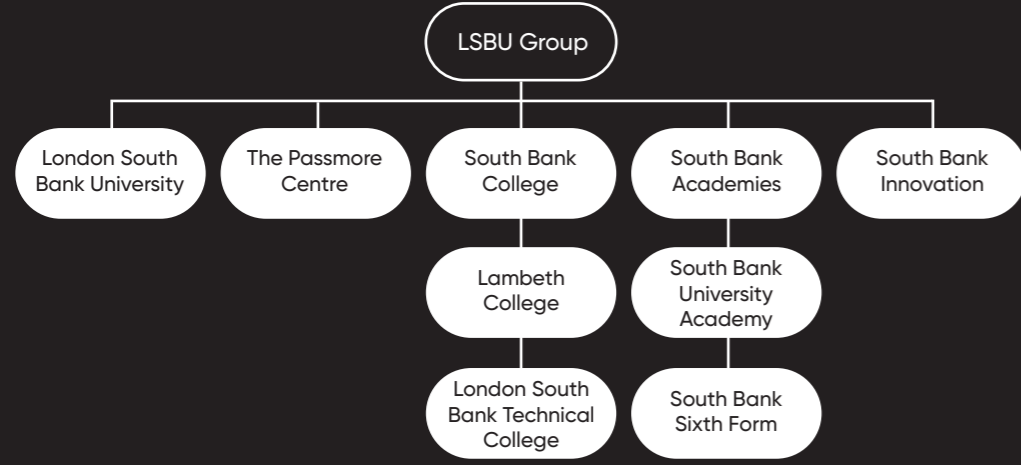


Fit for the future, ready for the real world.

Our goal is to help you succeed, no matter what your age, background, or educational experience. We provide career focussed pathways across all levels, from Entry to Level 8, providing high quality education and sector specific learning to prepare you for your life beyond education and qualifications.



Joining LSBU Group gives our students unrivalled access to educational opportunities, advice and guidance as well as sought-after apprenticeships and work placements. Our students are guaranteed progression to both LSBTC and LSBU*.

Whether your next destination is within LSBU Group or elsewhere, we are one of a handful of providers who offer students the opportunity to progress to one of our new Level 4 one-year courses. Successful completion of this enables our students to fast-track to year 2 of an LSBU degree, saving money as well as providing a standalone, qualification that employers recognise should you decide to leave your studies there.

*after successful completion of a Group qualification that has a progression route

Further information about careers in Information Technology can be found here:

www.careerplilot.org.uk www.nationalcareers.service.gov.uk www.startprofile.com
www.prospects.ac.uk www.careersmart.org.uk
Advertising: www.ipa.co.uk **Creative Industries (Film, Music, Games):** www.bectu.org.uk
Photography: www.the-aop.org **esports:** www.britisheports.org

Places on Creative and Digital Media courses, at all levels, are highly sought-after every year. If you believe this is the career pathway for you, but you lack hands-on experience, then we advise you to seek a placement prior to applying.

The following websites are a great place to start:

www.apprenticeshipguide.co.uk/apprenticeship-by-industry-sector/creative-media-and-the-arts
www.discovercreativecareers.com www.targetcareers.co.uk/career-sectors/media
www.targetcareers.co.uk/career-sectors/arts-and-creative www.screenskills.com/careers/job-profiles
www.ccskills.org.uk/about www.britisheports.org/advice-and-information/careers-in-esports



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CREATIVE AND DIGITAL MEDIA



The Need for Creative and Digital Media Roles

If you're looking for a career where you can explore your creativity while immersing yourself in the world of technology, then look no further, as you're sure to find a role in Creative and Digital Media where you can make the most of your personal qualities, indulge your creative passion, and maximise your future potential.

Of all creative businesses, 34% are located in London, and 62% in the greater South East (London, South East and East of England).

According to The Association for UK Interactive Entertainment (UKIE), the UK games industry alone has over 2,000 games businesses supporting in excess of 73,000 jobs.

The UK film industry supported 86,000 jobs, of which 75% worked in movie production and distribution.

Employment in the music industry rose to 145,000 jobs in 2021 – up 14% on the 128,000 jobs in 2020

An Introduction to Creative and Digital Media

The Creative and Digital Media industry consists of everything from photography to production, esports to the advertising arts, and games development to sound design. It not only creates the content and entertainment we consume every day; it's also shaping the way that content is delivered. The best-known sector in this industry is Digital Entertainment, consisting of the 'big three' mediums of Film, Music, and Video Games, and with each of every one of us interacting with at least one of these media types, at multiple times, during our daily lives, it's no surprise that this dynamic, exciting, creative, and technological industry is constantly crying out for talented new professionals. With the demand for new entertainment content increasing year-on-year, by pursuing a career in creative and digital media, your future could be as wild as your imagination.

According to The Association for UK Interactive Entertainment (UKIE) figures, and with data backed-up by a Statista report into UK digital entertainment sales, in the past decade, all three entertainment sectors (film, music, and video games) have experienced an explosion in popularity. In 2012, the retail sales of all video games had a value of £1bn, with music sales generating £461m, and film sales being worth £443m. Jump forward 10 years to 2022, and video games sales were worth an astonishing £4.57bn, film sales were worth £4.21bn, and music sales generated £1.8bn (with the emergence of free-to-listen and subscription music sites impacting the sales growth of the music sector but actually creating more jobs).

“ Whist studying, we had really good practical experience with various game companies allowing us to experiment and see what sector of gaming we want to get into. ”

Melissa Larsson studied Game Design and Development and now works at Square Enix, a video games publisher known for franchises such as Final Fantasy, Kingdom Hearts and Life Is Strange.



APPLY NOW



Is Creative and Digital Media the Right Pathway for You?

Gaining the necessary qualifications, and undertaking voluntary placements, can teach you the knowledge and expertise you will need in this sector, but there are a number of personal qualities and transferrable skills that are essential for a successful and rewarding career in Creative and Digital Media.

You'll need excellent communication and collaborative working skills, and be able to interact effectively with other members of a wider creative team; be self-motivated with the ability to work independently to deadlines; have the ability to calmly solve problems, while working in a high-pressure environment; possess strong organisational and time management skills; have a very thorough approach to working, a keen eye for even the smallest of details, and be able to follow specific briefs; possess excellent technical knowledge and skills, in using both digital and non-digital technology; be a people-person who can engage with individuals of all types and on all levels; have resilience and the ability to accept constructive criticism of your work; possess a high-level of creative flair combined with strong business acumen; have the knowledge and technical ability to use a range of computer software packages, tools, and hardware; possess a real desire to keep building your skill set and to learn how to use new software packages and technologies as they come onto the market; and have a knowledge of, and passion for all things creative and digital and keep up to date with industry trends and developments.

“ Our brand new Digital Media and Creative suites are purpose built to be at the forefront of technology, supporting students to excel in their chosen field ”

Helen Drewery, Director LSBTC (STEAM Pathways)

Careers in Creative and Digital Media

Although there are a large number of Creative and Digital careers that are accessible to you without degree level qualifications – with many roles valuing creativity and real-world experience just as highly as advanced qualifications – certain highly-technical sectors such as video game development, sound engineering and film editing do require a university degree. In fact, according to the Department for Digital, Culture, Media and Sport (DCMS), 72% of the creative workforce are highly qualified (having a degree or Level 4 qualification or higher) compared with 45% for the whole economy; the number of employees with higher level qualifications rises to 80% in the ever-expanding video games industry.

However, there are also fantastic opportunities for those learners with the requisite skills and personal qualities to enter at a slightly lower level of qualification, and progress within their chosen career path by gaining real-world, hands-on experience. According to the Creative Industries Council (CIC), The UK had an estimated 2.29m creative industries jobs in the year to September 2021, including 1.62m permanent roles, and a further 663,000 creative industry jobs were self-employed. A key part of these creative industries are Film, TV, video, radio and photography (239,000 employees), music, performing and visual arts (315,000 employees), and IT, software and computer services (775,000 employees).

There are plenty of opportunities open to you. Here are just a few ideas:

- Advertising Art Director
- Animator
- Camera Operator
- Creative Director
- Digital Illustrator
- Digital Marketer
- esports Coach
- esports Athlete
- esports Event Organiser
- Film Director
- Film/Video Editor
- Floor Manager
- Games Artist
- Games Designer
- Lighting Technician (Gaffer)
- Photographer
- Photojournalist (Press Photographer)
- Producer
- Production Designer
- Production Runner
- Professional Gamer
- Sound Designer
- Sound Editor
- Sound Engineer
- Sound Mixer
- Video Game Producer
- Video Game Tester
- Videographer
- Web Designer

There is huge variation in esports Coach salaries, with most non-athlete salaries falling anywhere between £15k-£40k. For example, in the NLC (the top level of UK League of Legends), coaches get between £400 to £1,000 or even up to £2,000 per month with the best teams, while the average wage for an esports Event Organiser is around £28k p.a., as many Floor Managers work on a freelance basis, day rates can range from around £120 to £400, while salaries in permanent positions tend to start at around £21k, rising to £45k for senior television floor manager roles; Games Artists and Designers annual salaries start at around £18k to £25k, rising to between £30k-£40k with experience, while lead artists and senior designers can earn from £45k to £65k+.

CREATIVE AND DIGITAL MEDIA



London South Bank University



London South Bank Technical College



Lambeth College



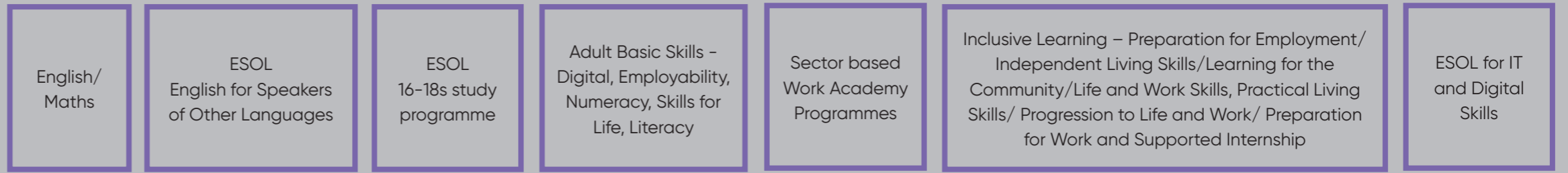
South Bank University
Sixth Form



South Bank University Academy

ENTRY LEVEL

Award, Certificate (ELC), Diploma
English for speakers of other languages (ESOL)
Essential skills
Functional skills
Skills for Life



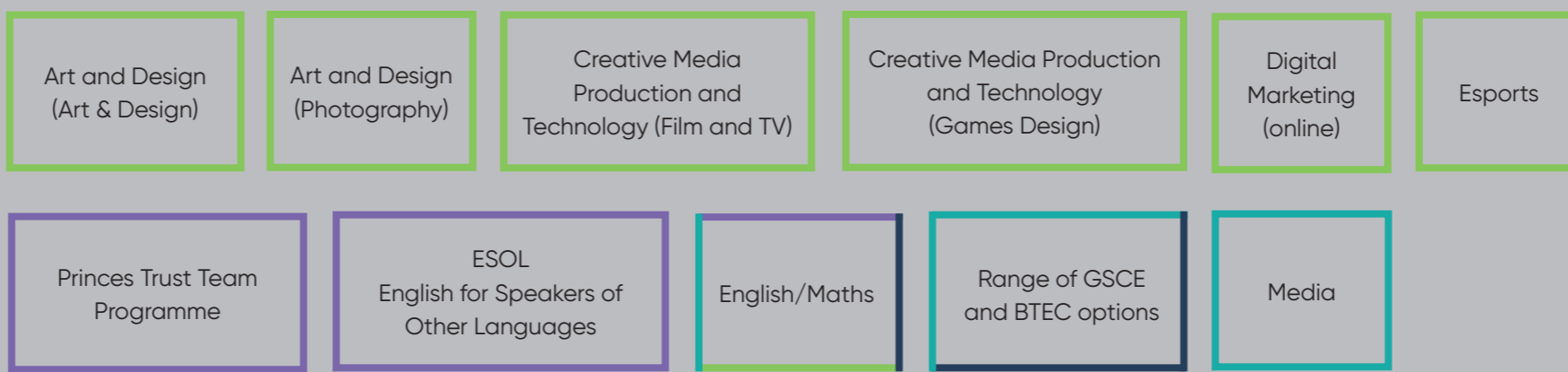
LEVEL 1

First Certificate, Award, Certificate, Diploma, ESOL
Essential skills
Functional skills
National vocational qualification (NVQ)



LEVEL 2

Intermediate Apprenticeship, Award, Certificate, Diploma, ESOL
Essential skills
Functional skills
GCSE
NVQ



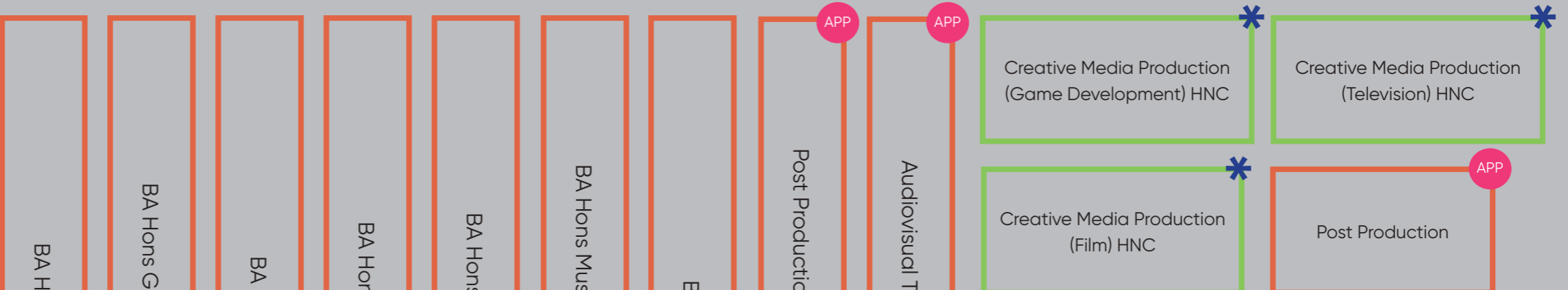
LEVEL 3

Access to HE Diploma
Advanced Apprenticeship
Applied General
A Level
Award, Certificate, Diploma, ESOL
NVQ
T Level



LEVEL 4

CertHE
Higher Apprenticeship
HNC
Award, Certificate, Diploma
NVQ



LEVEL 5

DipHE
Foundation Degree
HND
Award, Certificate, Diploma
NVQ



LEVEL 6

Degree Apprenticeship
Degree (with or without Honours)
Graduate Certificate/Diploma
Award, Certificate, Diploma
NVQ



LEVEL 7

Integrated Master's Degree
Award, Certificate, Diploma, NVQ, Master's Degree
Postgraduate Certificate / Diploma
Postgraduate Certificate in Education (PGCE)



LEVEL 8

Doctorate (PhD or DPhil)
Award, Certificate, Diploma