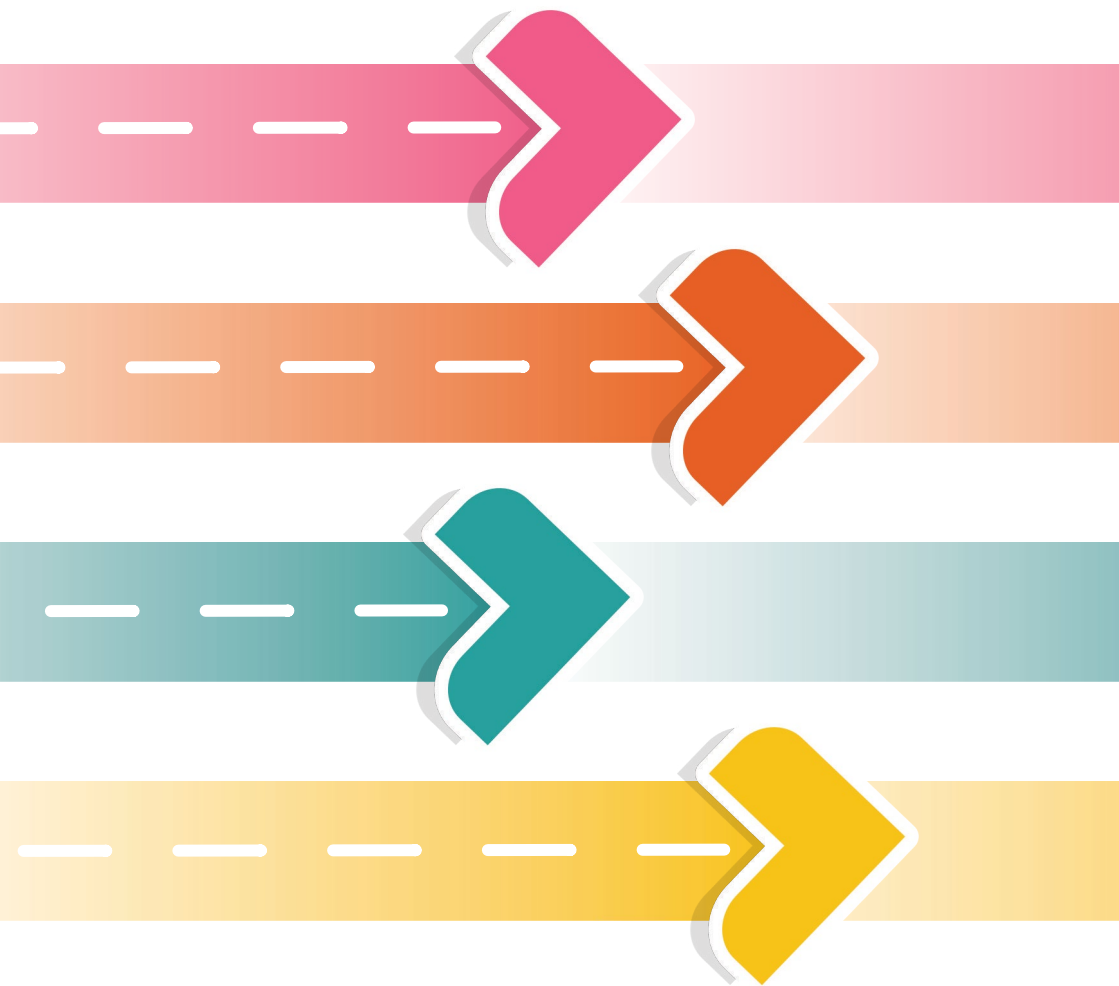LMI - LABOUR MARKET INFORMATION

DIGITAL & CREATIVE

Bexley, Greenwich, Newham, Enfield, Waltham Forest, Redbridge, Barking, Havering, Bromley

WHAT IS DIGITAL & CREATIVE?

Digital and creative careers blend technology with artistic skills to create innovative solutions and engaging content. This sector focuses on designing, developing, and producing digital media, software, and creative works that impact how people interact with technology and consume content.

KEY CAREER AREAS INCLUDE:

Tech & Software Development: Roles in app development, web design, and coding, especially in hubs like Shoreditch's Tech City.

Gaming & Animation: Opportunities in game design, 3D modelling, and animation for studios and independent creators.

Media & Content Creation: Careers in video production, graphic design, and digital marketing for startups and creative agencies.

DID YOU KNOW?

…there are **36,989** people employed in Digital and a further **33,218** people employed in Creative Arts jobs across East London?

INDUSTRY CHALLENGES

TALENT SHORTAGES
High demand for skilled designers, developers, and digital marketers outpaces supply.

TECH EVOLUTION
Rapid advancements in AI and VR require constant up-skilling and adaptation.

FUNDING COMPETITION
Startups face challenges in securing investment amidst intense competition.

DIGITAL INCLUSION
Bridging the digital divide remains a key focus, ensuring access and skills for underserved communities.

East London is buzzing with digital and creative opportunities. From Shoreditch's Tech City to major media hubs, the area is packed with startups and big-name companies looking for fresh talent.

OPPORTUNTIES & TRENDS

Cultural Storytelling:

Development of digital platforms and projects celebrating East London's rich cultural heritage and diversity.

Cutting-Edge Tech:

Dive into VR, AI, and other innovative tools that are reshaping industries like gaming and marketing.

Freedom to Create:

This sector is perfect for those who want to turn their creative skills or tech knowledge into a career that's never boring.

Freelance Economy:

More companies are hiring freelancers, giving you the chance to work on exciting projects while setting your own schedule.
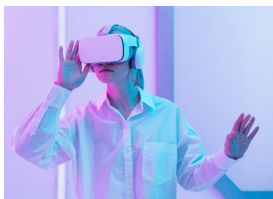
DIGITAL & CREATIVE
WHAT JOBS CAN I DO?

ENTRY LEVEL

GRAPHIC DESIGN INTERN
They assist senior designers with creating visual content, layouts, and graphics for various projects.

LISTENING · SPEAKING · CREATIVITY

SOCIAL MEDIA COORDINATOR
They manage social media accounts, create content and engage with audiences to promote brands.

CREATIVITY · TEAMWORK · STAYING POSITIVE

CONTENT CREATOR
They produce digital content for blogs, videos, or social media, focusing on storytelling and audience engagement.

CREATIVITY · TEAMWORK · PROBLEM SOLVING

MID LEVEL

GRAPHIC DESIGNER
They create visual concepts and designs for print and digital media and collaborate with clients and teams.

CREATIVITY · AIMING HIGH · PROBLEM SOLVING

COPYWRITER
They write compelling content for advertisements, websites, and marketing materials to engage audiences.

CREATIVITY · AIMING HIGH · PROBLEM SOLVING

BRAND STRATEGIST
They develop and manage brand identities, ensuring consistent messaging and visual representation across platforms.

PROBLEM SOLVING · LEADERSHIP · CREATIVITY

HIGHER LEVEL

CREATIVE DIRECTOR
They lead creative teams, overseeing projects from concept to execution and set the vision for campaigns.

LEADERSHIP · PROBLEM SOLVING · SPEAKING

MARKETING MANAGER
They develop overall marketing strategies and manage teams and budgets to achieve business goals.

LEADERSHIP · AIMING HIGH · STAYING POSITIVE
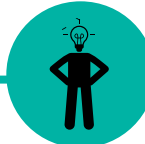
HEAD OF DESIGN
They oversees all design efforts within an organisation, lead creative direction and manage design teams.

CREATIVITY · PROBLEM SOLVING · LISTENING

WHERE ARE THE MOST JOBS NEEDED?

GRAPHIC DESIGN

VIDEO EDITING & PRODUCTION

DIGITAL MARKETING

GAMES DEVELOPMENT

WEB DEVELOPMENTS

CONTENT CREATION

UX/UI DESIGN

ANIMATION & MOTION

LOCAL COMPANIES INCLUDE

salesforce

BT Group

3 MILLS STUDIOS

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

B B C

splash damage

shutterstock STUDIOS

V&A

STRATFORD EAST

FRAMESTORE

SADLERS WELLS

DirectLine Group

Meta

LLOYDS BANKING GROUP

SOHO THEATRE

AKQA

LEGO

Community Fibre

HOW DO ESSENTIAL SKILL HELP?

LISTENING

Listening well helps you understand where things need to go and how to get them there.

SPEAKING

Understanding clients' needs and technical requirements.

PROBLEM SOLVING

Troubleshooting and resolving technical issues efficiently.

CREATIVITY

Innovating and developing unique digital solutions.

STAYING POSITIVE

Maintaining a positive attitude when facing technical challenges.

AIMING HIGH

Setting and achieving ambitious project goals.

LEADERSHIP

Leading tech projects and guiding development

TEAMWORK

Collaborating with team members to complete projects effectively.

Rate your ability in each skill on a scale of 1 😣 to 5 😃.
Can you provide any examples of when you have used each skill?

SKILL	RATING (1 - 5)	Examples of when you have used this skill.
LISTENING	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
SPEAKING	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
PROBLEM SOLVING	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
CREATIVITY	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
STAYING POSITIVE	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
AIMING HIGH	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
LEADERSHIP	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	
TEAMWORK	😣 😐 😃 1 2 3 4 5 ○ ○ ○ ○ ○	

WHAT QUALIFICATIONS CAN HELP YOUR CAREER?

GCSE — SECONDARY SCHOOL

Computer Science/IT: Key for developing coding, software development and technical skills.

Art & Design: Crucial for building creativity and understanding design principles.

Media Studies: Provides insight into digital media, film and content creation.

Mathematics: Important for problem-solving, programming and data analysis.

English: Essential for effective communication and content creation.

FURTHER EDUCATION

A-LEVELS

Computer Science: Focuses on programming, algorithms, and digital technologies.

Art & Design: Develops creative skills in visual arts, including digital design and illustration.

Media Studies: Explores digital media, filmmaking and content production.

Graphic Design: Teaches visual communication through design, typography and branding.

SCAN OR CLICK THE QR CODE TO EXPLORE THE DIFFERENT PATHWAYS

VOCATIONAL COURSES

Creative Media Production: Focuses on media production, video editing and digital storytelling.

IT: Covers software development, web design and digital systems.

T-LEVELS

Digital Production, Design, and Development: Focuses on programming, software development and digital product design.

Media, Broadcast, and Production: Provides skills in content creation, video production and digital media.

Digital Business Services: Covers IT solutions for businesses, data analysis and digital marketing.

SCAN OR CLICK THE QR CODE TO EXPLORE THE AVAILABLE T-LEVEL SUBJECTS

APPRENTICESHIPS

Digital Marketing Apprentice: Gain experience in digital strategy, content creation and analytics.

Creative Media Production Apprentice: Work on video editing, animation and media production.

IT and Web Development Apprentice: Learn coding, web development and software design.

Graphic Design Apprentice: Develop design skills for branding, advertising and digital products.

Click or Scan the QR code to visit the IfATE Occupational Maps to explore the different Apprenticeships available.

Creative and design

Digital

HIGHER EDUCATION

UNDERGRADUATE DEGREE

Digital Media (BA/BSc): Covers content creation, web design and video production for digital platforms.

Graphic Design (BA/BSc): Focuses on visual communication, branding and digital design.

Computer Science (BSc): Specialises in programming, software development, and AI with applications in creative industries.

Film & Media Production (BA): Explores filmmaking, editing and digital content production.

Animation & Visual Effects (BA/BSc): Teaches 2D/3D animation, visual effects and digital storytelling.

POSTGRADUATE DEGREE / MASTERS

Masters in Digital Media (MA): Advanced study in digital content creation, interactive design and media strategy.

Masters in Graphic Design (MA/MSc): Focuses on advanced design techniques, branding and digital illustration.

Masters in Computer Science (MSc): Specialises in cutting-edge technologies, including AI, web development and software design.

Masters in Animation (MA): Covers advanced animation techniques, visual storytelling and post-production effects.

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Careers Hub East

DIGITAL & CREATIVE

CLASSROOM TO CAREER

How can you make a start on your career during your time in secondary school?

1 LEARN & EXPLORE
Focus on subjects like Art, Design Technology, and Media Studies. Try free online courses in graphic design, photography, or creative writing.

2 GAIN EXPERIENCE
Participate in school art projects or design competitions. Look for part-time jobs or internships in design studios or media companies.

3 DEVELOP SKILLS
Practice drawing, digital design, and creative problem-solving. Learn to use design software like Adobe Creative Suite or Canva.

4 NETWORK & CONNECT
Attend creative workshops or art fairs. Join online communities for artists, designers, and creatives.

5 PLAN FOR THE FUTURE
Research careers in graphic design, fashion design, or multimedia art. Explore college programs or apprenticeships in creative and design fields.

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Careers Hub East

MORE INFORMATION

Scan or click on the QR codes to become more informed about the different jobs and education and training options available to you.

SCREENSKILLS

Explore all you need to know about getting into digital and creative careers.

SCAN ME

NATIONAL CAREERS SERVICE

Explore over 750 different careers. Find out what a job involves and if it's right for you.

SCAN ME

INTO GAMES

Explore job roles and different training pathways for your career.

SCAN ME

LMI LONDON

Discover jobs, stories, and opportunities across London's industries.

SCAN ME