



WESTON  
COLLEGE



**CEH**  
CAREER EXCELLENCE HUB

CREATIVE  
ARTS

# WELCOME

The creative industries sector has seen rapid growth over the last ten years, with the South West being a key hub for creative people.

We have decided to launch brand new Career Excellence Hubs, which gives a greater focus on preparing our learners for industry and we would be delighted to welcome you along to our new Creative Arts Career Excellence Hub.

Whether it's liaising with businesses in the industry to make sure we're teaching you relevant and up-to-date skills, creating the best facilities and digital platforms in the region for you to study in, or selecting the top teachers with current industry experience - our Creative Arts Career Excellence Hub is focused on providing you with the right learning environment to help you reach your potential.

We are about preparing you for a career - what we offer is far more than just a course. Weston College is a diverse and inclusive learning environment, and we reward our students when they go above and beyond their abilities and expectations.

This guide will introduce you to our Creative Arts Career Excellence Hub.

I look forward to welcoming you soon.

**Dr Paul Phillips CBE, PhD, DLit, EdD**  
Principal and Chief Executive

The creative industries are **growing at more x4 the rate** the rate of the **UK economy as a whole**

**2.1 million**  
jobs in the UK

Creative Arts Industry  
worth **115.9 billion**  
in the UK

Creative Arts Industry worth **£115.9 billion**  
in the UK

# WHAT IS THE CAREER EXCELLENCE HUB?

As a Weston College student you will become part of our exciting new Career Excellence Hub in Creative Arts.

This means you will take part in a study programme with lots of career boosting benefits, all with the aim of giving you the opportunity to become career ready!

Our mission statement is 'creating brighter futures' and we passionately believe in helping you reach your

ultimate goal, focussing on your future employability and developing the skills you need to have a successful career.

So, whether you're a school leaver or looking to study a full-time programme, our Career Excellence Hubs will help you stand out from the crowd and get ahead!



# WHAT'S IN IT FOR ME?

You'll get to study in **state-of-the-art** learning spaces in the **Future Tech Building at South West Skills Campus**, using the latest **industry standard** equipment, with concepts and ideas delivered by lecturers who have a wealth of industry experience.

We will equip you with 21st Century **employability skills** to progress you onto your next career destination. This will include, working on **'real world learning'** using employer briefs and real-life case studies and scenarios to encourage up to the minute workplace problem solving.

Upskilled with the latest digital tools and technologies as a **Microsoft Showcase College**.

In a rapidly changing world of work, your identity, professional networks, and digital capability will increasingly influence your **future career opportunities**. We'll prepare

you to stand out by showcasing your work and achievements.

If competitions are in your sights, you will also have the option to compete against the best in the UK through our links with **WorldSkills UK**.

You will be supported with outstanding wrap-around pastoral support via our **Wellbeing@Weston** model which provides all learners with access to highly qualified teams of welfare and mental health practitioners and resources all designed to support you **achieve** your **career** goals.

Inspired with personalised **1:1 Careers** Education Information Advice and Guidance, helping you look at all the options available to you for progression to the next step on your career journey.

Regardless of what your **career goal** is or whether you simply need to know what your options are - our team of highly trained careers advisors (Level 6 and above) offer relaxed, impartial advice to get you where you want to be helping you figure out the **best route to achieve your dream career**.

Empowered to learn more about your own **mental health and wellbeing** as part of your journey with us. Our ethos of **Body and Mind** will help you learn to develop coping strategies, build resilience, and access the proven benefits of exercise for wellness.

As well as all of the above benefits of being part of one of our Career Excellence Hubs, Weston College also offers you a fun, social experience designed for you to meet like-minded people, as well as being the only **OUTSTANDING COLLEGE IN THE REGION!**

**OUR CREATIVE ARTS CAREER EXCELLENCE HUB IS ENDORSED BY:**



We will provide you with **unrivalled exposure** to these employers with enhanced work experience, employer visits, simulation, as well as understanding what it means to be truly inclusive in a **modern** workplace, through valuing other people's diversity and ideas based on the principles of Fairness Respect Equality Diversity Inclusion and Engagement.



*Proud to be part of the WorldSkills UK Innovation Network*



# STUDY PROGRAMMES

We have a range of programmes available in our Creative Arts Career Excellence Hub, which will prepare you for a life in the industry.

Whether you want to specialise in music, or film, we have a course for you – **just click on the course**, and it will take you to the course page on our website:



**Art and Design**

**Performing Arts**

**Fashion**

**Game and Animation**

**Graphic Design**

**Photography**

**Music**





# INDUSTRY SKILLS

Through our Career Excellence Hubs you will develop skills for life, which will help you gain employment once you have completed your study programme. We will help you to gain both hard skills, and soft skills, which employers have highlighted as keys skills in this sector, but what exactly are they?

Hard skills are the measurable ones that you list on your CV, and that you may hold certification in. Whereas soft skills are interpersonal, and help you to develop your character, which will benefit you in building relationships with co-workers and customers.

Alongside input from our Career Excellence Hub employer partners and advisory boards, we as a college have invested in powerful Labour Market Intelligence tools

to further guarantee that our curriculum meets employer need. Not only do we use all this information to inform our curriculum design, but it is also used to inform our skills and individual development programme called ID that's purpose is to accelerate your progress towards your career goal and next steps by equipping you with the complete package of knowledge, experiences and skills.

We have built them into your study programme, meaning you will learn and develop these skills with us:

## Hard Skills

- Practical & Technical
- Communication (Written & Oral)
- Software Knowledge
- Research & Analysis Skills
- Marketing & Presentation Skills

## Soft Skills

- Problem Solving
- Collaboration
- Networking
- Professionalism & Work Ethic
- Self-discipline

English and maths are also a very important part of Creative Arts, here are some of the key skills they provide:

## English

- Speaking, listening and communication skills
- Writing show reviews
- Script writing
- Writing direction and instructions
- Interpreting lyrics and meanings
- Read and understand theories
- Verbalising thought processes
- Developing inferences

## Maths

- Formation and shapes - Different kinds of dance, where they start and finish but also when they are doing a group performance.
- Counting- Beats counting in 8's
- Weights - Possibly lifting in dance. (Pyramids) - Angle and degrees
- Ratio and proportion - Golden ratio.



# PROGRESSION ROUTES

Once you've completed your course, there are several options for you to further develop your skills and knowledge...



If you completed a Level 1, or Level 2 course, you can continue to progress to the next level course. Click here to go back to our course page, and discover the relevant course route, for you.



An apprenticeship is a fantastic way of entering the animal industry. Not only will you get the opportunity to get your foot in the door with a local or national company, you will also be able to earn while you learn.

Through apprenticeships you will work closely with an experienced professional to develop and practice your skills, all whilst receiving the benefits that being a student brings.



We have several degree options on offer at UCW, which will allow you to further develop your knowledge. UCW is rated as Gold in the Teaching Excellence and Student Outcomes Framework, meaning the teaching, learning and opportunities we provide are of the highest quality in Britain.

There are several degree options available in Creative Arts, which could lead you on to a career as a graphic designer, marketer, videographer, artist or film maker. You can find the full UCW course list, here.

# CAREER IDEAS

Creative Arts is an exciting and varied industry, so you might not know exactly which route you'd like to take yet. Here are a few different career options for you, with one of them potentially becoming your future career...

## ADVERTISING AND MARKETING

Advertising and marketing are exciting industries, that allow you to showcase your creative flair, by planning, designing, organising and delivering a range of advertising campaigns.

**Average salary:** £30,000

## FASHION DESIGN

Fashion designers use their technical perspective and creativity to work on designs for new and original clothing, as well as forecasting upcoming trends.

**Average salary:** £30,000

## GAME DESIGN

Game designers bring ideas, build prototypes, create interactive narration and develop a game's mechanics, to create games that can be played across multiple platforms.

**Average salary:** £30,000

## GRAPHIC DESIGN

Graphic designers use illustrative, sound, visual and multimedia techniques to convey a message for information, entertainment, advertising, promotion or publicity purposes.

**Average salary:** £28,200

## FILM DIRECTOR

Directors are integral to the success of any film project; they contribute to all the creative elements of a production and are responsible for shaping them into a cohesive film.

**Average salary:** £40,800

## PHOTOGRAPHER

Photographers create visual images for an exceptional range of creative, technical and documentary purposes.

**Average salary:** £25,000

## MUSICIAN

Musicians write, arrange, orchestrate, conduct and perform musical compositions in a range of genres, from classical to rock.

**Average salary:** £43,000

# CONTACT US

Got a question about our **Career Excellence Hubs** or one of our programmes or just need to get in touch?

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