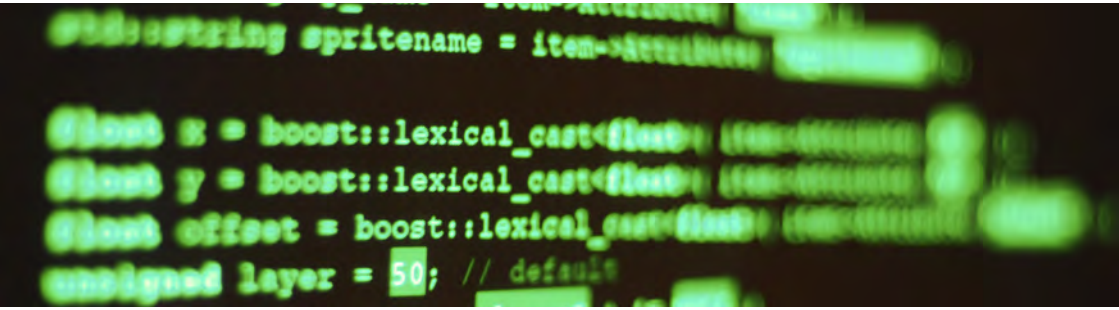
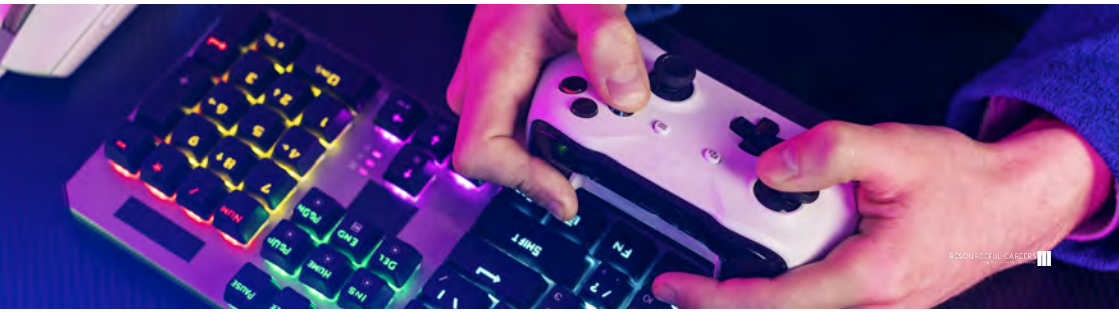
THE CAREERS & ENTERPRISE COMPANY TEES VALLEY

LABOUR MARKET INFORMATION

DIGITAL & CREATIVE





WHAT IS THE DIGITAL & CREATIVE SECTOR?

TEES VALLEY

Digital and creative careers focus on using technology and creativity to produce content, solve problems, and bring ideas to life. These careers range from designing video games, creating digital art, and making music, to working in fields like marketing, animation, and web design.

Combining skills in technology with artistic talent, digital and creative professionals play a huge role in entertainment, advertising, media, and more, shaping how we interact with the digital world. It's an exciting sector where imagination meets innovation!

DIGITAL & CREATIVE

DID YOU KNOW...

Tees Valley is fast becoming one of **the most vibrant digital hubs in the UK**, with a successful **digital media, technology and creative** supercluster?

The digital and creative sector is experiencing rapid growth, driven by the rise of **digital transformation, content creation, and new media industries.**

Approx...

8,000

people are employed in **digital and creative** jobs across Tees Valley.

The BBC has committed to a **£25million investment** to help fund TV production and talent development across the North-East.

Expected...

15,000

more people needed **by 2030** for jobs in **digital technologies, creative industries** and the expanding role of **digital media management.**

TEES VALLEY

Office for National Statistics

DIGITAL & CREATIVE

TEES VALLEY

WHAT JOBS COULD YOU DO?

DIGITAL MARKETER

SOFTWARE DEVELOPER

GRAPHIC DESIGNER

WEB DEVELOPER

VIDEO EDITOR

DATA ANALYST

UX DESIGNER

APP DEVELOPER

LIGHTING TECHNICIAN

WHERE ARE THE JOBS MOST NEEDED?

- DIGITAL MARKETING
- SOFTWARE DEVELOPMENT
- GRAPHIC DESIGN
- WEB DEVELOPMENT
- VIDEO PRODUCTION
- DATA ANALYSIS
- USER EXPERIENCE (UX) DESIGN
- CREATIVE WRITING & CONTENT CREATION

LOCAL EMPLOYERS INCLUDE...

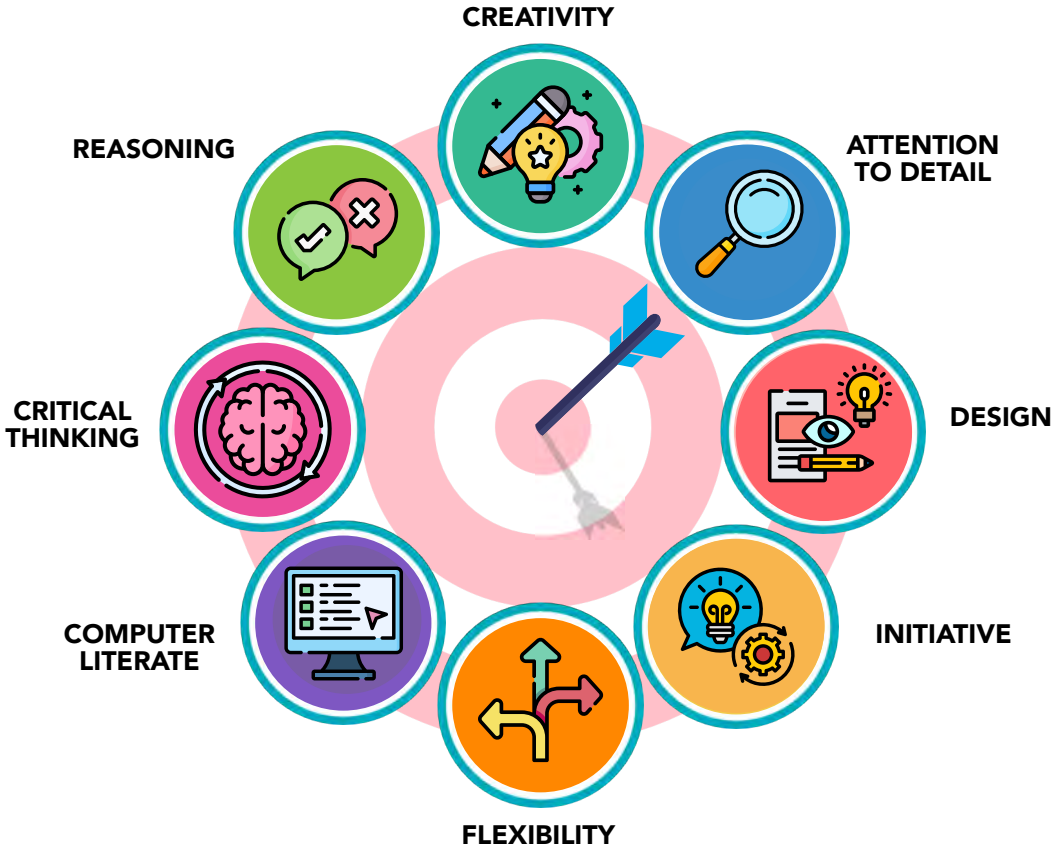
Stockton Globe
Double Eleven
Calm
DH Darlington Hippodrome
ARC Stockton Arts Centre
North East Screen
MABO
hush
Tees Music Alliance — developing. promoting. enriching.
StackUp
NS

TEES VALLEY

DIGITAL & CREATIVE

WHAT SKILLS CAN HELP YOU?

Different jobs in digital and creative fields need unique skills. It's important to be flexible and adapt the talents you already have to fit new roles and challenges.



DIGITAL & CREATIVE

SKILLS IN ACTION

CREATIVITY

Applying artistic principles to create visually appealing designs or multimedia content.

ATTENTION TO DETAIL

Ensuring precision in design elements, such as alignment and colour consistency, for a polished final product.

DESIGN

Using expertise in design principles to create effective and aesthetically pleasing graphics or layouts.

INITIATIVE

Proactively suggesting creative solutions or new ideas without needing detailed instructions.

FLEXIBILITY

Adapting to evolving project requirements or incorporating feedback into designs.

COMPUTER LITERATE

Understanding how different software and hardware components work together to optimise design and production. workflows.

CRITICAL THINKING

Evaluating design choices and considering potential impacts or improvements before finalising a project.

REASONING

Analysing design problems and developing thoughtful, creative solutions based on project goals.

DIGITAL & CREATIVE

WHAT QUALIFICATIONS CAN HELP YOUR CAREER?

SECONDARY SCHOOL

Computer Science/IT: Key for developing coding, software development and technical skills.

Art & Design: Crucial for building creativity and understanding design principles.

Media Studies: Provides insight into digital media, film and content creation.

Mathematics: Important for problem-solving, programming and data analysis.

English: Essential for effective communication and content creation.

Design & Technology: Useful for learning design tools, materials and production techniques.

FURTHER EDUCATION

A-LEVELS

Computer Science: Focuses on programming, algorithms, and digital technologies.

Art & Design: Develops creative skills in visual arts, including digital design and illustration.

Media Studies: Explores digital media, filmmaking and content production.

Graphic Design: Teaches visual communication through design, typography and branding.

SCAN OR CLICK THE QR CODE TO EXPLORE THE DIFFERENT PATHWAYS

VOCATIONAL COURSES

Creative Media Production: Focuses on media production, video editing and digital storytelling.

IT: Covers software development, web design and digital systems.

Graphic Design: Specialises in visual communication, digital design and branding.

T-LEVELS

Digital Production, Design, and Development: Focuses on programming, software development and digital product design.

Media, Broadcast, and Production: Provides skills in content creation, video production and digital media.

Digital Business Services: Covers IT solutions for businesses, data analysis and digital marketing.

APPRENTICESHIPS

TEES VALLEY

Digital Marketing Apprentice:
Gain experience in digital strategy, content creation and analytics.

Creative Media Production Apprentice:
Work on video editing, animation and media production.

IT and Web Development Apprentice:
Learn coding, web development and software design.

Graphic Design Apprentice:
Develop design skills for branding, advertising and digital products.

Click or **Scan the QR code** to visit the IfATE Occupational Maps to explore the different Apprenticeships available

HIGHER EDUCATION

UNDERGRADUATE DEGREE

Digital Media (BA/BSc): Covers content creation, web design and video production for digital platforms.

Graphic Design (BA/BSc): Focuses on visual communication, branding and digital design.

Computer Science (BSc): Specialises in programming, software development, and AI with applications in creative industries.

Film & Media Production (BA): Explores filmmaking, editing and digital content production.

Animation & Visual Effects (BA/BSc): Teaches 2D/3D animation, visual effects and digital storytelling.

POSTGRADUATE DEGREE

Masters in Digital Media (MA): Advanced study in digital content creation, interactive design and media strategy.

Masters in Graphic Design (MA/MSc): Focuses on advanced design techniques, branding and digital illustration.

Masters in Computer Science (MSc): Specialises in cutting-edge technologies, including AI, web development and software design.

Masters in Animation (MA): Covers advanced animation techniques, visual storytelling and post-production effects.

MORE INFORMATION

Scan or click on the QR codes to become more informed about the different jobs and education and training options available to you.

TEES VALLEY JOBS

Explore graduate roles, apprenticeships, or volunteering opportunities.

SCAN ME

NATIONAL CAREERS SERVICE

Explore over 750 different careers. Find out what a job involves and if it's right for you.

SCAN ME

SCREENSKILLS

Explore all you need to know about getting into digital and creative careers.

SCAN ME

TEES VALLEY KEY SECTORS

Explore what's happening across other sectors in the Tees Valley region.

SCAN ME

WHAT NEXT?

TEES VALLEY

Name:

Date:

I would like to be:

The reasons I chose this are:

Qualifications and training required:

Skills I have:

Skills I need to develop:

My next steps are:

Reviewing my progress: