

### CREATIVE & MEDIA DVD FVS066

#### General Information

C & M Diploma website	<a href="http://www.creativeandmedia.com">www.creativeandmedia.com</a>
Skillset	<a href="http://www.skillset.org">www.skillset.org</a>
Creative and Cultural Skills	<a href="http://www.ccskills.org.uk">www.ccskills.org.uk</a>
Creative Choices	<a href="http://www.creative-choices.co.uk">www.creative-choices.co.uk</a>
Skillfast UK (fashion and textiles)	<a href="http://www.skillfast-uk.org">www.skillfast-uk.org</a>

#### Earnings Guide

£	£10,000
££	£20,000
£££	£30,000
££££	£35,000+
£££££	£50,000+

### Communications Executive [M50]

Earning: **££-£££**

Jen (28) works for a large magazine publishing company. She talks about proactive and reactive PR giving examples of what is meant by these terms. She has to think and write creatively in order to produce effective press releases about stories in the publications that will be used by external magazines and websites. 4'01

#### Further information:

[www.futureplc.com](http://www.futureplc.com) Jen's employer  
[www.cipr.co.uk](http://www.cipr.co.uk) Chartered Institute of Public Relations  
[www.publishers.org.uk](http://www.publishers.org.uk) The Publishers Association

**Jen's qualifications:** BA English

### Radio Station Manager [M49]

Earning: **NA**

Paul (28) always wanted to be a radio presenter. While at school he worked for hospital radio, then he did a media degree and now manages seven radio stations. He still gets up early to do the breakfast show but most of his time is spent running the programming for all the stations, and managing the group. He talks about the responsibilities of running the business and other jobs in the industry. 4'50

#### Further information:

[www.southwest-radio.com](http://www.southwest-radio.com) Paul's company  
[www.radioacademy.org](http://www.radioacademy.org) The Radio Academy  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk) Business Link

**Paul's qualifications:** BSc Time-based Media

### Dance Choreographer [M53]

Earning: **££-£££**

Louise's (29) first interest was drama but she quickly moved to dance and did three year's vocational training. She worked as a dancer and a teacher, and then set up her own dance company. She enjoys creating her own productions and motivating others to dance. She is realistic about the challenges of a career in dance. 6'06

#### Further Information:

[www.prettygoodgirl.com](http://www.prettygoodgirl.com) Louise's company  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk) Arts Council  
[www.danceuk.org](http://www.danceuk.org) Dance UK

**Louise's qualifications:** Degree in Dance, and Teacher's Certificate

### Designer Craftsman [M48]

Earning: ££-£££

Ian (28) has always been inspired by fine furniture and is passionate about his work. After a 5-year traditional apprenticeship he set up on his own and enjoys the freedom to develop his own designs. His ambition is to make big public art installations. He talks about the challenge of running a business for the first time and the importance of networking and marketing. 4'44

**Further information:**

[www.boonfurniture.co.uk](http://www.boonfurniture.co.uk) Ian's company  
[www.furnituremkr.co.uk](http://www.furnituremkr.co.uk) The Furniture Makers Company  
[www.craftscouncil.org.uk](http://www.craftscouncil.org.uk) Crafts Council

**Ian's qualifications:** A Levels incl. Art, 5-year apprenticeship

### Graphic Designer [M47]

Earning: ££-£££

Matt (24) works for a design company with a range of clients from all industry sectors from fashion to finance. He designs logos, brochures, advertisements and book covers either working on his own or as part of a small team. He explains the process of taking a project from client brief to delivery. He talks about competition in the industry and making sure your style is compatible with the company house style. 3'45

**Further information**

[www.myttonwilliams.co.uk](http://www.myttonwilliams.co.uk) Matt's employer  
[www.csd.org.uk](http://www.csd.org.uk) Chartered Society of Designers  
[www.creative-choices.co.uk](http://www.creative-choices.co.uk) Creative Choices

**Matt's qualifications:** Degree in Graphic Design

To see these and other related case studies please go to [www.Careers4u.tv](http://www.Careers4u.tv)

Digital Development Assistant (M44)

Web Designer (M45)

Young People's Theatre Apprentice (M46)

Printer (M25)

Marketing Communications Assistant (M20)

CAD Designer (M75)

PR Executive (M87)

Hair and Wig Artist (M90)

Marketing Executive (M109)

Conservator (M119)

Marketing Brand Executive (M126)