

This guide covers jobs related to art and design and includes creative content and digital media. According to the Annual Population Survey, around 43,000 people worked in art, design and digital media in Yorkshire and the Humber in 2013. Competition for employment is fierce – there tend to be many more art and design students than jobs available.

Typical job titles include:

Animator	Architect	Blacksmith	Conservator
Fashion designer	Fine artist	Footwear designer	Furniture designer
Graphic designer	Illustrator	Interior designer	Make-up artist
Photographer	Product designer	Packaging designer	Stonemason
Textile designer	TV/film camera operator	Video editor	Web designer/developer

Representation of women is lower in the creative industries than the average (38% compared with 47%, but note that 50% of fashion and textile workers are female)

Types of business

The vast majority of employers are small businesses. In 2014 there were 4,495 businesses in the region. 4,215 had less than 10 employees, and only 25 had more than 50. The largest numbers of businesses were in:

Specialist design	1035
Advertising agencies	780
Architectural practices	745
Artistic creation	520
Film and TV production	400

Source: UK Business Counts 2015

Demand for placements and work from people with degree-level qualifications is huge in these industries, and yet employers still complain that too many graduates do not have basic industry specific skills

Around half of all people in creative industries are self-employed, and many have additional paid jobs

The UK creative industries rank impressively against international competition, generating an annual £16 billion in exports. It is estimated that the UK is second only to the US in world rankings

Employees and self-employed, Yorkshire and the Humber

	2013	2022
Architects	1,292	1,549
Architectural and town planning technicians	3,067	3,340
Artists	1,943	2,225
Chartered architectural technologists	*	
Furniture makers and other craft woodworkers	5,062	5,062
Glass and ceramics makers	*	
Graphic designers	9,698	11,104
Other skilled trades	2,389	2,389
Product, clothing and related designers	3,269	3,743
Photographers, AV and broadcasting equipment operators	6,449	7,384
Smiths and forge workers	547	547
Town planning officers	601	720
Web design and development professionals	7,335	8,831
Weavers and knitters	*	

* data suppressed due to unreliability

Note that the 2022 forecast numbers were derived from the percentages forecast for the nationwide workforce.

Source: Annual Population Survey 2013/Working Futures 2012

Pay

Pay in this sector tends to be lower than the national average. Many creative workers earn less than £10,000 a year from their work.

Average gross full-time pay

Architect	£46,398
Artist	£31,702
Graphic designer	£26,789
Industrial and fashion designer	£30,852
Web designer/developer	£30,902

Source: Annual Survey of Hours and Earnings 2013

Skill shortages

Digital skills are increasingly needed in the creative industries, especially so in the case of graphic design and other design fields. In jewellery and craft, 'using CAD software' is cited as a particular skill shortage. Employers increasingly look for skills in business, problem-solving, negotiation, leadership and 'management'.



Around 30% of the creative industries are located in London and the South East

There were 27,460 people employed in heritage craft occupations in Yorkshire and the Humber in 2012 - examples of which include stonemasons, wood carvers and boat builders (Creative and Cultural Skills Oct 2012)

Where are the jobs

Design and public relations agencies and consultancies
In-house design jobs with private or public sector organisations
Manufacturers: construction, textiles, footwear and fashion,
Interior design and exhibition companies
Retailers, printing and publishing companies
Computer games companies, film, TV and arts organisations
Self employment



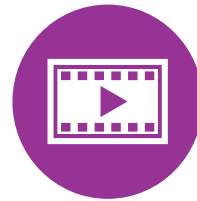
Qualifications and training

Talent and an impressive portfolio of work are essential to get a job in these fields. A degree may not be specifically required, but most of the workforce is qualified to degree level or higher. Designers need to update their skills constantly, especially in the digital media sector. Specific software skills are essential in web design and games design, eg C++, Javascript, HTML, CSS and JQuery.

Check www.creativeskillset.org for information on accredited higher education courses in interactive media, animation, film and computer games. Explore other subjects on www.ucas.com. More apprenticeships are now being offered through Creative Skillset.

Job vacancies - where to look

Some jobs are advertised by recruitment agencies - check www.yell.com for specialist recruitment consultants. Check the Jobcentre Plus website www.gov.uk/jobsearch. Check specialist journals and national and regional papers. Some specialised websites: www.designweek.co.uk, www.mad.co.uk, www.bima.co.uk, www.creative-choices.co.uk, www.creativepool.co.uk, www.a-n.co.uk



More information...

Creative and Cultural Skills www.ccskills.org.uk
Creative Skillset www.creativeskillset.org
National Careers Service <https://nationalcareersservice.direct.gov.uk>



Further help...

National Careers Service advisers are available in your local area to provide information, advice and guidance on learning and work. See the website or call 0800 100 900.

