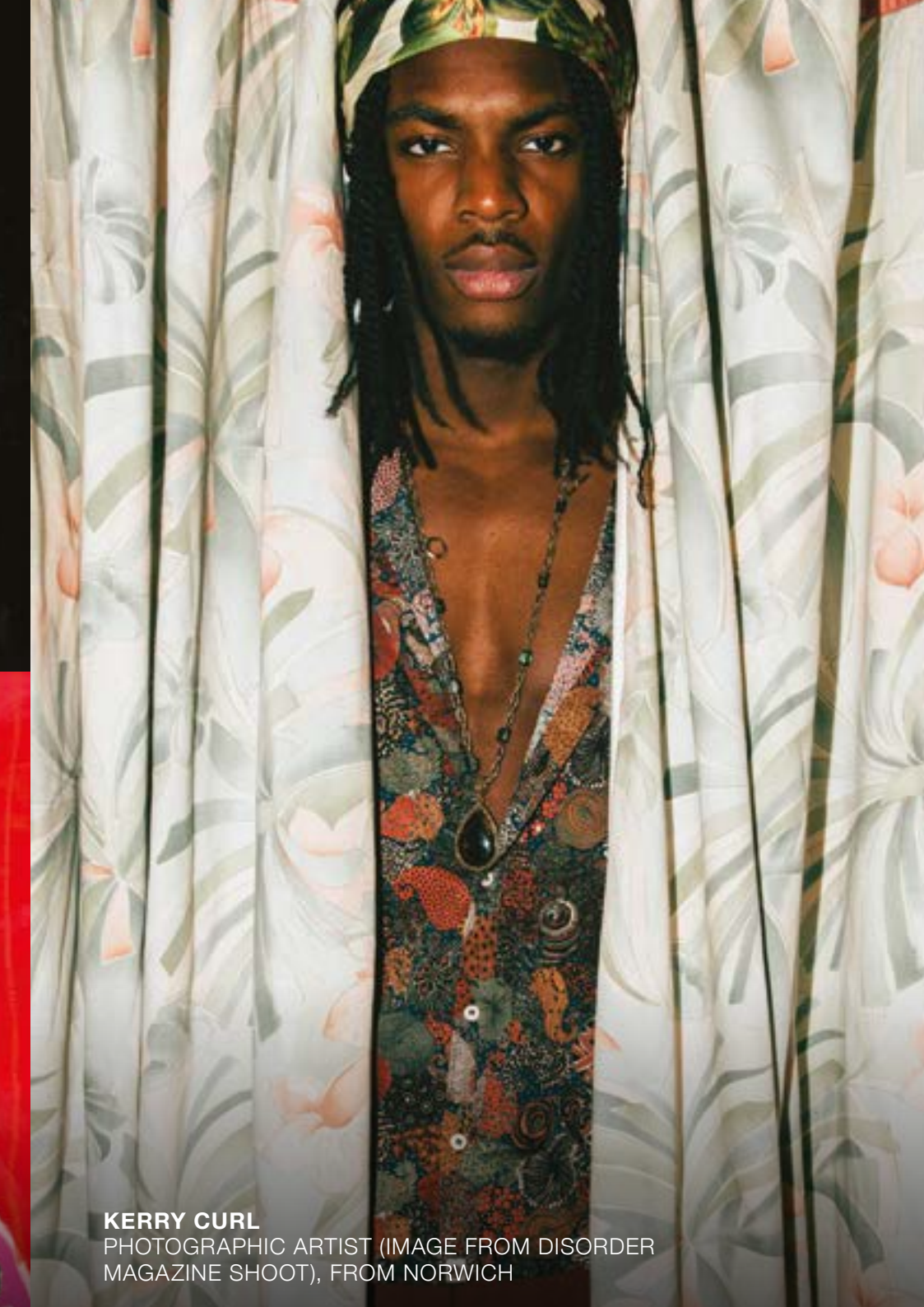
AIDEN LE SANTO
ART DIRECTOR AND LEAD UX/UI DESIGNER AT SPRUNG STUDIOS, FROM LINCOLN



EMILY POWELL
ARTIST AND CO-FOUNDER OF RHOMBUS AND PINEAPPLE, FROM LIVERPOOL



JOE LLOYD PACK
FREELANCE VFX PRODUCTION MANAGER, WARNER BROS. (PREVIOUSLY: FRAMESTORE & DNEG), FROM REDHILL



KERRY CURL
PHOTOGRAPHIC ARTIST (IMAGE FROM DISORDER MAGAZINE SHOOT), FROM NORWICH



BEN HUTCHINSON
SENIOR DESIGNER AT FUTUREBRAND, FROM KING'S LYNN

COVER IMAGE:

ADAM AVERY
ILLUSTRATOR FOR CNN, THE GUARDIAN, INTERNATIONAL NEW YORK TIMES, WIRED AND THE ATLANTIC, FROM BRANDON, SUFFOLK

Find out what others have achieved

www.nua.ac.uk/after-university/meet-our-alumni



PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Norwich University of the Arts is committed to developing our students' creativity, professionalism and employability. Our students get to hear from experts from industry - and famous names from fashion to film and photography including Aardman, Cath Kidston, Topshop, MPC, Artist Cornelia Parker, Penguin Books, the BBC, Nickelodeon, Architect Will Alsop, Photographer Tim Flach...

PLATFORM

We run an initiative to encourage business start-ups. Students are supported by workshops and industry mentors to make their creative ideas a reality.

CAREERS CENTRE

Our employability service looks to support students and NUA graduates. Advice includes: individual career guidance, interviews, drop-in short information & advice sessions. We highlight internships and job vacancies, networking events, postgraduate and teacher training options, and planning for self employment amongst other services.

COMPETITIONS AND AWARDS

NUA encourages students to get the credit they deserve by supporting them 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

IDEAS FACTORY^{NUA}

The Ideas Factory at NUA is home to studio space for creative businesses and start-ups. It also supports our own business consultancy for external clients. This allows NUA students to work on real world projects whilst earning a wage and boosting their professional portfolios.