

ORANGE

CARPENTER

POOLS

CREATIVITY MATTERS

72%

The creative workforce is highly qualified. 72% hold a degree or higher level qualification compared with 46% for the whole economy in 2019.

Department for Culture, Media, and Sport (DCMS) 2021

83%

Creative occupations are within 'higher level occupations', i.e. Managers, directors and senior officials; Professional occupations; and Associate professional and technical occupations, compared to 46% of the workforce across the UK (ibid.).

Creative Industries Policies and Evidence Centre 2022

This guide will encourage you to think differently about creativity. Sometimes, it's about the big ideas, boldly expressed. Sometimes, it's harder to see – the hidden techniques and mastercraft skills that combine with a great idea to make something stand out. The truth is, we're all creative.

As children, one of the first things we do is pick up a crayon and start to draw. As adults and young people, we're all taking photographs and capturing video clips. Some people go further into creative coding or making 3D objects. For some, what they choose to wear is a form of creative expression, a way to make a statement with their own unique flair and visual style. You'll see signs of creativity everywhere you go, every day. In ever-evolving cultures, we will always need creative makers, problem-solvers, visionaries and pioneers.

So, how are you creative? How do you express ideas in words, pictures, objects, materials, gaming, performance, or sound? The chances are you've already had thousands of creative ideas in your lifetime – let us develop these and help you take the first steps into joining one of the UK's most thriving and innovative sectors.

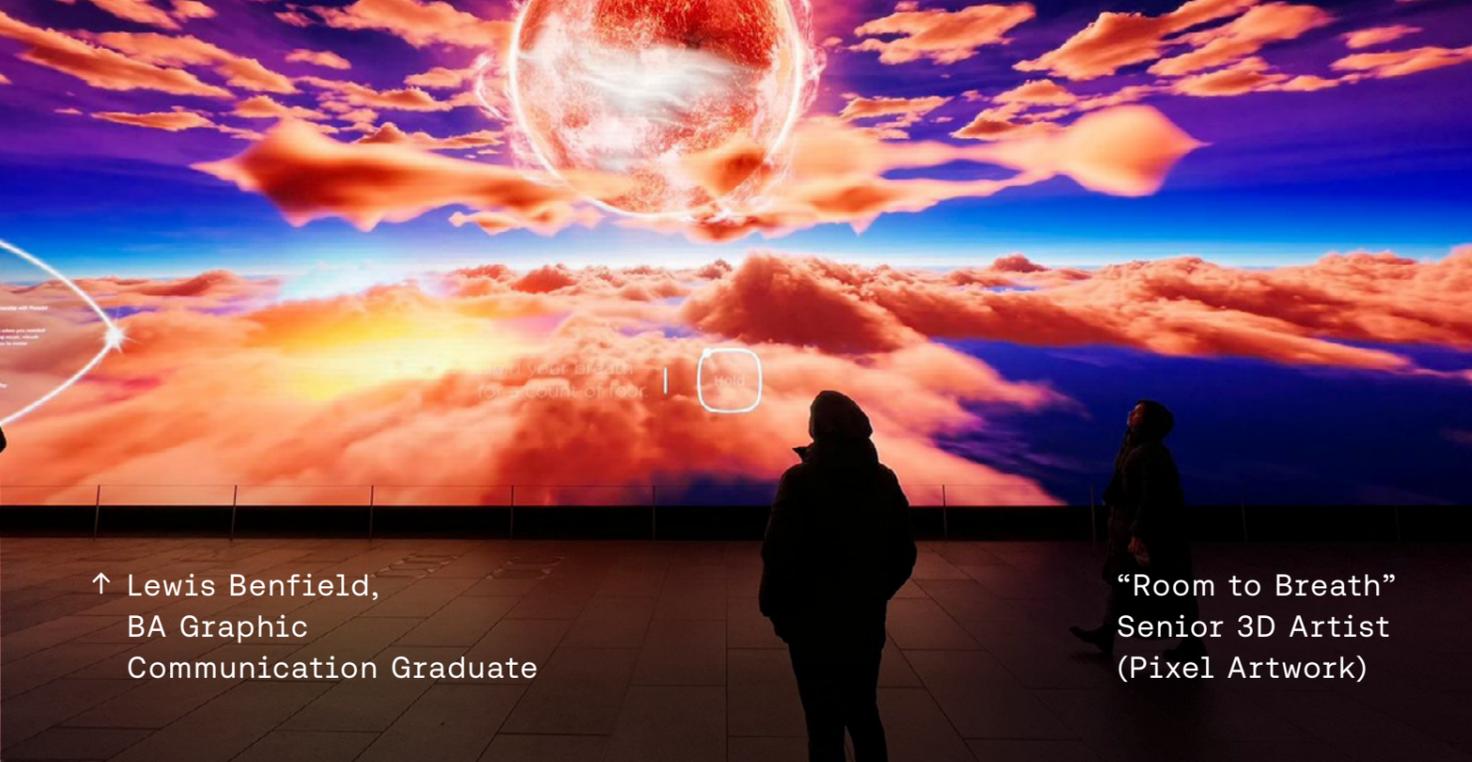
2.9 million

JOBS CREATED BY THE UK'S CREATIVE INDUSTRIES IN 2021

Department of Culture, Media and Sport (DCMS) 2023



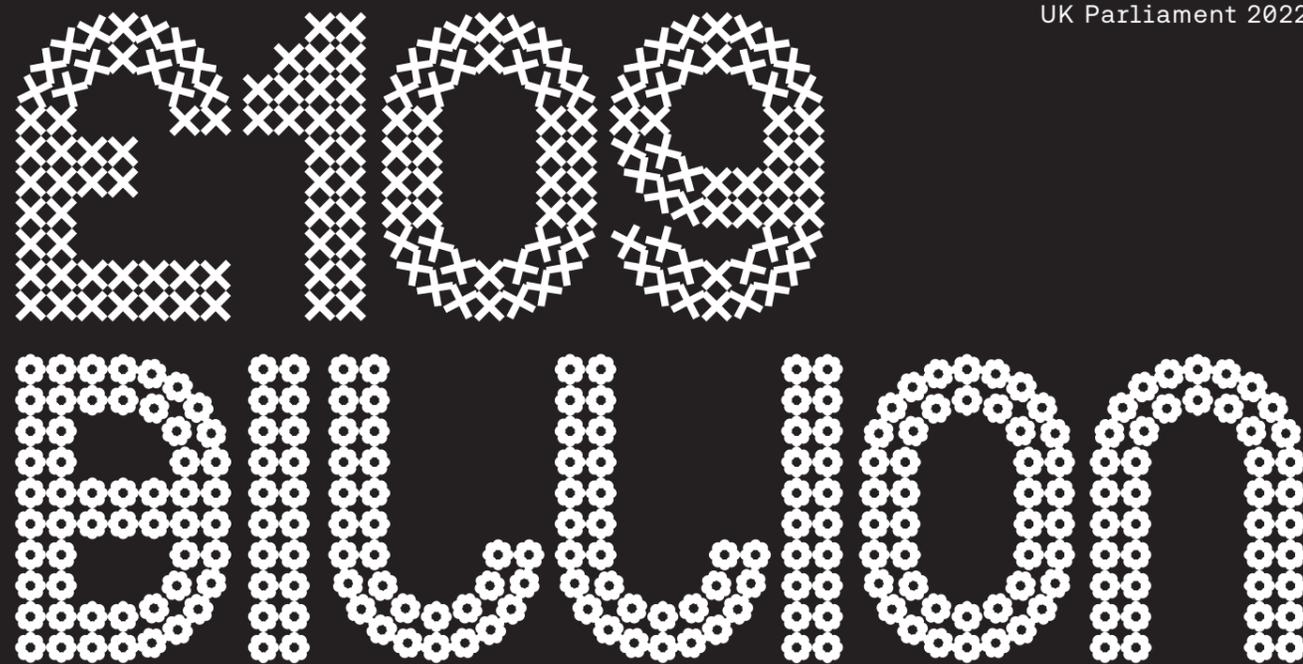
↑ Lyam Bewry
BA Graphic Design Graduate
Design Director on Visa
Brand Identity (Mucho)



↑ Lewis Benfield,
BA Graphic
Communication Graduate

“Room to Breath”
Senior 3D Artist
(Pixel Artwork)

UK Parliament 2022



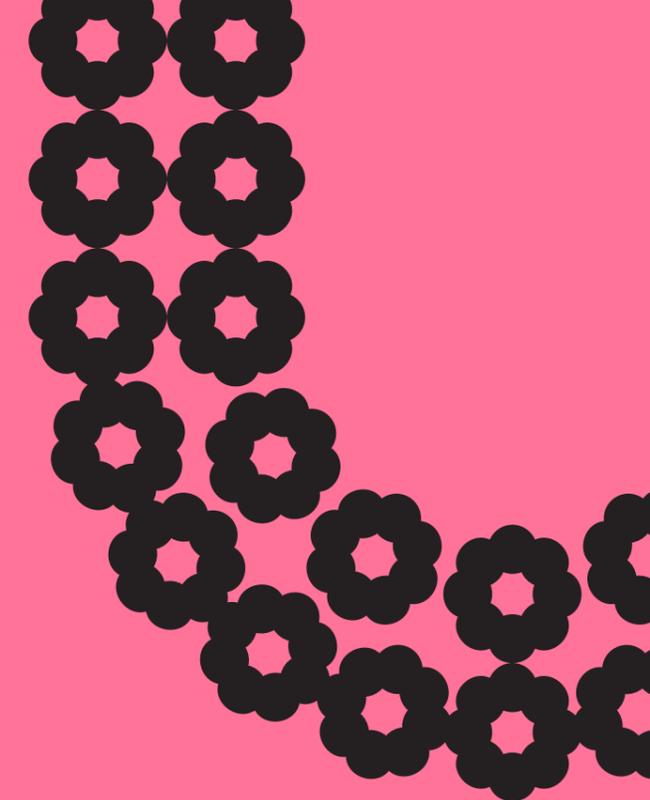
GENERATED FROM THE UK'S CREATIVE INDUSTRIES IN 2021

We are Gold



Norwich University of the Arts has been awarded triple gold – the highest accolade possible – in the latest Teaching Excellence Framework (TEF) 2023. It is the only specialist creative arts and design University to achieve triple gold recognition for its teaching, learning, and outcomes for students.

What industry says about Norwich Uni



“The Norwich Media Lab and the state-of-the-art equipment for students are unbelievable. I could be walking around a top animation studio.”

Keith Chapman
Creator of ‘Bob the Builder’
and Norwich Graduate

“The Photography course at Norwich has a great balance of capturing a student’s personal interests, mixed with creative problem solving, an eye for detail and commercial viability. That is why I am keen to support the course and work with graduates from Norwich.”

Tim Flach
Leading UK Photographer

“I’ve been involved with Norwich for over 10 years now. The staff are experienced in their fields and have an exceptional track record of producing industry ready students of the highest standards. I’ve hired or worked with some of those fine talents over the years.”

Cordell Burke
Creative Managing Partner UK
UP There, Everywhere

“At Norwich... you’ll find kindred spirits- new friends and collaborators - who share your love for creating and making and who will lend encouragement and belief in moments of self doubt”

Amma Asante MBE
Actor, Screen Writer, Director
Norwich University of the Arts Chancellor

“Recruitment is a challenge for every business but links forged with Norwich are invaluable.”

Rupert Kitchen
Partner, LSI Architects

Creative Careers



Find out more about our courses, competitions, free taster activities and more by joining our mailing list

Acting

Actor (Film/Stage/Radio)
Broadcast Presenter
Drama Therapist
Director
Editor
Performance Artist
Personal Assistant
Podcaster
Promotional Work
Researcher
Runner (Broadcasting/
Film/Video)
Sales and Marketing
Screenwriter
Teacher
Theatre Stage Manager
Voice Actor
Vlogger
YouTuber

Animation

Animator
Producer
SFX
Designer
Editor
Art Director
Director of Photography
Compositor
Character Designer
Background Artist
Layout Artist
Prop Designer
Set Designer
Modeller
Storyboard Artist
Illustrator
Colour Co-ordinator
Lighting Supervisor
Forensic Animator
Cartoonist
Digital Painter

Architecture

Architect
Architectural Assistant
Designer
Project Manager
Site Manager
Surveyor
Architectural Technician
Conservationist
Consultant
CAD Renderer
Product Designer
Town Planner
Architectural Historian
Conservationist
Environmental Consultant
Architectural Curator
Model Maker
Landscape Designer
Construction Journalist

Fashion

Freelance Designer
In-House Designer
Bespoke Tailor
Creative Pattern Cutter
Buyer
Design Consultant
Fashion Illustrator
Visual Merchandiser
Garment Technologist
Fashion Stylist
Fashion Photographer
Footwear Designer
Milliner
Knitwear Designer
Dressmaker
Costume Designer

Fashion Communication and Promotion

Fashion Stylist
Style Scout
Trend Forecaster
Visual Merchandiser
Fashion Buyer
Fashion Blogger
Fashion Vlogger
Fashion Marketer
Brand Strategist
Social Media Strategist
Creative Direction
Promotion and PR
PR and Event Manager
Fashion Writer
Fashion Editor
Fashion Content Creator
Fashion Illustrator

Fashion Marketing and Business

Brand Strategist
Brand Account Manager
Promotion and PR
Fashion Writer
Fashion Retailer
PR and Event Manager
Digital Content Creator
Visual Merchandiser
Fashion Buyer
Fashion Merchandiser
Fashion Business Manager
Fashion Entrepreneur
Brand Marketer
Media Planner
New Media Developer
Social Media Strategist
Content Marketer
E-Commerce Officer
Visual Merchandiser
Project Manager
Trend Forecaster

Film and Moving Image Production

Director/Producer
Director of Photography
Editor
Sound Designer
Assistant Director
Camera Operator
Location Manager
Art Director
Production Designer
Screenwriter
Script Supervisor
Storyboard Artist
Props Handler
Colourist
Editor

Fine Art

Practising Artist
Community Artist
Exhibition Organiser
Arts Administration
Lecturer
Art Consultant
Gallery Manager
Researcher
Curator
Teacher
Image Retoucher
Art Therapist
Art Conservator
Studio Manager
Gallery Technician
Artist's Assistant
Art Handler
Writer/Critic
Gallery Education Officer

Games Art And Design

Game Designer
Concept Artist
2D Artist
3D Artist
Animator
Lead Artist
Level Editor
Project Manager
Producer
Community Manager
Creative Director
External Producer
QA Tester
Sales Manager
Texture Artist

Games Development

AI Programmer
Audio Programmer
DevOps Engineer
Engineer
Game Designer
Game Developer

Game Programmer
Pipeline Development
Product Designer
Producer
Programmer
Software Researcher
Systems Development
Technical Artist
Tools Development
UI Programmer
Web Designer
Software Developer

Design for Publishing

Graphic Communication

Graphic Design

Graphic Designer
Digital Designer
Website Designer
Branding Designer
Packaging Designer
Marketing Creative
Creative Director
Magazine Designer
Editorial Designer
Newspaper Designer
Printmaker/Printer
UX Design Manager
Book Jacket Designer
Publishing Designer
Digital Publisher
Interface Designer
Copywriter
Editorial Designer
Brand strategist
Photographer
Website/App Designer
Advertising Creative
Promotions Designer
Filmmaker/Animator

Illustration

Freelance Illustrator
Self-Publisher
Printmaker
Designer
Picture Book Designer
Public Artist
Artist in Residence
Book Publisher
Animator
Film Maker
Curator
Director
Editorial Publisher
Gallery Assistant
Illustration Agent
Colourist
Letterer
Concept Artist

Interior Design

Interior Design
Space Planner
Colour Consultant
3D Model Maker
Theatre Set Designer
Exhibition Designer
Lighting Designer
Project Manager
Visual Merchandiser
Design Contractor
Architectural Visualiser
Design Technologist
Retail Designer
Graphic Designer
Event Management

Photography

Photographer
Assistant
Art Director
Image Producer
Picture Editor
Digital Retoucher
Picture Librarian
Curator
CGI Artist
Teaching Technician
Digital Assistant
Photographer's Agent
Picture Researcher
Studio Assistant
Forensic Photographer
Photo Journalist
Architectural Photographer
Fashion Photographer

Textile Design

Textiles Designer
Design Maker
Pattern Designer
Product Designer
Buyer
Stylist
Materials Producer
Interior Designer
Researcher
Stationery Designer
Branding Executive
Conservator
Trend Forecaster
Weaver
Teacher

User Experience Design

Application Designer
Web Designer
Digital Designer
Front End Developer
Interaction Designer
Product Manager
Product Marketing Manager
User Interface Designer
UX Designer

UX Architect
UX Business Analyst
Visual Designer
Back End Developer
Interaction Designer
ID Architect
ID Business Analyst
Interface Designer
Product Designer
UX Designer
Quality Assurance Tester
Web Developer

Visual Effects

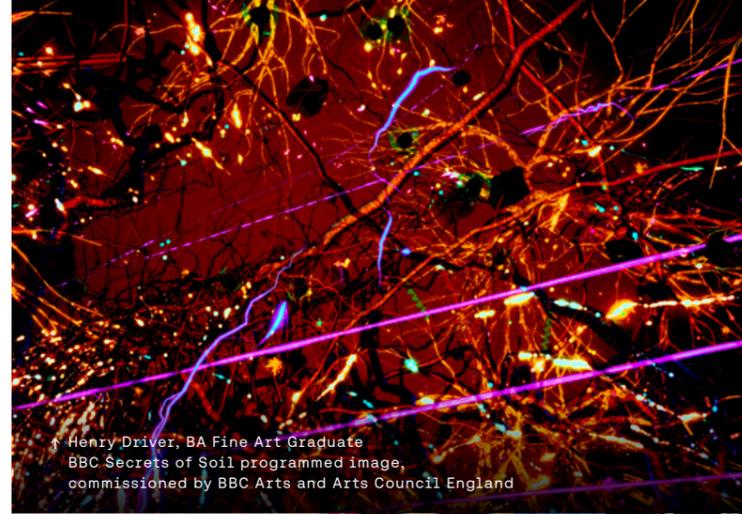
Roto Artist
Texture Artist
3D Generalist
3D Environment Artist
Match Move Artist
Visualiser
Compositor
Art Director
Matte Painter/Artist
Modeller
Architectural Visualiser
Experiential Designer
Layout Artist
Character Designer
Producer
Lighting Supervisor
Colour Co-ordinator

Creative Computing

Design Engineer
App Developer
Big Data Delivery Lead
Concept Artist
Creative Developer
Creative Technologist
Data Visualisation Designer
Digital Analyst
Digital Artist
Digital Content Creator
Digital Strategist
Digital Designer
Digital Entrepreneur
Marketing and Optimisation Manager
Front End Developer
Interaction Designer
Learning Technologist
Media Editor
Multimedia Designer
Sensational Data Scientist
Social Media Manager
UX Manager Web Designer
Web Developer
Audio/Visual Researcher

Creative Technology

Visual Effects Producer
VR Simulations Developer
Games Developer
Digital Platforms Engineer
3D Animation Programmer
XR Designer
Freelance Digital Creative



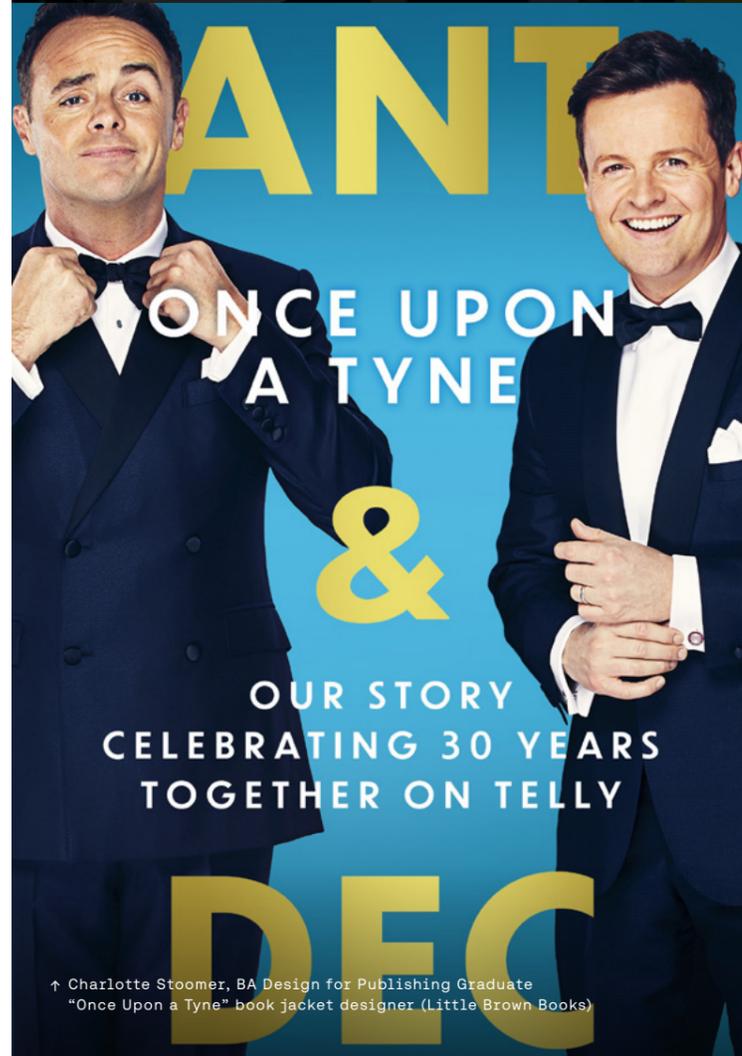
↑ Henry Driver, BA Fine Art Graduate
BBC Secrets of Soil programmed image,
commissioned by BBC Arts and Arts Council England



↑ Ansu Njai, BA Acting Graduate
Performing as Rowmando in
Top Boy, S1 (Netflix)



↑ Evie Thomas, BA Textile Design Graduate
Designer of Tu Fashion Collection and Art Teacher



↑ Charlotte Stoomer, BA Design for Publishing Graduate
"Once Upon a Tyne" book jacket designer (Little Brown Books)



↑ Cathrine Gundry Beck, BA Photography Graduate
Association of Photographers (AOP) Shortlisted '23



Find out what others are up to at Norwich University of the Arts

**NORWICH
UNIVERSITY
OF THE ARTS**

Professional Development Opportunities

Your career success is important to us. We want you to graduate with energy and confidence, knowing how to activate change and transformation, to shape our world. That's why career preparation lies at the heart of all our courses. Our students get to hear from experts within industry from fashion to film and publishing including Aardman, MPC Film, Artist Cornelia Parker, Penguin Books, the BBC, Nickelodeon, British Vogue Editor Alexandra Shulman, Artist Anthony Gormley, Ubisoft Reflections...

Business and Employability

We work with external organisations and industries on live briefs and projects so students can engage with them to build real experience for their CV. Our award-winning approach helps match your personal attributes and talents to different jobs, ensuring you find the right path after uni.

Our employability service offers specialist careers advice. Support from the Careers team continues after you graduate, for as long as you need it as well as tailored business start-up support.

Competitions and Awards

We encourage students to enter their work into a variety of industry linked competitions. Year after year students gain national recognition for their outstanding work.

Recent successes include:

Association of Photography Awards
Adobe Design Awards
Penguin Book Design
BAFTA Video Game Awards
D&AD New Blood Pencils
World Brand Design Society

Career Development Year (Level 5 Diploma)

All students have an opportunity to spend a year, between the second and third year of their course, enhancing their employability options through a Level 5 Diploma.

Creative Computing – explore new coding skills to enhance and complement your career aspirations

Creative Professional Development – explore employability options through a structured programme and work-based learning within industry.

↑ Ollie Hirst
BA Illustration Graduate

Lancet Diabetes and Endocrinology
Journal cover

This was part of the series that was a
Cross-Category Award Winner at The
World Illustration Awards 2023



Find out
more here

