

DISCOVER CREATIVE CAREERS MONTH: DAILY LESSON PLANS FOR SCHOOLS

Short, daily lessons intended to be delivered in tutor time or at the start of a lesson to students for each day of Discover! Creative Careers Month. This resource was made using content from Discover! Creative Careers Month 2025.

Powered by Coastal Catalyst



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**ARTS COUNCIL
ENGLAND**



Welcome to Creative Careers Month 2025!

This resource gives you a ready-to-use daily activity to explore the huge range of jobs in the creative industries.

What's Inside:

20 Careers, 20 Days

Each day spotlights one role with a short video and a quick discussion activity.

Explore More

A second slide each day with extra links and resources for students to dive deeper.

Next Steps

Signposting to the Discover Creative Careers website, local opportunities and helpful resources for young creatives.

How to Use this Resource

- **Open the Day's Slide** - Each day is numbered—just like an advent calendar.
- **Play the Video (2–5 mins)** - Watch the embedded video link to learn more about the day's topic.
- **Complete the Quick Prompt/Activity** - Take a few minutes to reflect or discuss using the short prompt provided.
- **Explore More** - Discover more about different careers featured in this section.
- **Check out the resources** - At the end of the presentation, you'll find some useful resources, websites and ways to get involved. Make sure to check them out!

Tips for using this Resource

- **Mix & Match** – you can follow the calendar day by day, or dip into the careers that feel most relevant to your group.
- **Follow your Curiosity** – if you are intrigued by something on the Explore More slides, don't be afraid to swap it in, watch extra clips, or spend a little longer on that career.
- **Deep Dives Welcome** – if a sub-sector really clicks with you (like games, music, or fashion), feel free to explore it over a couple of days instead of moving on right away.

What are the Creative Industries?

Day 1



<https://vimeo.com/834374827?fl=pl&fe=sh>

Why choose the Creative Industries?

- Self expression
- Creating something that didn't exist before
- Boosting self esteem
- Learning new skills
- Building community
- Exploring new places
- Variety of experiences
- Learning new things about yourself
- Supporting others

Some myths about the Creative Industries



The Creative
Industries are small



The Creative Industries are small

- Over 3 million people work in the Creative Industries in the UK
- Over £100 billion goes into the UK economy from these industries every year
- It contributes more to the UK economy every year than the automotive, life sciences, aerospace and oil & gas industries combined
- Nearly 1 in 11 jobs in the UK are in the Creative Industries



**The Creative
Industries are
badly paid**



The Creative Industries are badly paid

- UK average salary **£37,430**
- Actor £37,500
- Animation £37,500
- Architect 57,500
- Author £42,500
- Director £47,500
- Games Developer £52,500
- Marketing £37,500



**The Creative
Industries don't
grow**



The Creative Industries don't grow

- The sector is growing 5 x faster than the UK national economy
- Massive growth in remote and hybrid working post pandemic.
- UK has 20 new TV/Film studios opening before 2030!
- Online development has developed many jobs in the creative industries that didn't exist 10 years ago

What Do You Already Know?

Before we reveal the sub-sectors of the creative industries...

How many different creative areas can you name?

What kinds of jobs do you think count as “creative”?



Take a minute to shout out or jot down your ideas – then we’ll see how many match the real list of sub-sectors!

THE CREATIVE CAREER SUB SECTORS

music

advertising, marketing and pr

publishing

architecture

photography and videography

arts and crafts

radio, podcasts and audio

culture and heritage

theatre and performing arts

design

writing and journalism

fashion

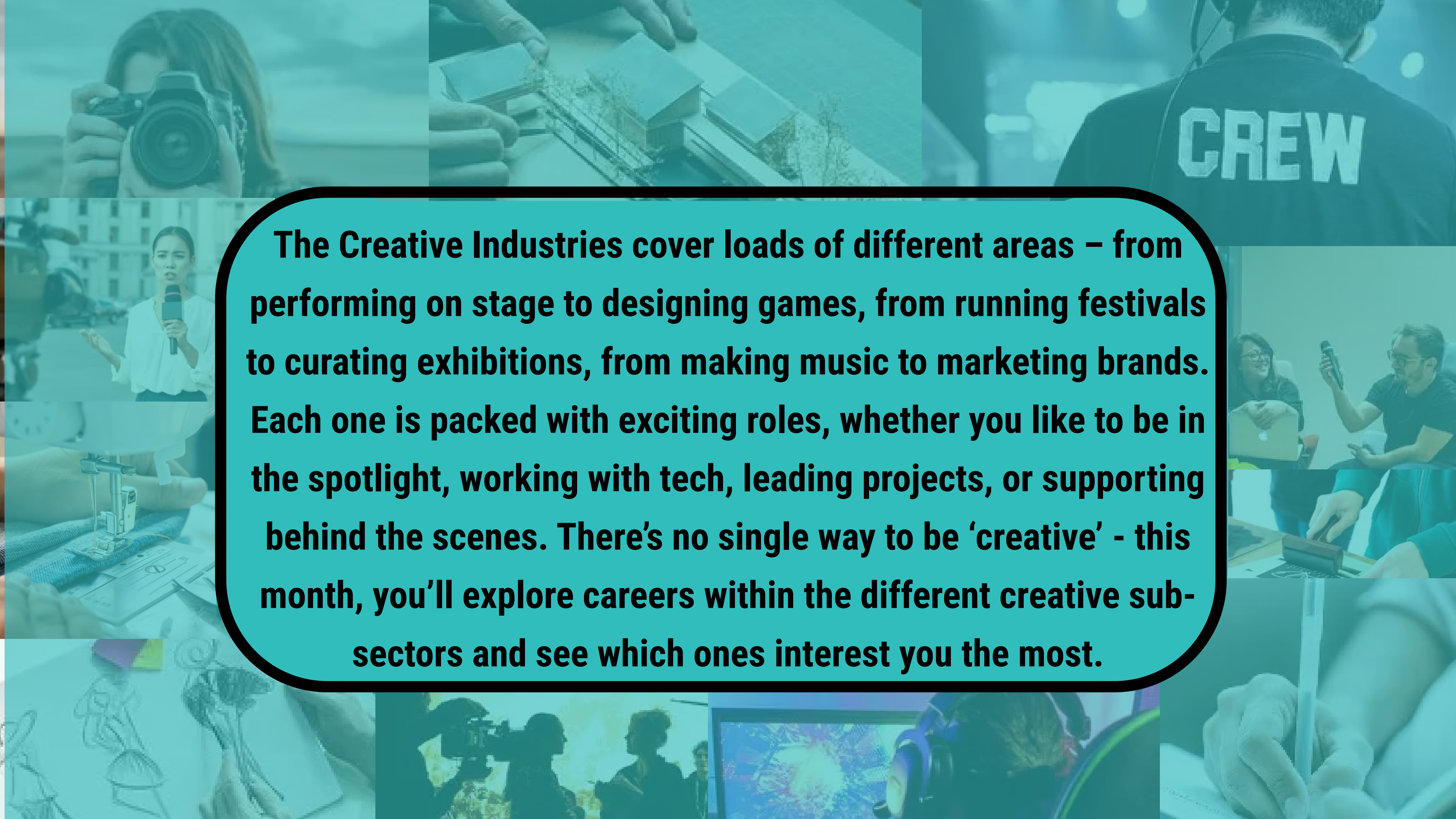
VFX and animation

film and tv

games

media

**Take note of which of these subsectors interest you the most.
Were you expecting there to be this many? Which sub sector do
you find most exciting?**



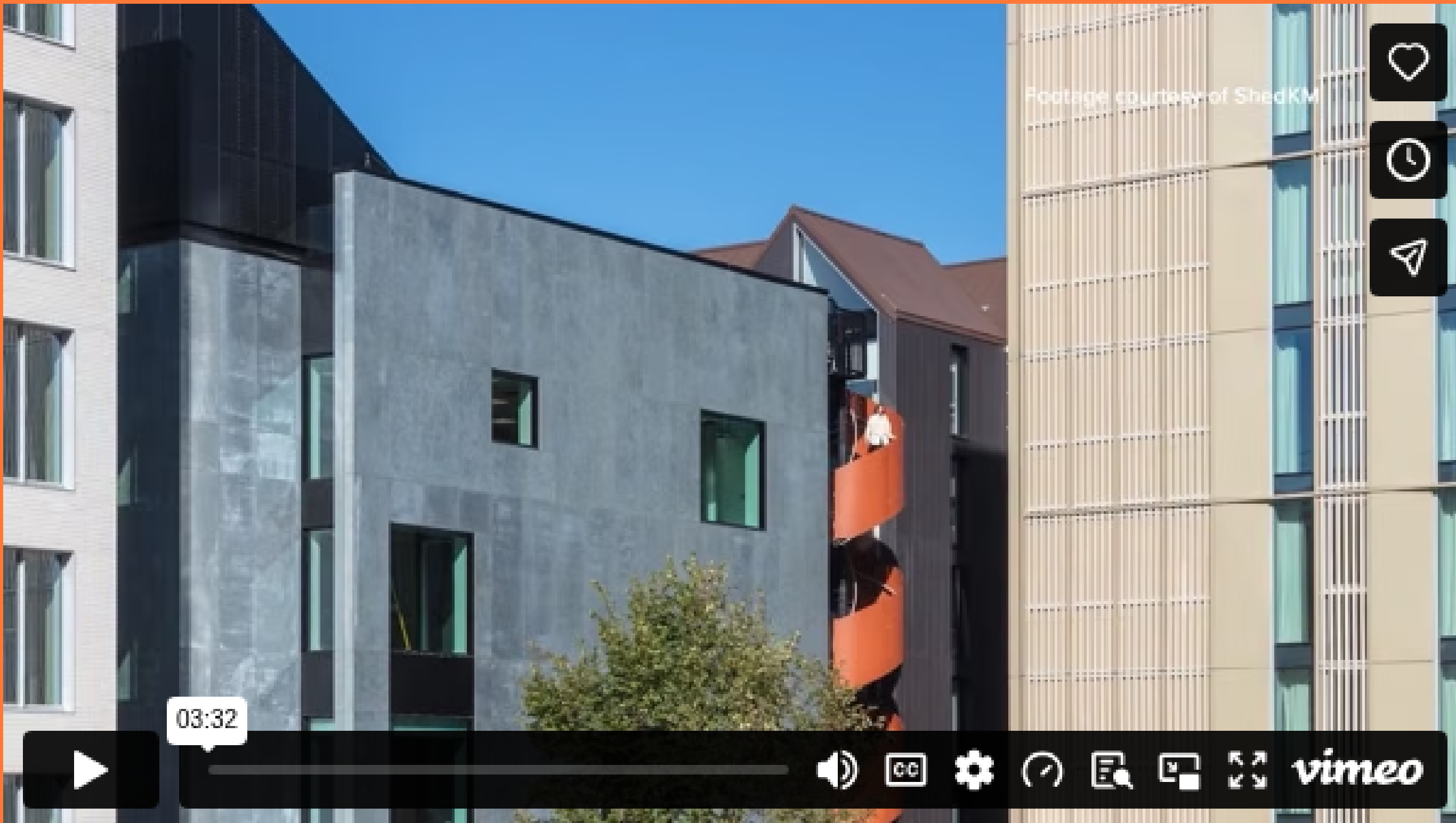
The Creative Industries cover loads of different areas – from performing on stage to designing games, from running festivals to curating exhibitions, from making music to marketing brands. Each one is packed with exciting roles, whether you like to be in the spotlight, working with tech, leading projects, or supporting behind the scenes. There's no single way to be 'creative' - this month, you'll explore careers within the different creative sub-sectors and see which ones interest you the most.

Architecture

Day 2

Activity:

👁️ Dream Building – Imagine you're asked to design a new space in your community (skatepark, music venue, library). What would it look like?



Explore More

- Watch: What does an architect do?
- Watch: How to become an architect - RIBA and Found Futures
- Read: Architectural technologist
- Read: Architectural technician
- Read: CAD technician
- Read: Landscape architect
- Read: Naval architect
- Watch: Interviews with Riba Architects

Theatre and Performing Arts

Day 3



<https://youtu.be/8qGt-fwXbK0>

Day 3

Activity:

Name as many behind-the-scenes roles in performing arts industry as you can (e.g. lighting, costume..)

Imagine you had to choose one as your future career - which one would you pick, and why?

If you get stuck have a look at the explore more resources over on the next slide .

Explore More

- Read & Watch Find out more about different roles
- Watch: Industry Spotlight - Performer
- Watch: Industry Spotlight - Creative Learning Officer
- Watch: Industry Spotlight - Contemporary Dancer
- Watch: Industry Spotlight - Multidisciplinary Theatre Artist
- Watch: How to be a Theatre Designer with Khadija Raza
- Watch: Industry Spotlight - Musical Composer
- Watch: Interviews with Liverpool Harmonic
- Watch: Interviews with Royal Opera House

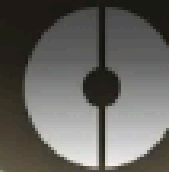
Film and TV

Day 4



Discover! Creative Careers: Filmmaker at Chocolate Films

Creative Careers Programme



CREATIVE
CAREERS

Inspiring the next generation



PEOPLE PERSON



Watch on YouTube

Activity:

Sketch or describe 3 quick “shots” for a short film about school life. Think: beginning, middle, end — how would you tell the story visually?

Pick your favourite film/TV moment. Discuss: What made it powerful? (acting, lighting, sound, editing?).

Explore More

- Read: Interactive Film and TV drama career map
- Read: Interactive Unscripted TV editorial and production career map
- Read: Interactive Film and TV drama; idea to screen map
- Watch: Hear Insights from the Executive Producer Of ITV Emmerdale
- Watch: Hear from a bunch of different roles in the industry!
- Read: Check out a list of roles in Film and TV Drama
- Read: Check out a list of roles in Broadcast Engineering
- Watch: The different types of Producers in Film and TV Industry
- Inside the BBC with BBC Young Reporter: What's it like to work on EastEnders?

Gaming

Day 5



Jake Cooper, 3D Artist at Rewind
ScreenSkills

Jake Cooper
3D ARTIST, REWIND



Watch on  YouTube

Activity:

Pick a game you love — what makes it so good? (Story? Graphics? Sound? Gameplay?)

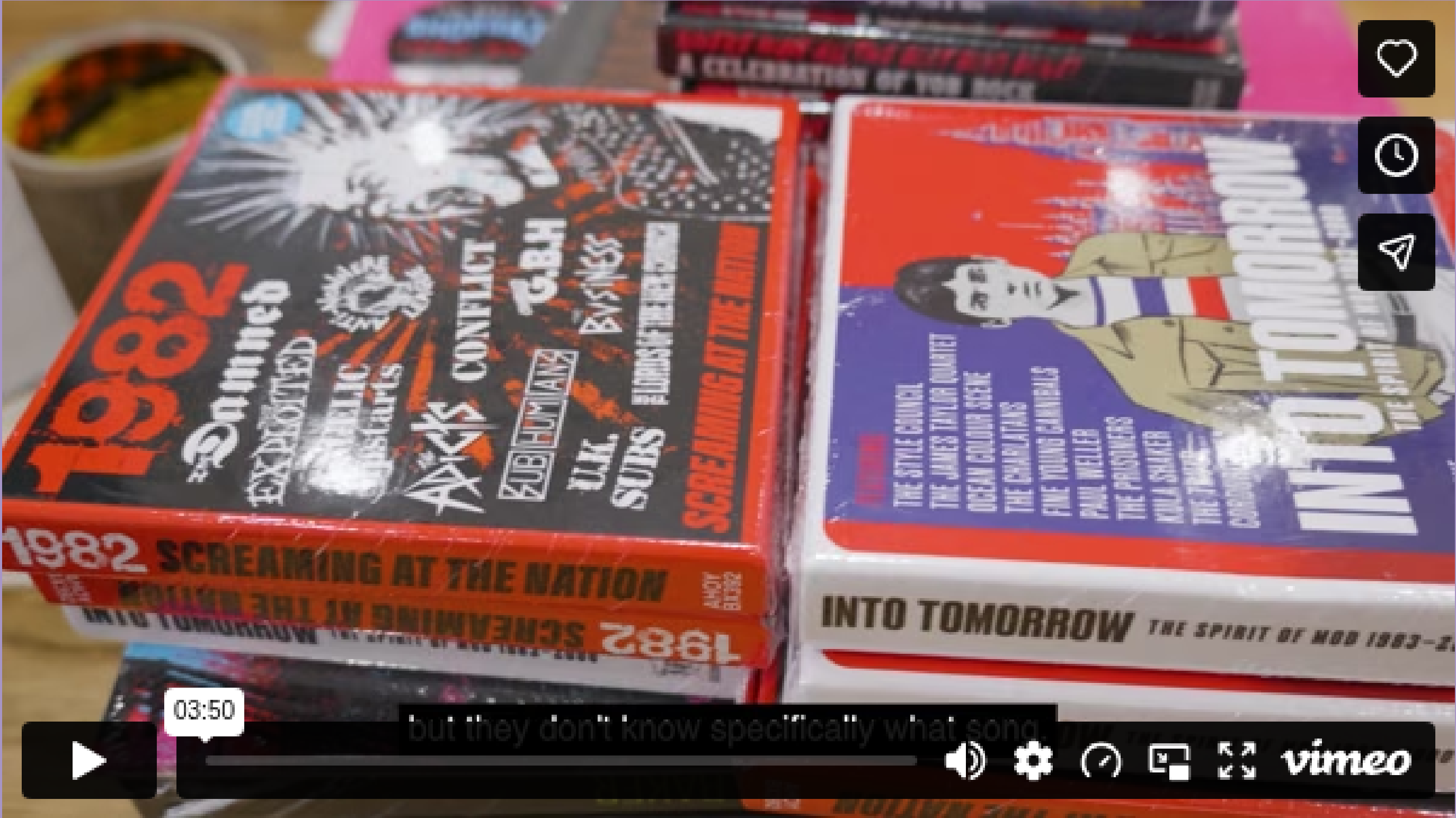
Would you rather design characters, create the story, code the mechanics, or test the game? Why?

Explore More

- [Watch: Head of Game Design - Escape](#)
- [Watch & Read: How to become a games designer: Rhianne's story](#)
- [Read: Interactive Gaming Careers Map](#)
- [Read: Interactive Animation Careers Map](#)
- [Read: Gaming jobs list and info](#)
- [Read: Video Game Composer](#)
- [Read: Gaming Articles](#)
- [Watch: Industry Insight with Unisoft and Third Kind Games](#)

Music

Day 6



Activity:

Besides singers and musicians, how many music-related jobs can you name?

(Hint: Think about festivals, recording studios, social media, and live events!)

If your life had a theme song, what would it be — and who would you want to create it?

Explore More

- Watch: Learn about different careers in music
- Read: Find out what music career is best for you
- Watch: Hear from a bunch of different music professionals
- Watch: Take a look at Rapper Shao Dow 's Creative Journey.
- Listen: check out this music podcast
- Watch & Read: How to become a singer-songwriter: Lewis Capaldi's story.
- Watch and Read: How to become a music director: Kojo's story.
- Read & Watch: How to become a DJ and presenter: Jaguar's story.
- Read & Watch: How to become a songwriter (for Kylie!): Jon's story.

Culture and Heritage

Day 7



Activity:

If you could travel to any time in history for a day, when would it be?
How would you share that experience with others (an exhibition, film, digital app...)?

What do you think will end up in museums 100 years from now to represent our time? (TikTok? Sneakers? Smartphones?)

Explore More

- [Watch: Culture and Heritage Sector overview](#)
- [Watch: Tyne and Wear Archives and Museums](#)
- [Watch: Working for the National Trust](#)
- [Watch: University of Cambridge Museums](#)
- [Watch: The Culture and Heritage Sector -National History Museum](#)
- [Read: How to become a conservation trainee: Liberty's story](#)
- [Watch: How to get into Culture & Heritage sector with Christie's](#)
- [Watch: How to get into the Culture sector with Roundhouse](#)

Photography and Videography

Day 8

P. Joanne Coates - Discover Creative Careers
Photoworks



Watch on  YouTube

Activity:

Think of a photo or video you've seen that really stuck with you.
What made it powerful?

How is photography/videography used on platforms like TikTok, Instagram, or YouTube? What skills are behind that content?

Explore More

- [Watch: interview with Kemka Ajoku](#)
- [Watch: interview with Becky Warnock](#)
- [Watch: interview with Sam Laughlin](#)
- [Read: Free Art Tutorials](#)
- [Read: Photography Creative Prompts](#)
- [Watch: How to get into Photography with Association of Photographers](#)
- [Watch: How to get into Photography with Amir Hossain aka Blacksocks](#)
- [Watch: interview: What it's like working as a photographer & videographer](#)

Writing and Journalism

Day 9



Activity:

Create Your Own Community Newspaper

If you launched a newspaper for students, what would you call it? What columns would you include? (News, sports, music, memes, advice, reviews...?)

Would it be a printed paper, or would you use a different medium like a podcast, blog, TikTok, or YouTube channel?

Explore More

- Read: Penguin's guide to start writing a book
- Watch: How to create realistic characters w/Jacqueline Wilson
- Watch: How to Become a Writer | Writing Tips & Advice for Aspiring Writers
- Read: How to become a journalist: Hints and tips from BBC journos
- Read: How I became a football magazine editor
- Watch & Read: How to become an apprentice journalist: Natasha's story
- Watch: Hear from someone who works at National Centre of Writing
- Life in online sports journalism - BBC
- Watch: interview: What are the different careers you can do with writing

Radio, Podcasts and Audio

Day 10



Activity:

Share your favourite podcast, YouTube channel, or radio show. What keeps you coming back — the voice, the stories, the humour, the music?

Create a mini scene (spooky story, sports match, comedy sketch). Use only your voice or objects around you to make the sound effects.

Explore More

- Watch: Radio Podcasts and Audio - Sector Overview
- Read and Watch: Hear from a bunch of different roles at the BBC
- Watch: How to become a radio broadcast assistant: Molly's story.
- Watch: How to become a radio presenter: Swarzy's story.
- Watch: How to become a radio producer: Phillip's story.
- Watch: How to become a senior content executive: Nikky's story.
- Watch: Interview: What it's like working in a radio station
- Watch: Interview: What it's like being a podcast producer
- Watch: Meet some employers at Audio Always

Arts and Crafts

Day 1 1

Activity:

What do you think arts & crafts will look like in 50 years? Holograms? 3D printing? Eco-materials?

Design the cover for a music album — real or imaginary. What colours, images, or symbols would you use?



Explore More

- Watch: Where I Work - British Ceramics Biennial
- Watch: Celebrate crafts, fashion and textiles
- Watch: Meet different craftspeople and be introduced to their work
- Watch: Journey of a Jewelry Designer
- Watch & Read: How to become an illustrator: Anh's story.
- Watch & Read: How to become an art director: Laura's story.
- Watch & Read: How to become a graphic designer: Ste's story.
- Watch & Read: How to become a craft woodworker: George's story.
- Watch: How to get into the Art industry with Art is my Career

Fashion

Day 12



Activity:

If you had to make a mood board for your personal style, what images, colours, or words would you include?

Redesign a uniform you wear or create a “dream outfit”.

Explore More

- Read & Watch: Costume continuity: I dress witches and wizards for Fantastic Beasts
- Meet some of the designers and makes at Cockpit Arts
- Discover Creative Careers Fashion & Textiles Industry Insight with UKFT
- Where I Work - Dr Martens
- Watch: How to get into Fashion with Wolf & Badger
- Watch: How to get into Fashion with Fashion Breakdown
- Watch: interview: What it's like working in a fashion head office

Publishing

Day 13



Activity:

Guess the Book

Create a book profile without giving too much away:

Tagline - A short hook

Doodle a Cover Design Idea – Colours, symbols, or images (but no titles or names!)

Short Blurb – 2–3 sentences that gives a clue about the story - but you can't use character names or place names.

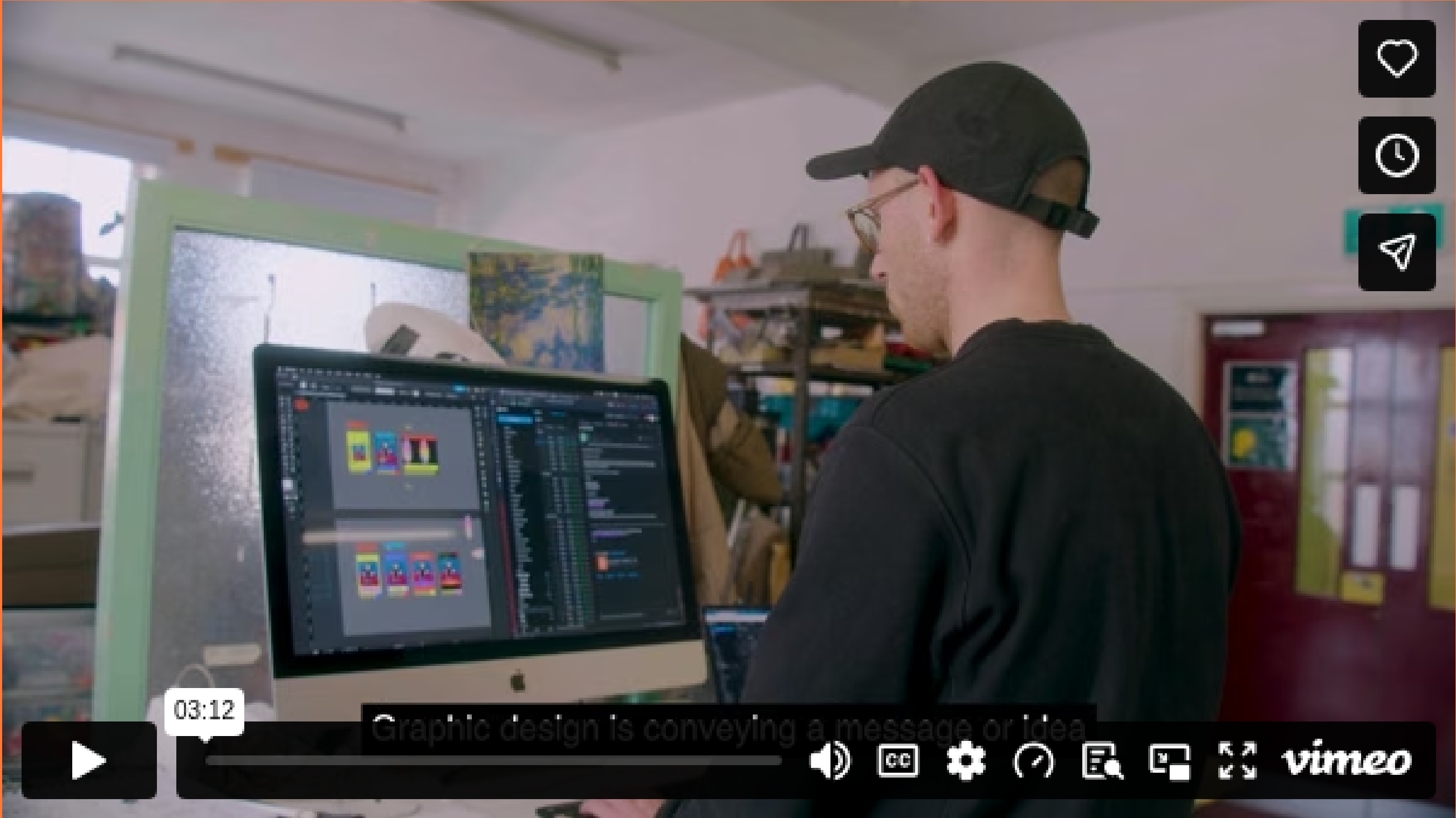
Share with a friend - can they guess what book it is?

Explore More

- [Watch: Learn more with Cambridge University Press](#)
- [Watch: How to get into Publishing with HarperCollins](#)
- [Watch: How to get into Publishing with Hay Festival](#)
- [Watch: How to get into Publishing with Penguin Books](#)
- [Watch: interview: What it's like working in a magazine publisher](#)
- [Watch: interview: What it's like working being a publishing agent](#)
- [Read: A guide to how publishing works](#)
- [Read: Industry advice, stories and tips & tricks](#)

Design

Day 14



Activity:

If you could collaborate with any artist, designer, or brand (past or present), who would it be and what would you make together?

Explore More

- Read: how I helped design the ball that won France the World Cup
- Read: We visit 200 homes every year”: The designers shaping what IKEA looks like
- Watch & Read: Being a costume designer for Small Axe: Lisa's story.
- Watch and Read:Graphic design: I designed the graphic props for the Wizarding World
- Watch: Where I wok interview - Rushmatters
- Watch: How to get into Design with Design & Technology Association
- Watch: How to get into Design with Paul O'Brien
- Watch: interview: What it's like being designer at a huge media company.



<https://youtu.be/pgaDAt9tE0s?si=tpumw8DeaAaqTMZx>

Activity:

Ad Break Challenge
Create a 30-second advert for any product (real or made-up). Perform it live or describe it.

Explore More

- Watch and Read: Working in media and journalism: Q&A panel with Owain Wyn Evans
- Watch: How I got my first job in the media industry.
- Watch: How these students started their media careers | Making it in Media
- Watch: interview- What it's like being a professional content creator
- Read: What can I do with my Media Degree?
- Read: Find out more about careers in Media - Careers Service
- Read: Day in the life of a National Newsroom Editor

VFX and animation

Day 16



Activity:

Pick your favourite film. What VFX scene stands out most – explosions, creatures, or magical worlds?

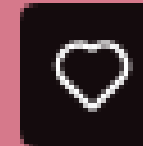
If you could design an animated world, what would it look like?

Explore More

- Watch: Check out these VFX careers with Framestone
- Watch: Where I work - Cintel Global
- Read: Animation Careers Map
- Read: VFX Careers Map
- Read & Watch - What is VFX Blog Post
- Watch: How I got into VFX - my dream job
- Watch: How To Start Learning VFX
- Watch and Read: Visual effects I worked on the VFX for Fantastic Beasts
- Watch: How to get into VFX & Animation with Time Based Arts

Advertising, Marketing and PR

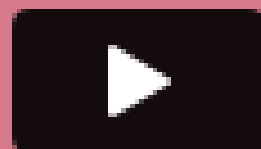
Day 17



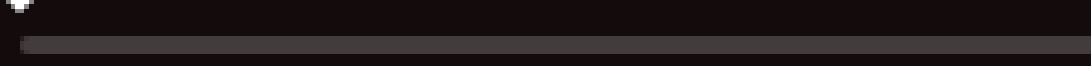
Activity:

Pick a famous logo (Nike, Apple, TikTok). How would you redesign it for 2025?

Pick a product (real or made-up) and invent a catchy slogan for it.



03:52



vimeo

Explore More

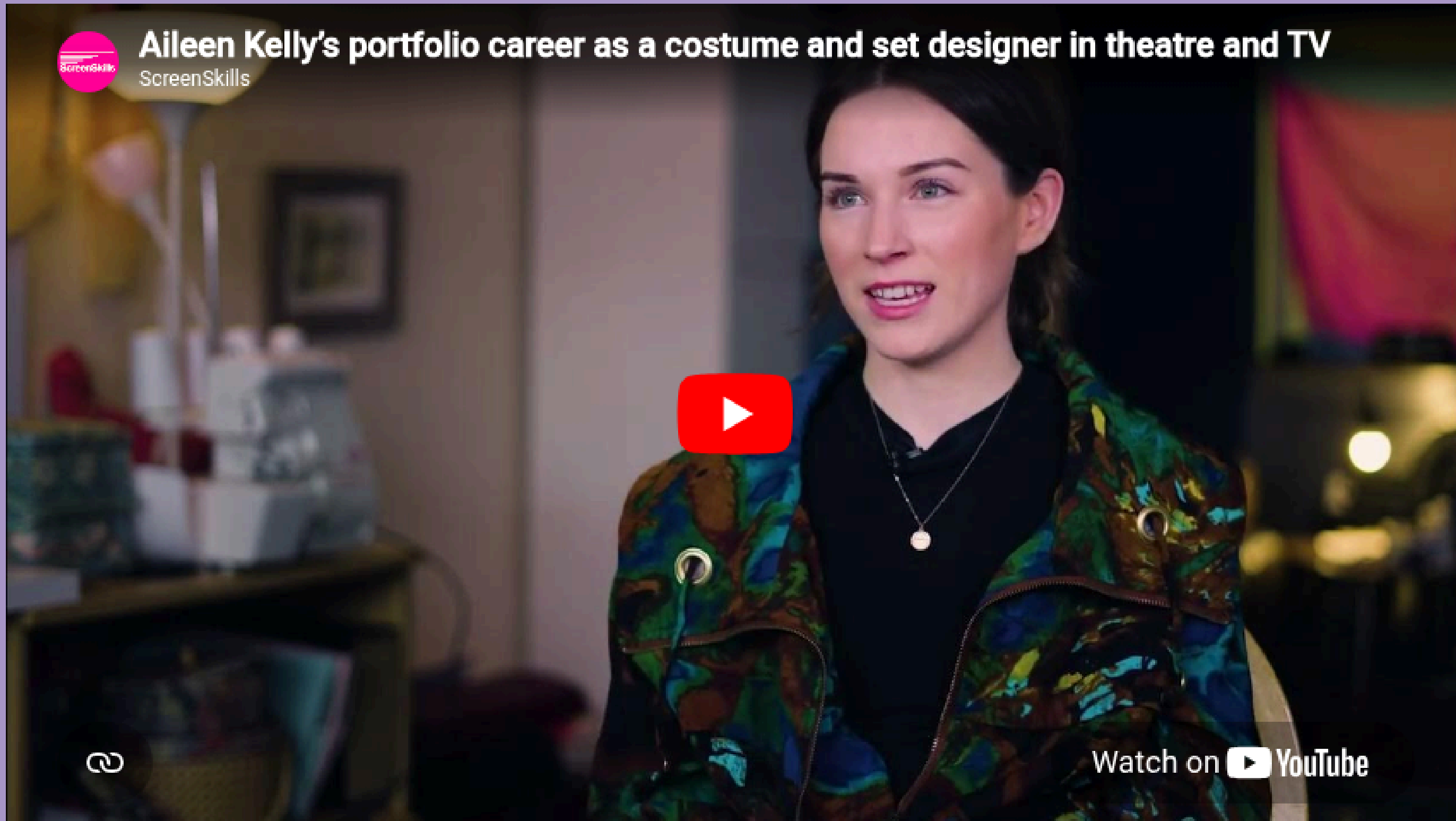
- Watch: Check out different careers in this sector with IPA
- Watch: Where I work - VCCP
- Watch & Read: How to become a marketing executive: Georgia's story
- Watch: How to get into Advertising with Grey
- Watch: How to get into PR with Organic Publicity
- Watch: How to get into Advertising with Havas
- Watch & Read: How to become a digital content producer: Liam's story
- Watch & Read: How to become a music promoter: Sally's story
- Watch: How to Create Ads That Actually WORK (Tips from a Designer)

What is Freelancing?

Day 18

In the Creative Industries, some people work full-time for one employer while others choose to be freelancers - both paths are common. Most people who freelance are said to have portfolio careers - which means a career that comprises of a variety of roles rather than a single job in an organisation. Go to the next slide to watch an example.





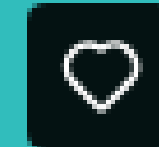
Activity:

Imagine you could combine 3 creative jobs into one portfolio career (e.g., animator + music producer + YouTuber).

Which roles would you pick, and why?

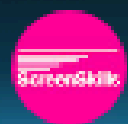
Pros and Cons of Freelancing

Day 19



Go to the next slide to see another example of someone who has a portfolio career.





Michael Adefehinti's portfolio career as a prop maker, creative technologist

ScreenSkills



well, similar to how a prop maker understands that.

Watch on  YouTube

Activity:

Do you think freelancing could be a career for you? Why or why not?

Out of all the videos or days so far, which career has been the most interesting to you – and why?



Resources for Young Creatives

Day 20

 This isn't the end - it's just the start. Stay connected, try new apps, and explore these resources to keep building your creative future!

USEFUL APPS & PLATFORMS:

- ERIC App - Free app to discover creative workshops, events, courses & internships (with lots happening locally). More info on the next slide! Find out more [HERE](#)
- Dabble: A web platform built by young people, for young people! Try out a range of “Worktasters” to explore creative industries, build skills, and connect with organisations - a fresh take on work experience. Try it out [HERE](#)
- Messier & Brainsparker Apps- Break through artistic blocks, add energy to your day, and live more creatively. Messier and Brainsparker tailor personalised prompts validated by leading creativity researchers to support a regular creative practice.



The ERIC App

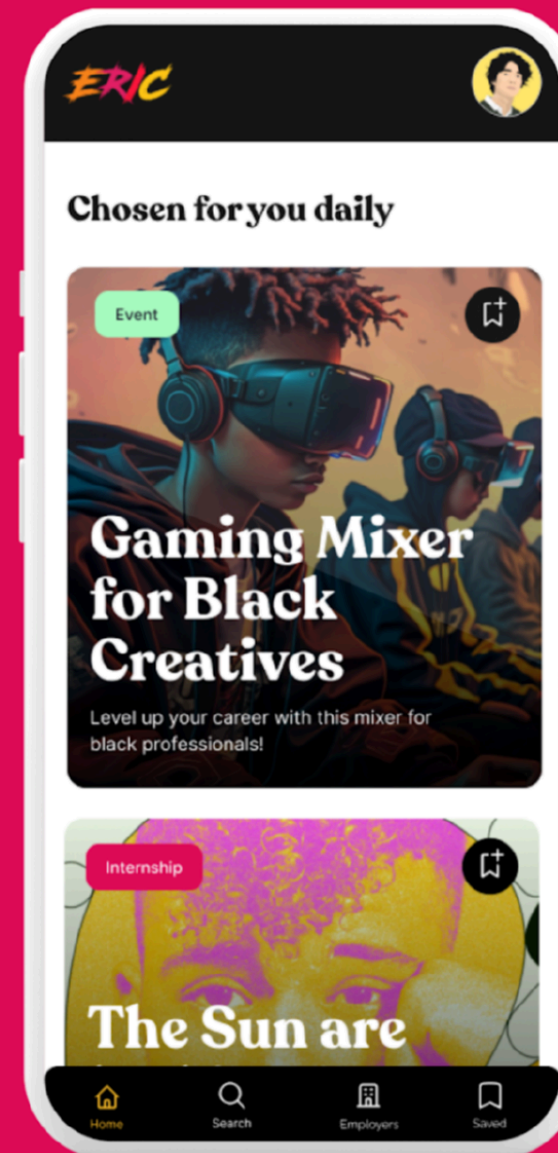


Find out more [HERE](#)

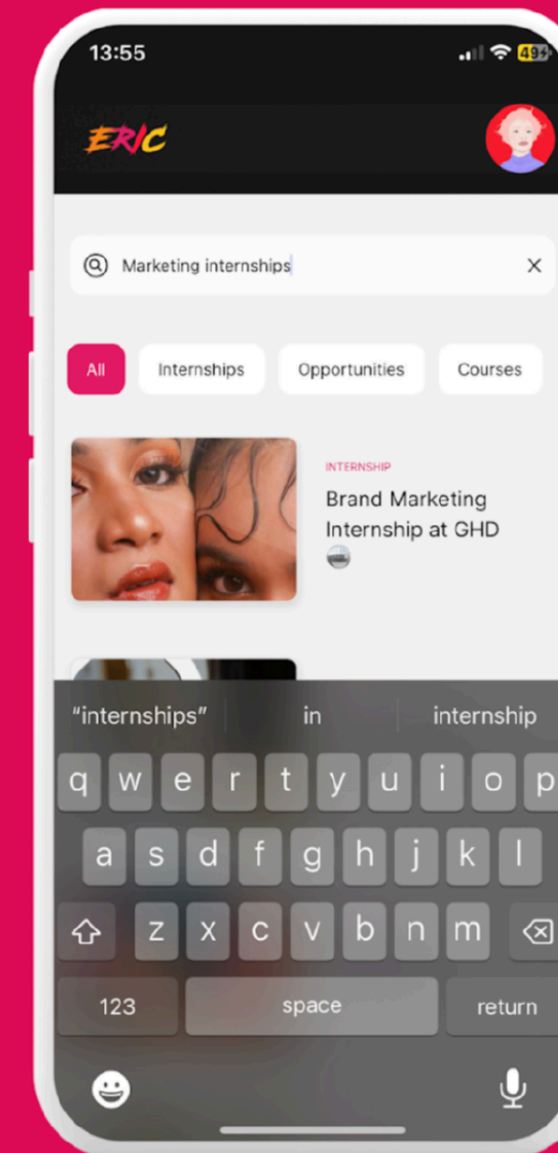
Want to start finding more creative opportunities? ERIC is a free career app helping young creatives get experience for their CV & portfolio. Whether it's a workshop, event, course or internship, the ERIC team find every opportunity across all creative fields so that you don't have to.

✨ Plus, don't forget to follow [Future Creators](#) and [Talent Accelerator](#) on ERIC for Sussex-based opportunities, support, and inspiration to kickstart your creative journey!

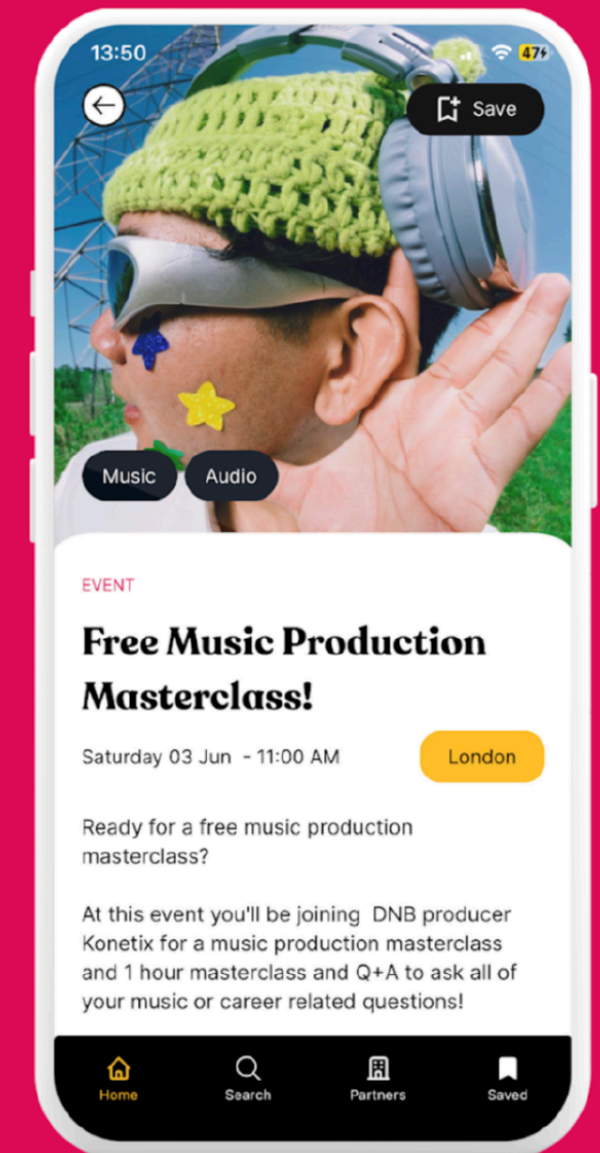
Get matched with
upskilling opportunities
right for you



Find exactly what you
want by searching
keywords



Save opportunities
for later or apply
right away



DABBBLE

Find out more [HERE](#)



How to Use DABBBLE | Step-by-Step Guide for Young People

Future Creators UK **DABBBLE®**

HomeMy ProfileWorkstartersOrganisationsEventsDashboard

View Partner



Adventures + Wisdom Institute
Based in Epsom

View Partner

View Partner



De La Warr Pavilion
Based in Bexhill-On-Sea

View Partner

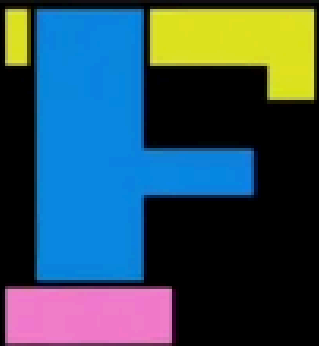
View Partner



18 Hours
Based in Bexhill-On-Sea

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Flatland Projects
Based in Bexhill-On-Sea

View Partner



The Bright Foundation
Based in Hastings

View Partner



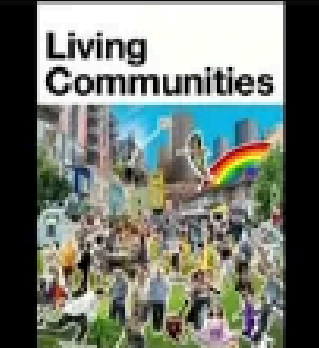
Beeching Road Studios
Based in Bexhill-On-Sea

View Partner



Picnic
Based in St Leonards

View Partner



Living Communities
Based in Bexhill-On-Sea

View Partner



Watch on  **YouTube**



<https://youtu.be/wfud5zHjMuk?si=pCulywRaraKNxi8x>

WEBSITES WORTH EXPLORING:

- Discover! Creative Careers - The home of Creative Careers Month, packed with films, info, and resources. [click here](#)
- Creative Access – Paid internships, jobs, mentoring & career support, especially for underrepresented communities. [click here](#)
- ScreenSkills – Free training, courses, and career guides for film, TV, animation, and games. [click here](#)
- Get Into Theatre – All the training, funding, and job opportunities in theatre in one place. Head to the Videos section for more Interviews with professionals. [click here](#)
- BBC Bitesize Careers - Whether you're exploring study options, planning your career, or just curious about work, Bitesize Careers offers advice from experts and real-life experiences to help guide you.





Earn Your Creative Careers Digital Badge!

You've explored 20 days of creative careers — now show it off!

Click the link below to claim your Creative Careers Month Digital Badge and celebrate your journey.



Your badge proves you've:

Discovered different creative industries

Learned about real jobs and skills

Taken the first step toward your own creative future



[Click here to claim your badge!]

Keep it as a reminder of your achievements — and add it to your CV and digital portfolio to show you're part of the next generation of creatives!

hey rebs - this needs a bit of design work - maybe some badging visuals from other posts we've done etc?



Thank you for taking part in Creative Careers Month!

We hope you've discovered new ideas, careers, and opportunities to explore.



Make sure you keep this resource so you can come back to it later – and don't forget to join or jot down the apps and websites from this last day!



Stay Connected:

Follow us on socials to keep up to date with creative opportunities, workshops, work experience and more in Sussex.



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