

**IXD501**  
Research Plan

## Identify Users

Creators will target 16-18 year olds, primarily GCSE students. A-Level students would likely already have made decisions (reduction in subjects from GCSE - A2 Level) that would limit career options.

GCSE students have most flexibility, so makes sense for them to be the primary target.

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Design Week conducted a study and found that half of 16-25-year-olds surveyed want to pursue creative careers, but nearly two thirds do not feel they receive adequate guidance to do so by teachers or career advisers.’ Some further statistics from this study:

- 47% pressured to select a career path to please parents
- 62% of UK students feel they have not been made aware of a future within the creative industries by teachers or career advisors
- 70% of 16-18-year-olds cite they would like to pursue a career in the creative industries
- 24% of parents would ‘prevent’ students from taking creative courses

Uptake of creative subjects by gender (% of students) (Cambridge Assessment)

Subject	Male	Female	Both
Art/Design	8.4%	19.1%	13.7%
Information & Communications Technology	15.3%	10.7%	13.0%
Drama & Theatre Studies	9.0%	14.7%	11.9%
Computing	17.1%	4.5%	10.9%
Media Studies	8.3%	8.0%	8.1%
Music	6.6%	8.1%	7.3%

Uptake of creative subjects by school type (% of students) (Cambridge Ass)

Subject	Comprehensive	Grammar	Independent
Art/Design	14.2%	9.2%	11.2%
ICT	14.1%	13%	7.3%
Drama & Theatre Studies	11.6%	11.1%	15.2%
Computing	10.6%	11.9%	5.3%
Media Studies	8.5%	4.4%	1.3%
Music	7.0%	12.6%	10.4%

Uptake of creative subjects by deprivation group (% of students) (Cambridge Ass)

Subject	Low	Medium	High
Art/Design	12.9%	14.2%	14.7%
ICT	13.0%	13.3%	14.3%
Drama & Theatre Studies	12.8%	11.8%	10.4%
Computing	12.1%	11.6%	10.4%
Media Studies	8.5%	9.2%	8.6%
Music	8.6%	7.0%	5.7%

It's clear that the target demographic is 16-18 year olds, ideally before making A-Level decisions. Working closely alongside career departments and also educating parents is important.

## Who to Interview

- High School aged students
  - Will target high school students and attend in-person interviews at local schools
- Careers Teachers
  - Whilst in schools interviewing students, meet with careers teachers and talk about issues they face -- lack of resources/time
- Creative Teachers
  - Interview media/film/music/drama teachers and discuss problems facing them to encourage students to pursue jobs
    - NIEDTECH Group, worth contacting them again
- Industry employers
  - Why is there lack of focus on this area? Etc
- Department of Education officials - why is this not curriculum focus?