



# My Learning My Future

Where can studying Art & Design take you?

# Introduction

At The Careers & Enterprise Company, our mission is to help every young person find their best next step.

My Learning, My Future is a suite of resources that has been developed by The Careers & Enterprise Company in partnership with Skills Builder to help you speak confidently about careers related to your subject.

This guide has been updated with new content to reflect the changing pathways and skills needed by employers.

## Benchmark 4

Linking curriculum learning to careers. Bring your subject to life by providing real-life examples from the world of work to help motivate and inspire students.

[Learn more](#)

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# How to use this guide

In this guide and supporting documents, you'll find resources to engage your students in curriculum learning, supporting work towards Benchmark 4, by highlighting the relevance of your subject to future careers and opportunities.

Explore the five key areas of the guide to inspire your students about where your subject can take them in the future.

## Essential Skills

Learn how you can engage with Skills Builder to help students identify and develop essential skills linked to your subject.

## Why study Art & Design?

Access key resources that link to your subject area that can be used in your lessons to help your students explore future careers.

## Activity ideas

Create some 'buzz moments' in every lesson by highlighting relevant careers stories or relating topics or essential skills from your subject to future opportunities.

## Pathways

Take a look at a wide variety of resources that focus on the pathways a young person can follow to a career linked to the subject.

## Careers in the curriculum

Discover resources and inspiration to link careers to the curriculum, employer engagement and extra-curricular opportunities.



# Why study Art & Design?





# Why study Art & Design?

This is your chance to share the passion you have for your subject. Here's five popular reasons teachers give as to why Art & Design should be in the school curriculum:

- The creative industries generate a little over 5% of the UK's economy (@£100billion)
- The creative industry employs more than two million people; about 1 in 8 UK businesses is in creative industries
- Art & Design can give young people an appreciation not just of why it matters, but where it comes from, where it fits in a wider historical, social historical and political context
- Art & Design gives students an opportunity to look at how others express themselves and interpret the world for themselves
- Art & Design fosters creativity, imagination and confidence (all transferable skills to other subjects and a huge number of jobs)

This section will connect you with key resources and links for students to explore opportunities linked to your subject area with the aim of motivating and inspiring your students about the world of work and pathways to a career using Art & Design.

There are a number of examples of roles and activities to support your students to explore opportunities.

[Click here](#)

Access a student facing PowerPoint slide deck which will support you in highlighting the relevance of your subject with content taken from this guide.



## Resources to highlight the relevance of your subject

- Download [Where Can Art Take You](#) Poster by National Apprenticeship Service
- Why it Matters: [Art and Design](#) designed by Loughborough University to help students to understand where different subjects both post 16 and 18 might take them

## BBC Bitesize Careers

Explore jobs in the media and creative sector

Have your questions answered

- How many people work in the media and creative arts?
- How much can you earn in different roles?
- What routes can you take to get in?
- Are there roles for people who might not think they're super-creative?

## OAT Futures

Check out how students have used their [Art and Design](#) in the real world

## Prospects

Explore subject related job sectors and job profiles

- Responsibilities
- Salary
- Qualifications
- Skills
- Work experience
- Career prospects
- Related jobs and courses



## Labour Market Information

- The [LMI for All](#) portal provides high-quality, reliable labour market information (LMI) to inform careers decisions
- Help your students to find out what a job involves and if it is right for them with [National Careers Service](#)
- National Careers Week [Future of Work Guide](#)
- Help KS3 students find out more about jobs and careers in [Art and Design](#)
- Inspire KS4 students with the world of work through careers in [Art and Design](#)

# Explore a career as a...

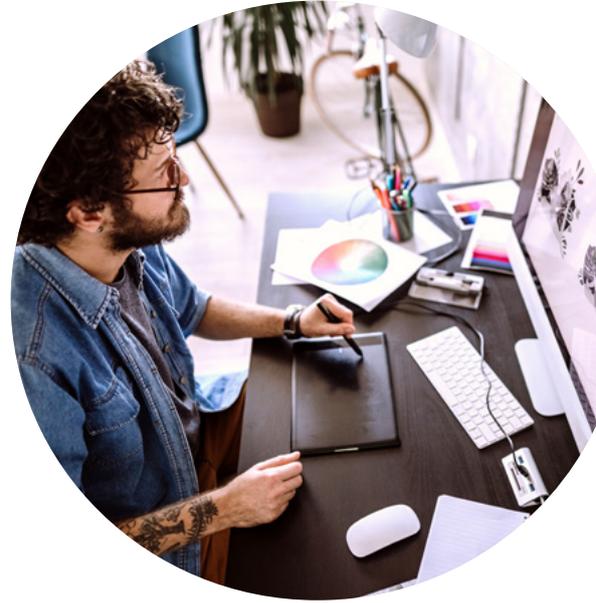
## ▶ Graphic Designer

Graphic Designers create visual branding, adverts, brochures, magazines, website designs, product packaging and displays.

[See case study 1](#)

[See case study 2](#)

[Visit National Careers Service to learn more](#)



## ▶ Digital Content Producer

Digital Content Producers research, write and manage an organisation's online content, including text, images, video and other media.

[See case study](#)

[Visit National Careers Service to learn more](#)

## ▶ Illustrator

Illustrators produce drawings, paintings or diagrams for use in products like books and greeting cards, or on packaging.

[See case study](#)

[Visit National Careers Service to learn more](#)





## ▶ Jewellery Designer

Jewellery Designers plan and create jewellery, silverware and other decorative products.

[See case study 1](#)

[Visit National Careers Service to learn more](#)

## ▶ Art Director

Art Directors design the visual side of advertising campaigns for all kinds of media including film, TV, web or print.

[See case study](#)

[Visit National Careers Service to learn more](#)



## ▶ Photographer

Photographers take and process pictures of people, places, products and events.

[See case Study 1](#)

[See case Study 2](#)

[See case Study 3](#)

[Visit National Careers Service to learn more](#)

# Why not encourage your students to become a teacher?

**Teaching**   
Every Lesson Shapes a Life

As you know teaching is a career like no other, where your voice, passion, background and how you view the world is used to inspire young people.

Here are a couple of case studies to inspire you to share your story with your students. You might also then select one to share with your students.

- [See case study: Shaniqua's story](#)
- [See case study: Daniel's story](#)

## Why teach?

Share these reasons for teaching with your students and frame them in your own words...you might start with the ones that enticed you into teaching yourself:

### 1. Helping shape young minds, help shape the future.

As a teacher you'll instil attitudes and beliefs that will help shape the next generation and the future. It's your chance to make an impact.

### 2. Turn your passion into a career.

If you love something, you'll love teaching it. There's nothing better than seeing people being inspired by the things you're passionate about.

### 3. The reward is always worth the challenge.

As a teacher you'll be challenged and rewarded every day. And nothing is more rewarding than knowing you've made a difference.

### 4. More time for what you love.

Teaching gives you more holiday than most careers, which means you have more time to explore your own interests.

### 5. Start on at least £25k, or £32k in inner London.

Where you take your career from there is up to you.

## What makes a great teacher?

Here's what some Year 10 students think makes a great teacher – do your students agree?

[What makes a great teacher?](#)

## Salary and benefits

The next generation of teachers will be entitled to a competitive salary, generous holidays, and a substantial pension.

You'll get more days holiday than people in many other professions. In school, full-time teachers work 195 days per year.

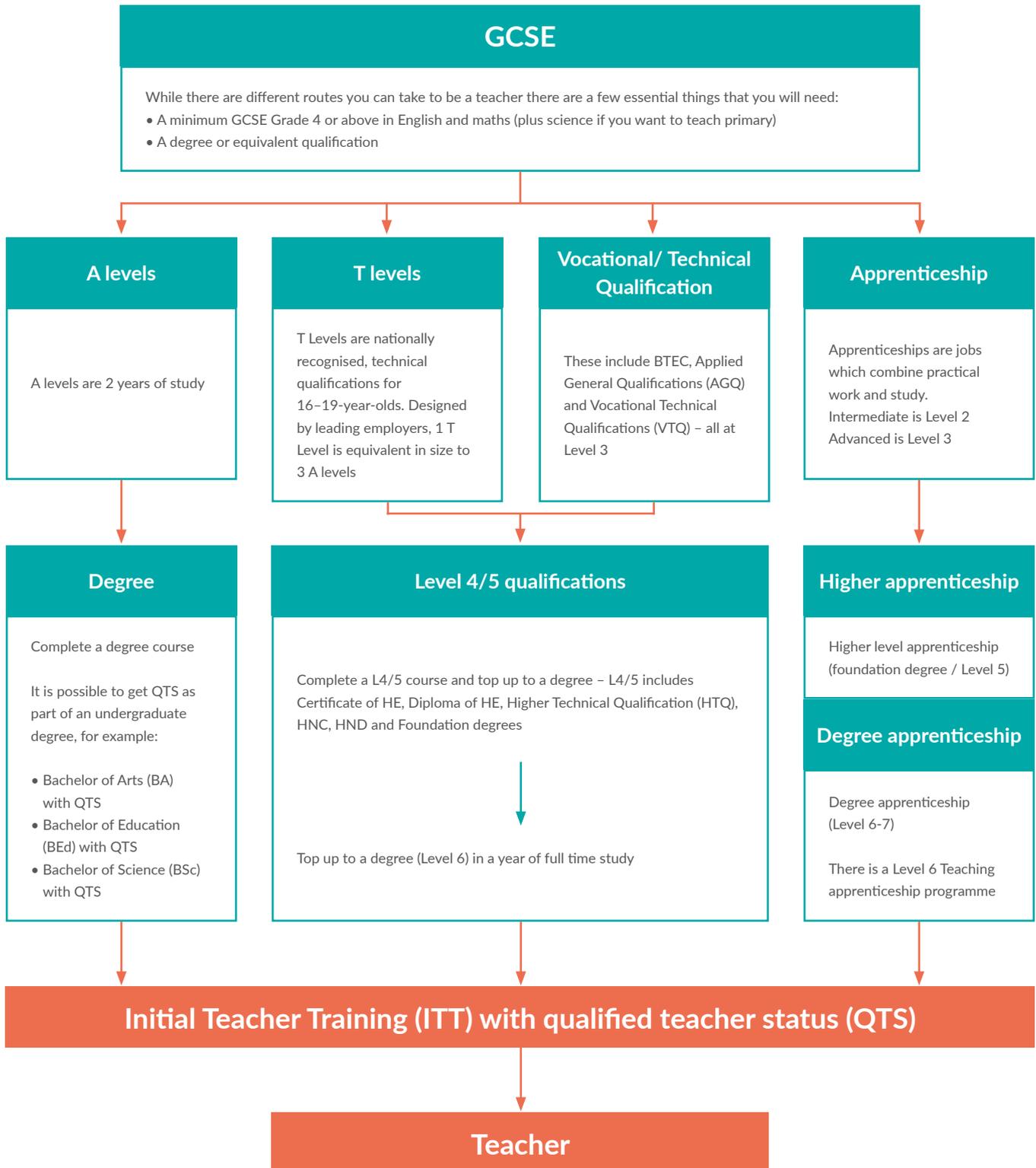
For comparison, you'd work 227 days per year (on average) if you worked full time in an office.

[Find out more: Teaching salaries and benefits](#)



Be mindful that when you share your route into teaching, you need to balance with the other options.

Here is an infographic resource to share with your students which shows the options and journey they could take.





# Pathways



# Pathways

Whether students know where they are headed to in the future or not, knowing the work and study choices available to them is a great place to start

Get the Jump: Skills for Life is a campaign to help young people make their next step in education and training. It raises awareness and understanding of all the different education and training pathways open to young people at post-16 and post-18

Many young people may feel confused or daunted by the post-16 or post-18 choices landscape and the campaign signposts students to further information around all potential options

Here are two visual displays you may also find helpful:

Framework of Qualifications: This is a useful visual display which shows where different levels of qualifications sit with each other

Options map: This is a useful visual display of the different pathways



## Resources to highlight pathways from your subject

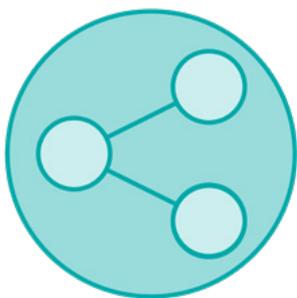
- [Download My Learning, My Future student facing presentation deck](#)
- [Download an overview of apprenticeship opportunities in Art, Design, Drama, English and Music](#)
- [Discover Creative Careers: Bringing together careers information and opportunities from creative organisations in one explorable directory](#)
- [Explore careers in Art, Performance and Design](#)

### Example Key Sector Bodies:

- [Arts Council](#)
- [Creative Industries Federation: Creative Careers Programme](#)

## Get the Jump: Skills for Life

There are three types of routes students can consider:



**Combine study and work**



**Study**



**Work**





## Combine study and work

### Apprenticeships

Apprenticeships are real jobs that allow young people to earn a wage while they learn

They can take between 1 and 5 years to complete, depending on the level

To start an apprenticeship, students will need to:

- Be 16 or over
- Live in England
- Not be in full-time education

Students can apply for an apprenticeship while they are still at school

Watch [this video](#) on ideas for Apprenticeships in Art and Design. Here are some possible apprenticeships available to study:

- Florist
- Puppet Maker
- A visual Effects Creator
- Furniture Designer
- Storyboards Artist
- Arts Therapist
- Curator
- Advertiser & Media Executive
- Photographic Assistant
- Junior Content Producer

### T Levels

A T Level is a nationally recognised qualification for 16–19-year-olds that lasts for two years. Leading businesses and employers have helped design T Levels to give young people the knowledge and skills they need for work or further study

Here are the T Levels aligned with your subject:

[T Level Design, Surveying and Planning for Construction](#)

[T Level Digital Production, Design and Development](#)

[T Level Design and Development for Engineering and Manufacturing](#)

[T Level Craft and Design](#)

### Vocational Technical Qualifications (VTQs)

VTQs are practical qualifications for over 16s. They're designed to help students get the skills they need to start their career or go on to higher levels of education

There are a few different types and levels of VTQs, including:

- [BTECs](#): level 1 to 7 qualifications
- [Cambridge Nationals](#): level 1 and 2 qualifications (from Sept 2022)
- [Cambridge Technicals](#): level 2 and 3 qualifications
- [T Levels](#): level 3 qualifications

Your students may be able to study:

- Art and Design
- Creative Media
- Digital Media



## Study

<p><u>Higher Technical Qualifications (HTQs)</u></p> <p>HTQs are technical qualifications that are approved by employers. There are many different types and are usually taught in the classroom at colleges, universities or independent training providers.</p> <p>To start a HTQ, they will need to be:</p> <ul style="list-style-type: none"> <li>• Aged 18 or over</li> <li>• Live in England</li> </ul> <p>There are many different types of HTQs, such as:</p> <ul style="list-style-type: none"> <li>• <u>Higher national diplomas</u></li> <li>• <u>Higher national certificates</u></li> <li>• <u>Foundation degrees</u></li> <li>• <u>Higher education diplomas</u></li> </ul> <p>Other HTQs will be available in the future.</p>	<p>You may find courses on the following:</p> <ul style="list-style-type: none"> <li>• Art and Design</li> <li>• Digital Technologies</li> <li>• Arts Practice</li> <li>• Fine Art</li> <li>• Art &amp; Design Photography</li> <li>• Jewellery and Silversmithing</li> <li>• Illustration Drawing &amp; Printmaking</li> <li>• Art History and Visual Cultures</li> <li>• Tattoo Illustration</li> </ul>
<p><u>A levels</u></p> <p>Subject-based qualifications usually assessed by exams. They can lead to further study, training or work. You usually study A levels over 2 years.</p>	<p>You may find courses on the following:</p> <p>History of Art</p> <p>Art and Design</p> <p>Students choose one of the titles below for study.</p> <ul style="list-style-type: none"> <li>• Art, Craft and Design</li> <li>• Fine Art</li> <li>• Graphic Communication</li> <li>• Textile Design</li> <li>• Three-dimensional Design</li> <li>• Photography</li> </ul>
<p><u>Higher education</u></p> <p>Higher education is the name for qualifications and courses young people can take after 18. There are many different types of higher education qualifications, such as:</p> <ul style="list-style-type: none"> <li>• Diplomas</li> <li>• Bachelor degrees</li> <li>• Foundation degrees and foundation years</li> <li>• <u>HTQs</u></li> <li>• <u>Degree level apprenticeships</u></li> </ul>	<p><u>Explore undergraduate courses in Art and Design:</u></p> <ul style="list-style-type: none"> <li>• Fine Art</li> <li>• Graphic Design</li> <li>• Creative Art Practitioner</li> <li>• Specialist Hair and Media Make Up</li> <li>• Animation</li> </ul>



## Work

<p><u>Supported internships with an education, health and care plan</u></p> <p>An unpaid work-based study programme that usually lasts for one year. It includes an extended work placement that lasts for at least 6 months.</p> <p>This will help young people take the first step from education into the workplace while gaining the skills they need to get a paid job.</p>	<p>Watch Saul's story: <a href="#">here</a></p>
<p><u>School leaver schemes</u></p> <p>Some companies offer school leaver schemes to young people who have completed A Levels. The schemes allow them to learn and train with a large company while earning a wage.</p>	<p>Young people need to check each company's website to see if they offer a school leaver scheme and how to apply.</p>

[Get the Jump: Skills for Life website](#)

## Interested in University league tables?

You can see at a glance the university ranking for Art & Design

The [table](#) allows you to filter the top university by each category:

- Overall score
- Entry standards
- Student satisfaction
- Research quality
- Research intensity
- Graduate prospects

### More information on Universities: Interested to see course level data?

[Discover Uni](#) includes official statistics about higher education courses taken from national surveys and data collected from universities and colleges about all their students. You can search, save and compare courses using the course comparison tool.

The data includes:

- Entry information, highlighting the qualifications held and UCAS Tariff point values students had when they were accepted onto the course
- Continuation rates for courses and a breakdown of what students are doing after one year on the course
- Data from the [National Student Survey \(NSS\)](#) showing experiences at university or college
- Data from the [Graduate Outcomes survey](#) showing employment outcomes and earnings which we publish along with earnings data for graduates 3 and 5 years after graduation from the Longitudinal Education Outcomes (LEO) dataset
- Graduates' perceptions of their work after graduating



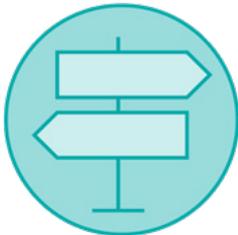
# Careers in the curriculum



# Careers in the curriculum

Young people critically need support to see and understand their future and ensuring that careers learning is delivered in all subjects has benefits clearly aligned to the priorities of schools and colleges and to positive outcomes for students. There are three different approaches to careers in the curriculum to consider:

1 |



Highlight the relevance of your subject to future careers and opportunities

2 |



Set curriculum learning within the context of careers and the world of work

3 |



Deliver curriculum learning through employer encounters, experiences of work and/or extra-curricular opportunities

## Embed careers in curriculum teaching and learning

There are some excellent examples of how curriculum teaching can be put into the context of careers and the world of work. Here are some resources designed for your curriculum area.

- [Causeway and STAR Academies Y7](#)
- [Causeway and STAR Academies Y9](#)
- [Causeway and STAR Academies GCSE](#)
- Forum Talent Potential is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school
- [Forum Talent Potential Case Study \(KS3: Drawing Proficiency 3D\)](#)
- [Forum Talent Potential Case Study \(KS4\): Showcase for year 11 Art & Design students at community contemporary art gallery](#)

## Case studies linked to your subject

- Forum Talent Potential: [KS3 - Drawing Proficiency 3D](#)
- Forum Talent Potential: KS4 – Y11 Art & Design students at community [Contemporary Art Gallery](#)

## Other Resources

- [Overview of the UK's creative arts sector: Prospects.ac.uk](#)
- Explore icould: [Take a closer look at selected subjects](#) and issues, with a selection of videos, guides and advice
- Be inspired by this [Creative and Design Careers Guide](#) by Youth Employment UK
- Here is a [Apprenticeship Poster](#) in Art & Design
- Find an engaging subject [Art and design poster](#) from Planit - "[Shrink oversized pages](#)" before you print to A4.

## Extra-curricular Inspiration

Here is some inspiration to enhance student engagement in your subject:

- [Loughborough University HE Unboxed: Fine Art \(2D/3D\)](#) \* This box aims to give students a hands-on activity which explores creating 2D artwork to then transform into 3D pieces. Participants will also gain an understanding of how artists use similar objects to create multiple pieces.

\*NB - there may be costs associated with some of these resources



# Activity ideas

## Create careers 'buzz moments' in every lesson

Young people experience 'buzz moments' when an idea hooks their attention and imagination.

Highlighting relevant careers stories, or relating topics or essential skills from your subject to future opportunities is easy to embed and can be really powerful. This should help support a culture that inspires young people about their future.

Here are some ideas to get you started:



- 1 | Encourage students to identify a job related to your subject that they will be doing in ten years' time and ask them to present the pathway they took to that role



- 2 | Encourage students to research local options at 16/18 in pathways related to your subject that interest them



- 3 | Encourage students to research and present on roles of interest



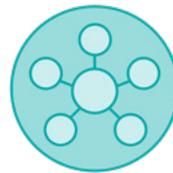
- 4 | Share your own careers story



- 5 | Spotlight non-obvious careers related to your subject



- 6 | Challenge self-limiting beliefs and stereotypes around your subject



- 7 | Know all the pathways from your subject



- 8 | Highlight essential soft skills linked to specific lessons and to your subject in general

Find all eight activities (and more) ready in the slide deck for you to use with your students [here](#)

# Employer engagement

You may wish to invite someone from the world of work in to support you in highlighting the relevance of your subject to careers. Use the below guidance to help you.

Key Questions	Guidance
<p>What are you looking to achieve?</p> <p>Try and be as clear and purposeful as possible when framing an 'ask' of employers.</p>	<p>What are the planned outcome(s)? i.e.</p> <ul style="list-style-type: none"> <li>• For students and parents/carers to understand the relevance of your subject to careers</li> <li>• To encourage students to consider pursuing your subject to GCSE level</li> <li>• For students to have an insight into <a href="#">key labour market information</a></li> </ul>
<p>What benefits would there be to the employer for supporting?</p>	<p>For emotional reasons:</p> <ul style="list-style-type: none"> <li>• Personal connection, e.g. they have family at the school or a relative works at the school or college</li> <li>• History, e.g. they are an alumni of the school or college</li> <li>• Locality, a local employer wants to give something back to the local area</li> </ul> <p>For commercial reasons:</p> <ul style="list-style-type: none"> <li>• Skills shortages – to attract young people into their industry</li> <li>• To help change perceptions of certain industries</li> <li>• Corporate Social Responsibility (CSR) positioning – being seen to give something back</li> </ul>
<p>How to engage an employer?</p>	<p>Speak to your Careers Leader to access contacts that already exist in the school. Try:</p> <ul style="list-style-type: none"> <li>• Staff networks (e.g. family, friends, Governors)</li> <li>• Student networks (parents, relatives)</li> <li>• Alumni network</li> <li>• Supply chains (IT, Catering, Maintenance)</li> <li>• If your school or college has an Enterprise Adviser, they may have wider employer links or suggestions</li> <li>• Social media appeal with a clear ask</li> </ul>
<p>Format</p>	<p>Articulate where, when and how the encounter will take place</p> <p>Would you like someone to create a video/take part in a recorded Q&amp;A or is this is a physical invitation into a lesson?</p>
<p>Recording and Evaluation</p>	<p>How will you evaluate the session and get a temperature check of value from students and the employer?</p> <p>Remember to communicate activity and student register to Careers Leader as this supports Gatsby Benchmark 4 and potentially 5/6</p>



# Essential Skills



# Essential Skills



Good careers provision includes building students' essential employability skills. These are the skills that you need for almost any job and they make learning easier too. Students will probably already be using these skills in your lessons, but are they able to talk about them confidently?

The [Skills Builder Universal Framework](#) was developed by CEC, Skills Builder, Gatsby Foundation and others to provide a common language for these 8 essential skills. It breaks down each skill into 16 teachable steps.

In Art & Design, students are likely to use these 3 essential skills:



The use of imagination and the generation of new ideas

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

[Post 16](#)



The ability to find a solution to a situation or challenge

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

[Post 16](#)



The ability to use tactics and strategies to overcome setbacks and achieve goals

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

[Post 16](#)

To access the short lessons and many other resources, create a free account on the [Skills Builder Hub here](#).

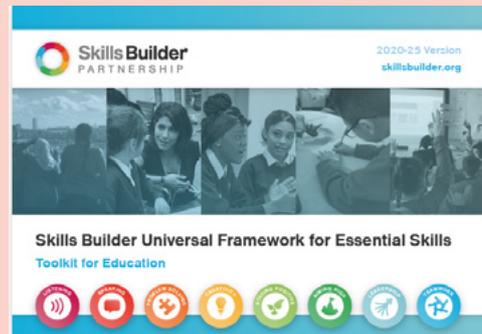


## Working with students with additional needs?



You can find many resources to support learners with additional needs in our [Inclusive Learning Resource Pack](#) here.

You can also use our [Expanded Universal Framework](#), which breaks each skill step down into smaller stepping stones.





# Acknowledgements

**With special thanks to the following organisations for their support and insight into developing the My Learning, My Future resources:**

- Amazing Apprenticeships
- BBC Bitesize
- Education & Employers, icould
- Forum Talent Potential
- LMI for All
- Loughborough University
- National Careers Service
- National Careers Week
- Skills Builder Partnership
- Success at School
- The Parents Guide to
- PwC UK
- Ormiston Academies Trust
- Prospects
- LLEP
- GOV.UK Get the Jump: Skills for Life campaign
- First Careers
- Arts Council
- Creative Industries Federation
- Discover Creative Careers
- Loughborough University





# My Learning My Future

If you have any questions about this guide,  
contact us at:

[education@careersandenterprise.co.uk](mailto:education@careersandenterprise.co.uk)

All the resources, all in one place:  
[CEC Resource Directory](#)

**The Careers & Enterprise Company**

120 Aldersgate St

London

EC1A 4JQ

[careersandenterprise.co.uk](http://careersandenterprise.co.uk)



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