



Where can  
a **creative**  
qualification  
take  
me?

Learn more about the doors you can  
open with a **BTEC**, **GCSE** or **A-Level**

# Discover the careers you can pursue with your creative qualification

A BTEC, GCSE or A-Level in a creative subject can give you the practical skills and knowledge needed to progress to your chosen career. In this guide, we'll show you the importance of the creative talents you're developing – and how you can make the most of them in your future.

*More than **four** out of **five** employers rate **creativity** as one of three most important considerations.*

*(CBI and Pearson, 2018)*



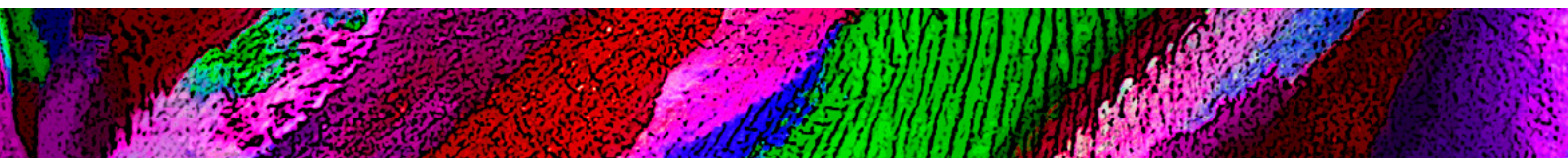
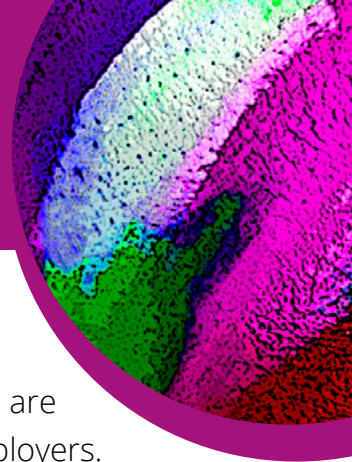
## Today's skills for tomorrow's future

The world of work is changing. Young people are expected to enter the workforce with a wider range of skills than ever before. As technology is allowing more and more jobs to be done through AI and

robotics (i.e. automation), skills that only humans hold are increasingly valuable to employers. – so the talents you develop during your creative education are not only incredibly important for your own personal development, but they're vital to employers. Last year, the [World Economic Forum \(WEF\)](#) named **creativity** as the **third most important skill** employees needed to thrive in 2020 as automation continues to infiltrate the workplace.

Some of the skills you'll need to demonstrate as you step into the workplace are:

- **critical thinking**
- **creativity, imagination and vision**
- **communication**
- **teamwork**
- **complex problem solving**
- **practical (technical) skills**





## Working with employers

We work closely with employers to ensure our qualifications are helping you to develop the creative skills they identify as being the most important.

You'll find more information on these in the individual qualifications, below.

Read our expert blog post on the **value of creativity** to businesses



Your future employers value attitudes such as

**resilience,**



**enthusiasm**

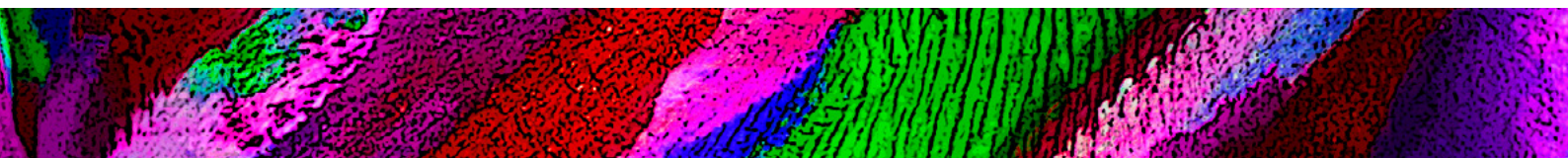
and

**creativity**

(DfE, 2018)



Find out more at [pearsonschools.co.uk/creativecareers](https://pearsonschools.co.uk/creativecareers)





# Illustrator/ Concept Artist

As an **illustrator/concept artist**, you could be creating images for books, games, film, digital or print publications. This role requires strong creative visualisation and understanding of space, light, colour and form to create mood and emotion.

## Skills you'll need:

- **Attention to detail**
- **Work well under pressure**
- **Communication**
- **Researching and analysing a brief**
- **Professionalism**



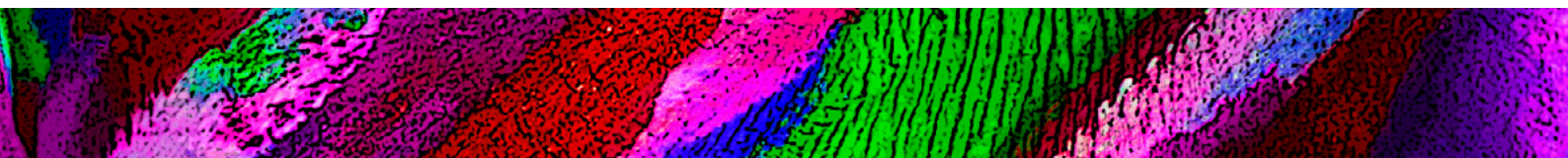
## Relevant qualifications:

Drawing and painting skills are in

- **BTEC Art and Design**
- **BTEC Creative Media**
- **GCSE and A Level Art and Design**



There are plenty of pathways for you to reach your desired career. We've suggested a few here that you may find helpful.



# Theatre Manager

The role of the **Theatre Manager** covers all areas of responsibility in running a theatre, including managing staff, resources and systems. Depending on how big or small the venue is, you may find yourself taking on areas of marketing, HR and finance. You might do things such as building partnerships locally, overseeing training and developing a business plan.

## Skills you'll need:

- **Communication**
- **Organisational skills**
- **Attention to detail**
- **Problem-solving**
- **Ability to prioritise**
- **Work well under pressure**

## Relevant qualifications:

Communication skills  
are developed in

- **BTEC Performing Arts**
- **GCSE Drama**
- **A Level Drama and Theatre Studies**



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# Choreographer

A **choreographer** will create and plan routines for performances. These might be live shows, events, TV appearances or for films. You'll need to teach dancers the steps, work with costume designers and if you're working to a client brief, you'll need to liaise with the client too.

## Skills you'll need:

- Communication
- Organisational skills
- Work well under pressure
- Attention to detail
- Self-motivated

## Relevant qualifications:

Knowledge of dance styles through



- BTEC Performing Arts (Dance pathway)
- GCSE Drama
- A Level Drama and Theatre Studies
- GCSE and A Level Art and Design

© 123rf/diego wito cenio



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# Copywriter

As a **copywriter**, you'll be responsible for writing for a variety of different mediums which may include brochures, emails, slogans, scripts and more. You'll work with clients to produce content.

## Skills you'll need:

- Strong written skills
- Work well under pressure
- Communication
- Attention to detail
- Project-management skills
- Self-motivated

## Relevant qualifications:

Knowledge of types  
of media from

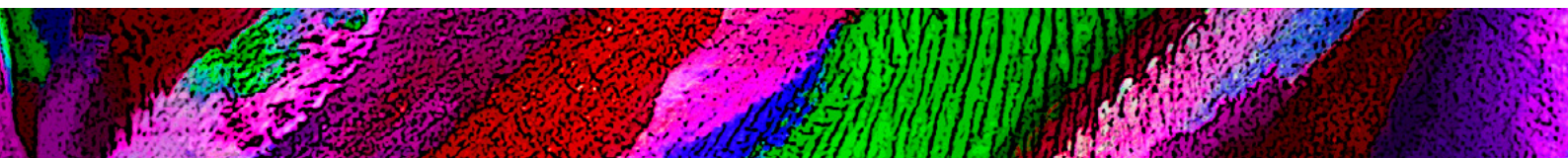
- BTEC Creative Media



© 123rf/Dmitry Shironosov



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# Photographer/ Videographer

**Photographers** and **videographers** can work in a huge variety of areas for a range of purposes, such as advertising or editorial. It's good to find a specialism, such as portrait photography, or wedding videography. You'll often work to a brief for clients or employers. It's common to be self-employed in this industry, which would also require skills in independent working and budgeting.

## Skills you'll need:

- **Technical skills** (cameras, photoshop, editing software)
- **Problem-solving**
- **Work well under pressure**
- **Self-motivated**
- **Communication**
- **Interpersonal**

## Relevant qualifications:

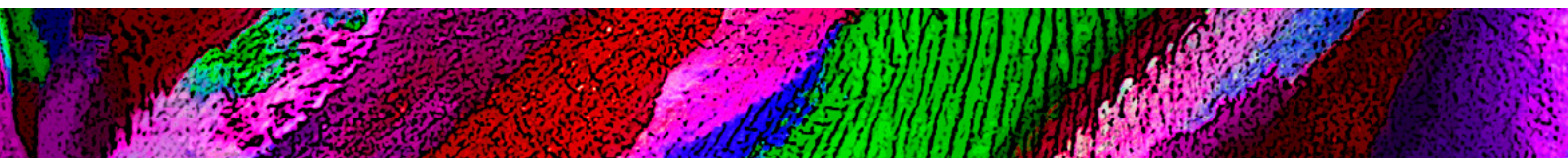
Knowledge of  
photography  
from



- **BTEC Art and Design**
- **BTEC Creative Media**
- **GCSE and A Level Art and Design**



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# Fashion Designer

© foalialare poppe



As a **fashion designer**, you'll need to be able to research trends which are relevant for your specific industry. That might be current fashion, or design suitable to a certain period of time in history, for example. You'll need to decide on materials, colours and designs and work to create a finished product. Designers may need to work to briefs, or you may work on your own.

## Skills you'll need:

- Creativity
- Technical skills
- Decision making
- Communication
- Confidence
- Time management

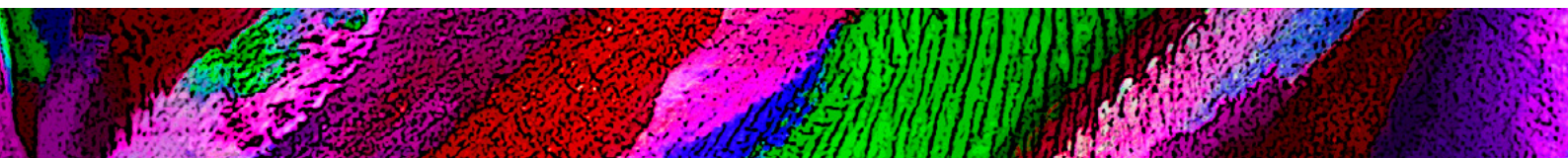
## Relevant qualifications:

Knowledge of design from

- BTEC Art and Design
- BTEC Production Arts
- GCSE and A Level Art and Design
- GCSE and A Level Design and Technology



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# Performer

© 123rf/ carloscastilla



Your role as a **performer** is to entertain others – whether as an actor, singer, musician, dancer, circus performer or any other performing role. This may be on stage, in TV/Film or in other forms of media. You'll collaborate with other professionals to put on performances that wow your audiences. It's likely that your hours would be flexible, including evenings and weekends.

## Skills you'll need:

- **Determination**
- **Team player**
- **Confidence and resilience**
- **Adaptability**
- **Problem-solving**
- **Communication skills**

## Relevant qualifications:

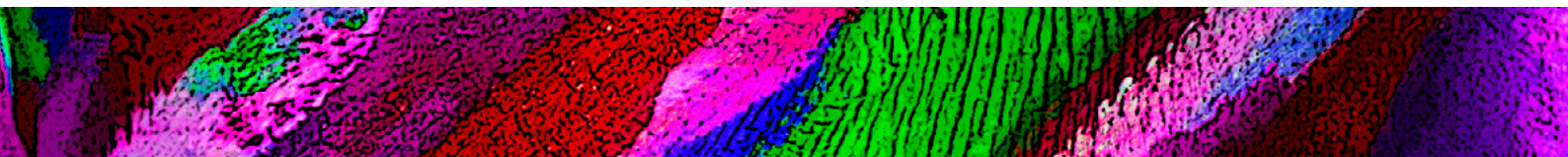
Knowledge of the aspects of performance from

- **BTEC Performing Arts**



One teacher gives an example of the relationship between creative thinking and problem solving: *"Drama, music, art and design allow the students to work on their thinking skills as they must solve problems and think carefully about the work they need to produce to meet the criteria set by staff."* Drama teacher and senior leader, North West

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# Sound/Lighting engineer

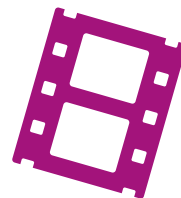
**Sound/Lighting engineers** are responsible for assembling, operating and maintaining technical equipment according to requirements. You may work in industries such as film, broadcasting, live performance or advertising. A role like this requires you to keep up-to-date in new technologies and techniques in the industry you work in.

## Skills you'll need:

- **Attention to detail**
- **Patience**
- **Good with technology**
- **Team player**
- **Problem-solving**
- **Fast worker**

## Relevant qualifications:

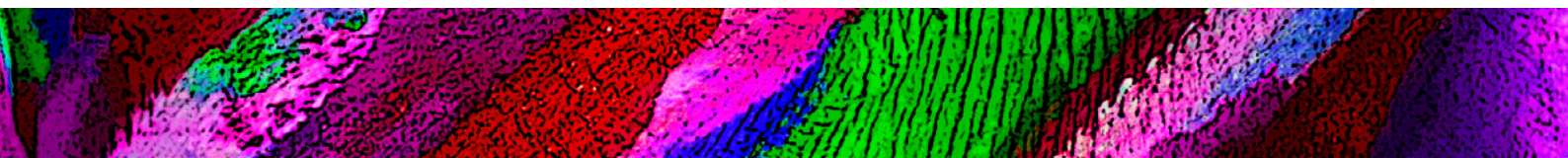
Knowledge of  
sound and  
lighting from



- **BTEC Production Arts**



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# Composer for games/TV/Film

A **composer** will develop a piece of music according to a brief. You might find yourself creating music to fit a form (e.g. opera, symphony). The role of the composer will often entail writing musical scores for the industry you work in and requires knowledge of recording software. Experience playing a musical instrument is extremely beneficial in this role.

## Skills you'll need:

- **Organised**
- **Resilient**
- **Flexible**
- **Comfortable with technology**
- **Budgeting**
- **Project Management**



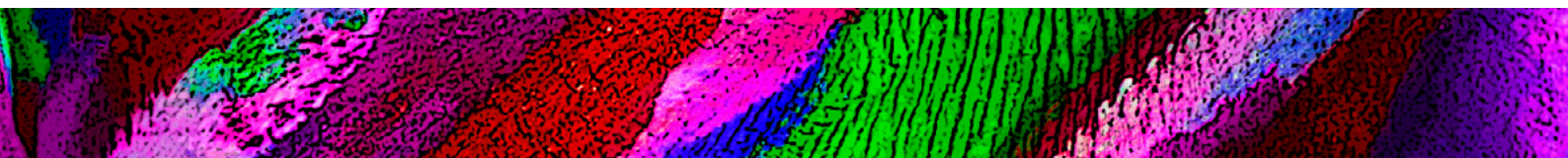
## Relevant qualifications:

Knowledge of music production from

- **BTEC Music**
- **GCSE and A Level Music**
- **A Level Music Technology**



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# Marketing Executive

The role of the **marketing executive** entails developing marketing campaigns to promote products, services or ideas. Your role can vary depending on the industry and size of the company you work for, but often will include tasks such as planning, creating images and graphics, producing video content, attending events, brainstorming activity and meeting clients. You might work purely online, in a digital role, or work across both online (e.g. website, social media, email) and offline marketing (such as print).

## Skills you'll need:

- **Communication**
- **Work well under pressure**
- **Attention to detail**
- **Commercial awareness**
- **Comfortable with technology**
- **Analytical**

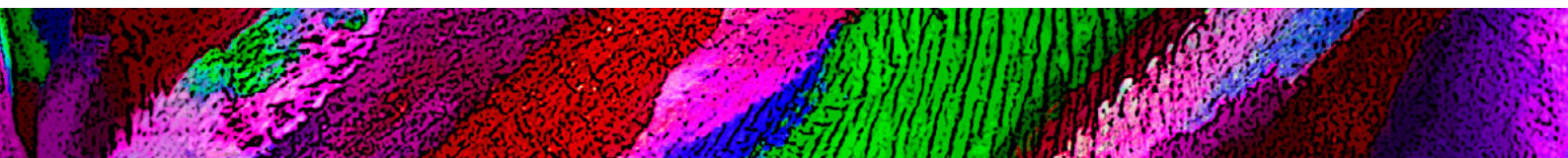
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## Relevant qualifications:

Knowledge of trends and audiences from

- **BTEC Creative Media**
- **GCSE and A Level Business**



# Art Teacher

An **art teacher** in a secondary school will need to support the education and progression of pupils aged 11 to 18. You'll need to teach the curriculum in line with national objectives and keep up to date with developments in art. Day-to-day tasks include teaching and planning lessons, marking work, preparation for assessments, communicating with parents and organising extracurricular activities (e.g. school trips).

## Skills you'll need:

- **Listening skills**
- **Communication**
- **Organised**
- **Creativity**
- **Fast learner**

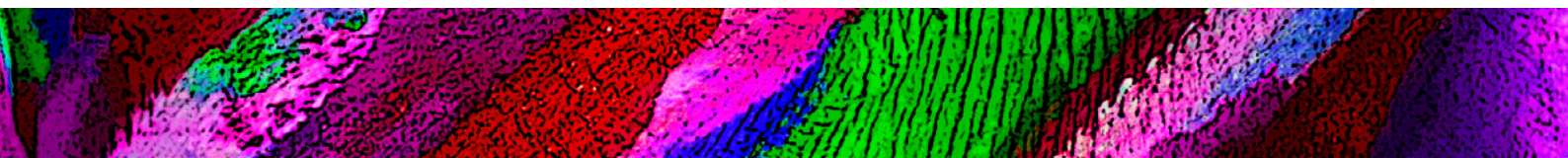
## Relevant qualifications:

Knowledge of artistic styles from

- **BTEC Art and Design**
- **GCSE & A Level Art and Design**



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# Industrial/Product Designer

As a **designer**, you could be creating new products, systems and services by combining creativity with new and emerging technologies. The role requires the ability to work with real people to establish their needs and wants, turn these into unique and new solutions, prototype and test them, and evolve concepts into new solutions.

## Skills you'll need:

- Creativity
- Communication skills
- Empathy with users



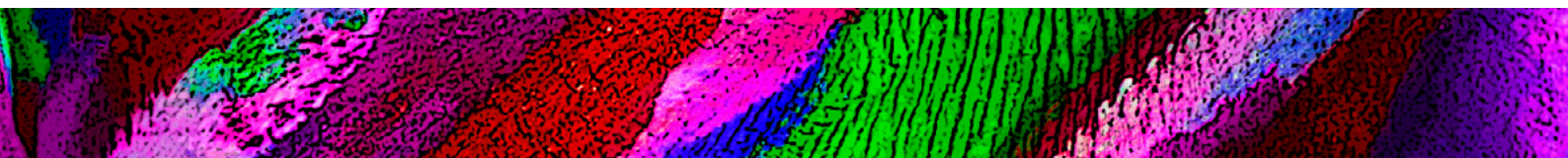
## Relevant qualifications:

Creativity and communication skills are in



- GCSE Design and Technology
- A Level Design and Technology
- BTEC Art and Design
- BTEC Engineering

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# User Experience Designer



As a **user experience (UX) designer**, you will interpret human behaviour and turn what you find into beautiful and easy to understand digital solutions that open up a world of career opportunities in web design, app development and digital interactions. You'll master graphic programs to prototype and test creative solutions from games to social media platforms.

## Skills you'll need:

- **Problem solving**
- **Research and analysis**
- **Data management**
- **Creativity**
- **Understand and interpret human behaviour**

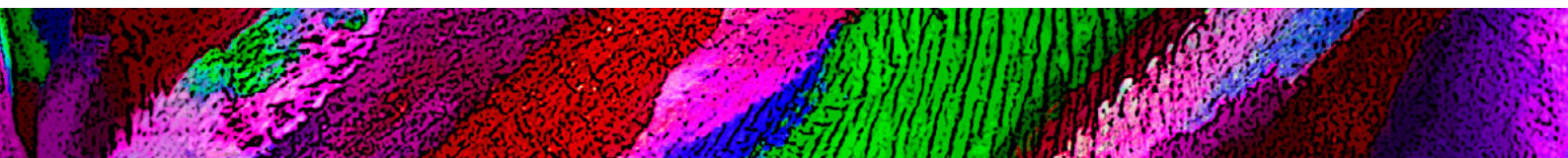
## Relevant qualifications:

Problem solving and data management skills are in



- **GCSE Computer Science**
- **BTEC Information Technology**
- **BTEC Creative Media**

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# Get started with Pearson

If you'd like to  
find out more about how  
a **creative** qualification  
can help you pursue your  
goals, visit our website.

Find out more at  
[pearsonschoools.co.uk/creativecareers](https://pearsonschoools.co.uk/creativecareers)