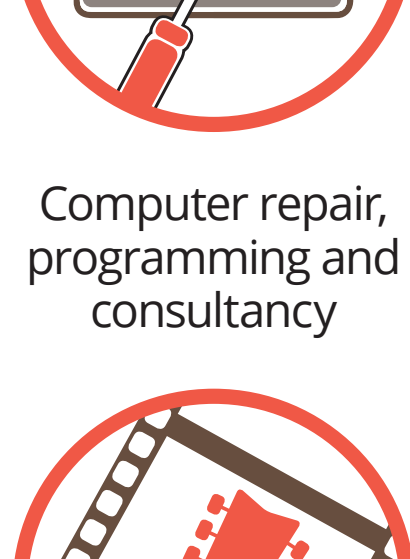


Digital and creative

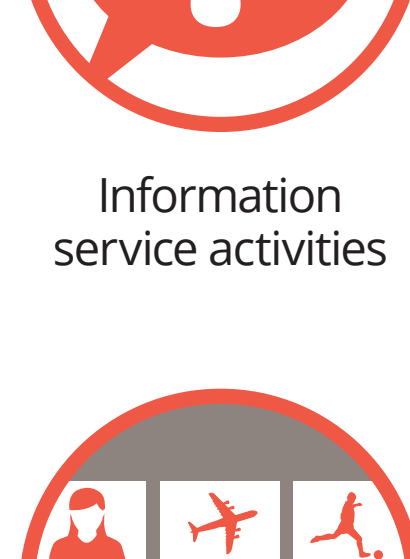
The Digital and Creative Sector



Telecommunications



Computer repair, programming and consultancy



Information service activities



Publishing



Motion pictures and music



Programming and broadcasting



Advertising and market research



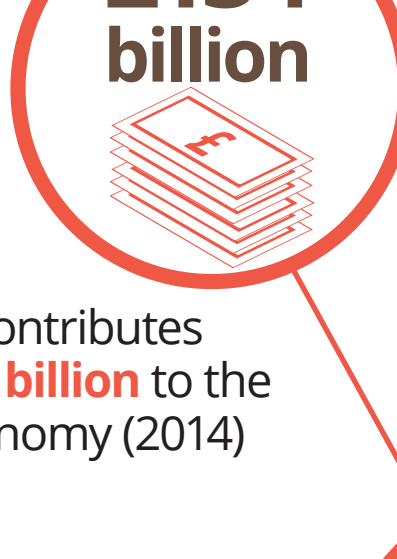
Design, photography and translation



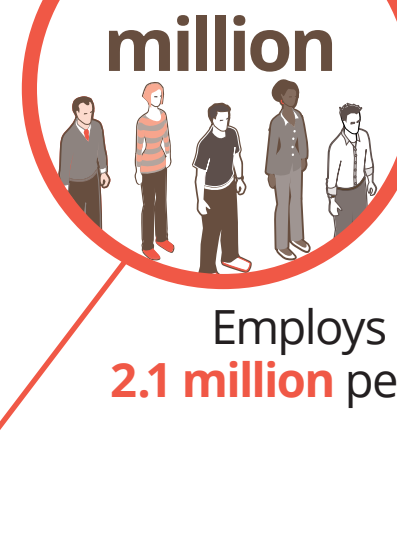
Creative arts and entertainment



Libraries, archives, museums



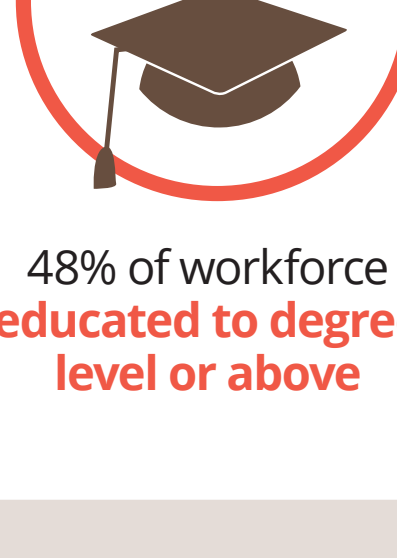
Contributes **£134 billion** to the economy (2014)



Employs **2.1 million** people



Is highly productive: **GVA per worker £60k**



48% of workforce **educated to degree level or above**



47% of jobs are in **London and SE England**

Key Occupations

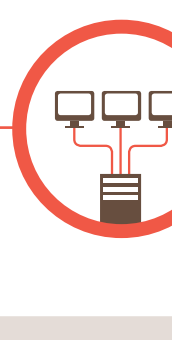
IT business analysts, architects and systems designers



Liaise with clients



Communicate impact of emerging technologies



Advise on IT



Examine business models

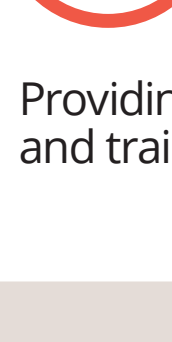


Design and implement new IT systems

Programmers and software development professionals



Design software solutions and use interfaces



Write, code, test and correct software programs



Implement and evaluate software



Plan and maintain database structures



Providing support and training for users

Graphic designers



Combination of technical and creative skills



Liaise with clients and team



Research and cost projects



Prepare sketches, scale drawings, models



Produce or oversee creation of final product

Arts officers, producers and directors



Take a vision and make it happen



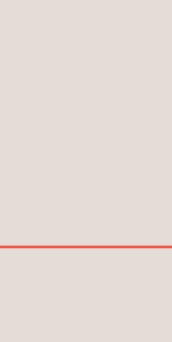
Strong leadership, people and networking skills



Manage time, budgets and resources effectively



Choose writers, scripts, technical staff and performers

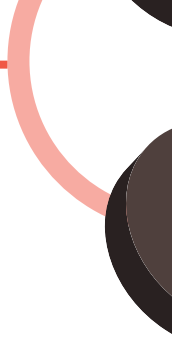


Direct actors and production/technical staff

Photographers, audio-visual and broadcasting equipment operators



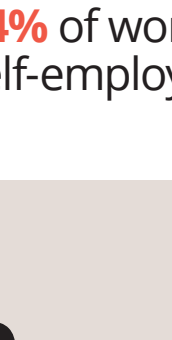
Select subject and compose pictures



Digital image manipulation



Control transmission, broadcasting and satellite systems for TV and radio programmes

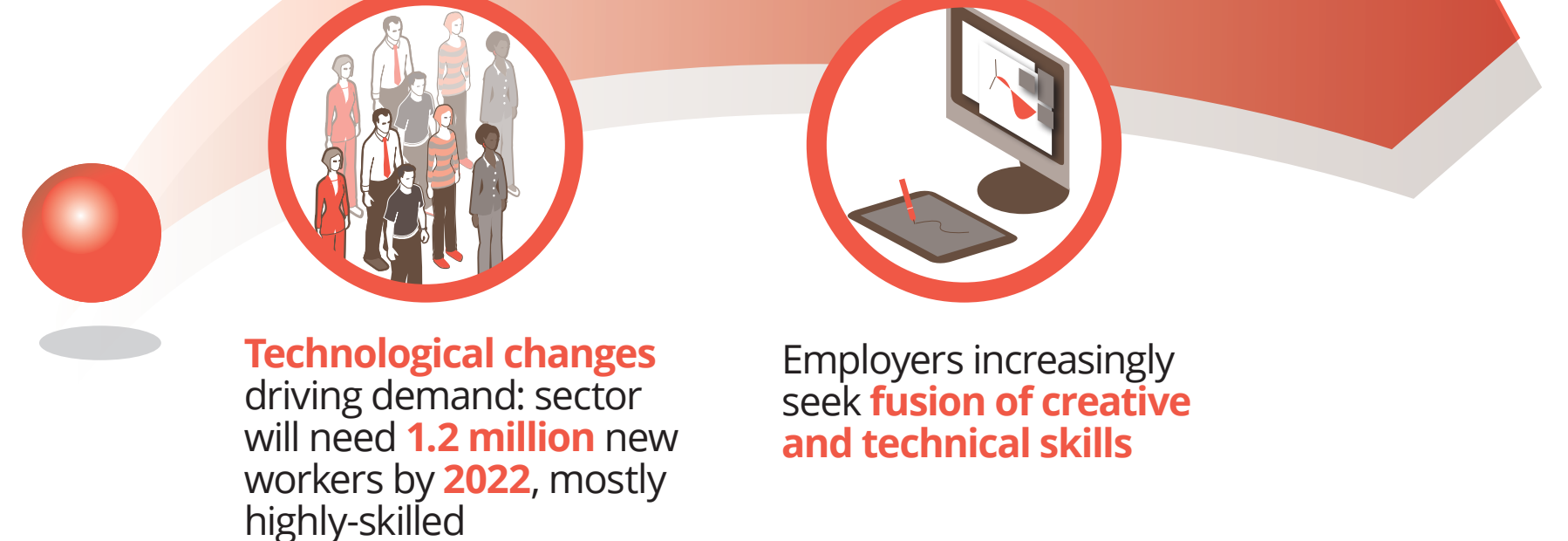


Check operation and positioning of recording, mixing and dubbing equipment.

Challenges



Future growth



Employers can:



Employers and sector bodies are working together in industrial partnerships to foster growth and competitiveness through skills.

www.thetechpartnership.com
www.thecreativeindustries.co.uk