

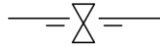


CAREERS IN THE CREATIVE INDUSTRIES TEACHING RESOURCE

The film industry offers exciting career opportunities. As the *Harry Potter* film series exemplifies, careers in the industry require talent, creativity and craft which will be explored during the lesson.

LEARNING OBJECTIVES:

- To appreciate the vast array of job opportunities within the creative industries in the UK and the routes into these career paths
- To understand some of the processes involved in creating a feature film



LESSON FOCUSES

PRE-VISIT:

Students should research different roles within the creative industries and pick an area they find interesting as a potential career.

VISIT WORKSHOP:

Students will discover recent financial trends in the UK film industry and the importance of the industry to the UK economy. We will use the *Harry Potter* film series as a case study to reveal the planning process when making a film. Some of the various methods of beginning a career in the film industry and some of the challenges young people may face will be discussed.

POST-VISIT:

Students should write a CV tailored to the job role they have found most interesting. Many roles in the film industry are freelance and CV's are sent to heads of department. Students can use the Internet Movie Database (IMDb) to research films currently in production in the UK.



CAREERS IN THE CREATIVE INDUSTRIES PRE-VISIT LESSON

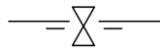
The creative industries include film, television, gaming, fashion, music, publishing, dance, theatre, etc. Ask students to choose one of these areas which they find interesting and research job roles within that area considering:

- What do the jobs involve?
- What kinds of training or qualifications are required?
- Is there further progression from this role?

Students can use the Creative Skillset job roles database to help with this. When everybody has completed their research, this can be compiled into a collage of career opportunities.

As an extension, students could also use the IMDb to research three people working in their choice of career:

- Where did they start?
- How did they progress?
- What responsibilities do they have?



WEB LINKS:

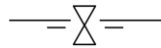
- Creative Skillset: www.creativeskillset.org/job_roles
- IMDb: www.imdb.com



CAREERS IN THE CREATIVE INDUSTRIES POST-VISIT LESSON

Students can use the worksheets provided to prepare an up-to-date and relevant CV that will appeal to employers in the creative industries. Ask students to use IMDb and Screen Daily to research film production in the UK and to use their CV's and research skills to acquire work experience in the sector.

Explain to the students that CVs land on the desk of the employer, in the creative industries. It is important that documents sent to prospective employers are relevant to the job, succinct and easily accessible for the reader. Work experience is often the starting point in a filmmaker's career. It can be challenging to get a foothold and voluntary work is often the starting point.



WEB LINKS:

- Advice on how to break into the creative industries:
www.uknetguide.co.uk/employment/article/how_to_get_a_job_in_uk_film_production-100302.html
- Screen Daily: <http://jobs.screendaily.com/>
- IMDb: www.imdb.com

SUPPORTING DOCUMENTS:

- How Great Are You?
- Jobs You Know About
- CV's in the Creative Industries
- Writing a Specific CV
- Job Search Checklist
- Preparing for an Interview



CAREERS IN THE CREATIVE INDUSTRIES HOW GREAT ARE YOU?

Use the tick box to identify your current abilities and knowledge:

PERSONAL QUALITIES

Ask yourself if you are:

- Independent
- Self-confident
- Committed
- Flexible
- Proactive
- Self-motivated
- Able to delegate
- Willing to learn

- A good communicator
- Organised and a good self-manager

WHAT HAVE YOU MISSED? WHAT ELSE IS GREAT ABOUT YOU?

PROFESSIONAL QUALITIES AND APTITUDES

Ask yourself if you can:

- Evaluate yourself and your work
- Negotiate with clients and others in connection with your work
- Solve problems
- Make independent and critical judgements
- Value and seek advice from others
- Take advantage of opportunities
- Operate at a professional level
- Use contacts and networks
- Cope with uncertainty
- Talk positively about yourself and your work

- Have a vision for the future

Now list your subject specific skills. Try to include everything:

What would you say are your values as a person? What do you believe in?

What are your values in the workplace?

What are you excited about?



CAREERS IN THE CREATIVE INDUSTRIES JOBS YOU KNOW ABOUT

What jobs do you already know about in the Creative Industries?

Have you received any careers advice and was it helpful?

Who would you go to for help and advice about careers?

Can you think of any creative industry role models?

Do you know what the following jobs involve?

- ADR Recordist
- Key Grip
- Best Boy
- Line Producer
- Props Buyer
- Rigger
- Dolly Grip
- Runner
- Dubbing Mixer
- Steadicam operator
- Foley Artist
- Stunt Coordinator
- Food Stylist
- Gaffer
- Set Decorator

Which aspects of each of the jobs do you think would suit you?

Which skills do you need to develop?

Discuss the advantages and disadvantages of each of these jobs?

CAREERS IN THE CREATIVE INDUSTRIES PREPARING C.V.'S

In the creative industries, your CV could arrive directly onto the desk of the person with the power to give you a job. They will be very busy.

- Write your CV with the employer in mind. Use only the most relevant information about your career, education and skills.
- One standard CV is not enough. Tailor it to the individual employer or at least to the type of employer you approach. Make sure that you have thoroughly researched the employer you are targeting, so it is clear to them that you are familiar with the types of projects that they work on.
- Be positive.

Your CV should be concise, relevant and well laid out. Keep it short – two pages maximum – and use the space wisely, which takes thought and planning. Make sure it looks professional.

- Is it on good quality paper? Is the spelling and grammar correct? (Don't just rely on spell-check!)
- Is it easy to read? Avoid long sentences. Use active words, e.g. developed, managed, researched, organised etc.
- Choose a modern font to reflect the image of the job – Arial is a safe bet – and don't use more than one font. Capitals, italics etc. can be used for emphasis, but be consistent and don't overdo it.
- Leave plenty of space on the page.

Employers will be looking for the following information, which should be on the front page:

- What you can do for them?
- What work you have done of the kind that they produce? (e.g. a TV or radio programme, a photo shoot, a game etc.) Include projects that match your productions from college/ university.
- If you haven't worked in this area, what new ideas and skills can you bring from other areas you have worked in?
- Who have you worked for that the employer knows and trusts?
- Do you want to work for this employer or are just anxious to get work generally?

Your CV should always be sent with a covering letter. Make sure it is:

- Addressed to the right person. Research this thoroughly beforehand.
- Brief and does not repeat information in the CV.
- Has three parts: The reason for writing; your selling points; a prompt for further action, e.g. "I'd welcome the chance to meet you." And remember to follow up, striking a balance between genuine interest and causing irritation.

Suggested Headings for your CV

- Your name
- Contact details
- Email address. Phone number. Location but not your address– e.g. Based in Bristol, Manchester, etc

Personal Profile

Include a short, punchy, positive statement about yourself to make a prospective employer sit up and take notice. A good personal profile will show your personality and play to your strengths, e.g. if you are at your best working in certain types of situations, say so. Personal profiles can easily sound arrogant and crass, but a well written profile can be very effective.

Employers take them seriously and they do get people jobs.

- Write your personal profile in the third person to reflect how others see you.
- Describe your key selling points – your skills, experience and knowledge.
- Describe your attitude to work and the personal qualities that make you attractive to employ.

Key Skills

You can include these as an alternative to a Personal Profile, or to complement it. List your key skills and experience as bullet points, including any equipment you have used or software you have used. Start with the skills that are likely to interest your employer.

Experience

Start with your most recent work or work experience. You don't have to include everything, only work which is relevant to the employer. You can summarise other experiences at the end, if there is space. You should describe the contribution you made, especially if it was challenging, e.g. working to a tight budget.

Training/Qualifications

Include relevant training courses on your CV. These are more likely to be of direct benefit to the employer than your qualifications, so list them first.

Personal Details

- Include details of whether you can drive, if you are a first aider, any health and safety training and other useful skills for an employer.



CAREERS IN THE CREATIVE INDUSTRIES JOB SEARCH CHECKLIST

Review your CV

Make sure that it is up to date, that there are no spelling or grammar errors and that it is modified for the position for which you are applying.

Elaborate on any areas that you want to highlight.

Develop and strengthen your network of contacts and know the value and importance of networking in a job search.

Interviewing Checklist

Make sure you do your homework and do research into any employer that you are meeting.

Learn about what they do and think about what makes you the best candidate for that position.

Prepare yourself with questions to ask the interviewer that are relevant to the company and the job role.

Dress professionally to make the best first impression.

Don't be late for the interview! Arrive at least 15 minutes prior to your scheduled interview time.

Bring extra copies of your CV.

Be self-aware.

Don't bring up salary, holiday time, sick/personal days, bonus, etc. Let the interviewer bring it up first.



CAREERS IN THE CREATIVE INDUSTRIES PREPARING FOR AN INTERVIEW

When preparing for an interview, think about what sets you apart from other candidates. Don't wait until the last minute, do your homework. Below are some tips that will help you to interview successfully.

WHAT TO RESEARCH BEFORE GOING ON AN INTERVIEW?

The Company:

- Company Website (Services, Career Page, Clients, About Us, Press Releases)
- Google/Twitter/LinkedIn (How does the company rank compared to its competitors, what's some of the feedback and comments made on the company)
- Industry Specific Resources & Trade Publications. For the film industry, look at Screen International, Hollywood Reporter, Variety, Sight and Sound.

The interviewer's background:

- LinkedIn
- Professional background, education and accomplishments

The job role:

Research the job title for additional duties and responsibilities that may fall under this type of role but are not be mentioned in the job description. There may be things that you have experience in that are related to the position. Make sure you understand what is essential for the job in terms of responsibilities and requirements. Talk to friends/teachers/family who may have some insight to offer regarding the role.

BE PREPARED TO DISCUSS YOUR CV, GOALS AND CHALLENGES:

Speak about how your experience and skills listed on your CV relate to the position.

Be able to discuss your career goals and what you want and don't want in a career. Make sure they are clear and concise.

When talking about your goals, make sure that the timeframes associated with completing them are realistic.

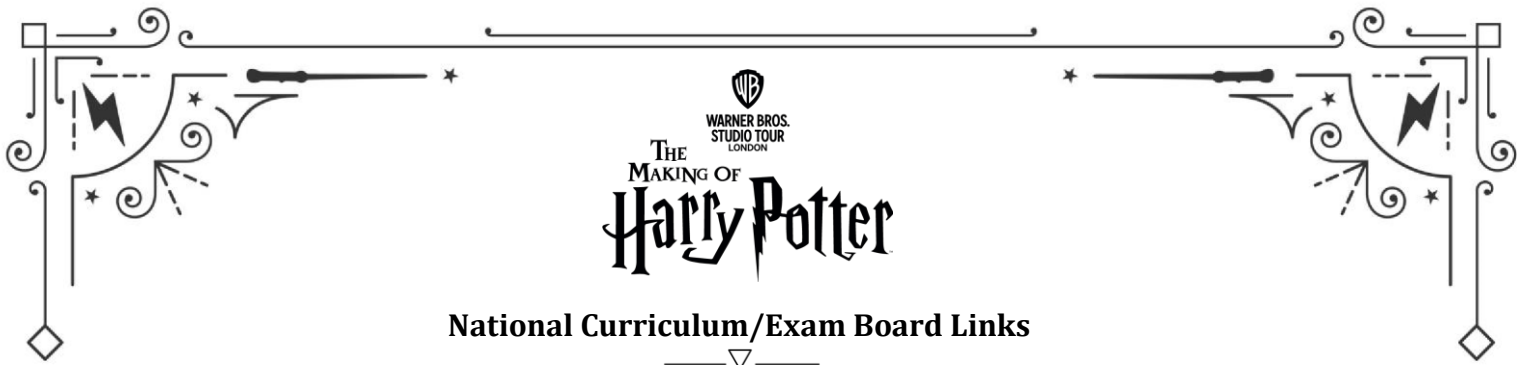
Coming across realistically is a sign of experience and maturity, qualities you want to convey to an interviewer.

Be prepared to discuss your motivation behind these goals. Employers want to see that when things get tough, you will persevere in the job.

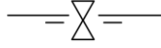
Have examples ready from your professional life to illustrate your work ethic, integrity and ambition. Be prepared to handle challenging questions about your work and other professional experiences. Being able to talk about these experiences in a tactful and comfortable way shows how you've learned from past mistakes and/or situations.

ADDITIONAL TIPS:

- Be on time to the interview
- Dress for interview success
- Bring extra copies of your CV
- Be aware of your grammar and your manners
- Body language is important – try to overcome your nervousness.
- Always remember that a warm smile and a firm handshake can help you overcome nervousness while expressing your confidence.
- Be straightforward and honest but never apologise for lack of experience. Don't exaggerate.
- Never speak badly about a former employer
- Let the interviewer mention salary first
- Have some questions ready to ask the interviewer, this shows that you are prepared and interested in the position. Your questions should be based on the research that you have done on the company, their products/services and the role.
- Write a thank you email to those that you've interviewed will reinforce your interest in the job.



National Curriculum/Exam Board Links



Business Studies

Business Studies

GCSE

- Apply knowledge and understanding of business concepts and issues to a variety of contexts.

A-level

Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues.

