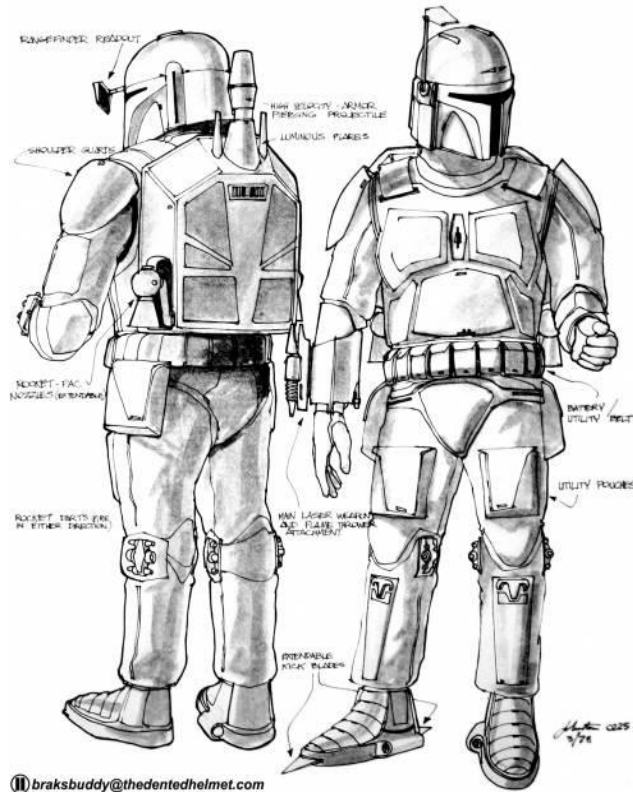


# Overview of the Creative Industries

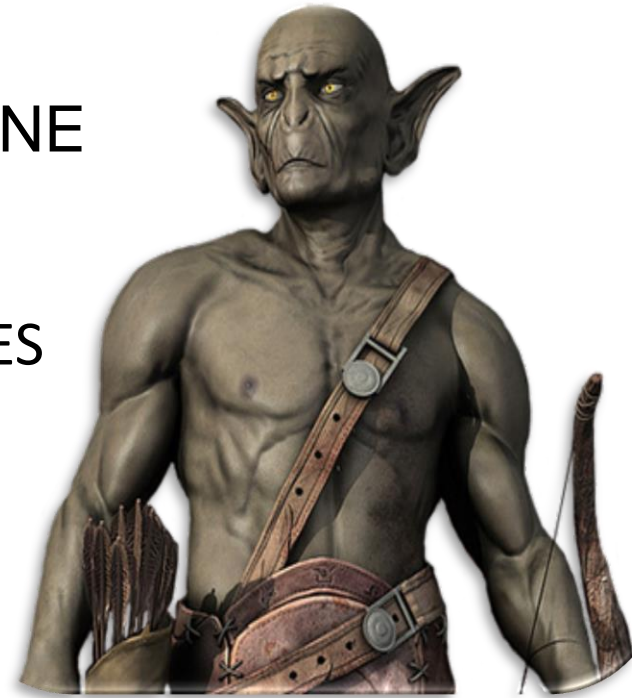
## Creative Technologies Professionalism (COMP09096)



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# PRESENTATION OUTLINE

- ❑ DEFINING THE TERM CREATIVE INDUSTRIES
- ❑ WORKING IN THE CREATIVE INDUSTRIES
- ❑ OVERVIEW OF VARIOUS SECTORS
- ❑ GETTING A FOOT HOLD IN THE SECTOR
- ❑ FUTURE TRENDS



# DEFINING THE CREATIVE INDUSTRIES

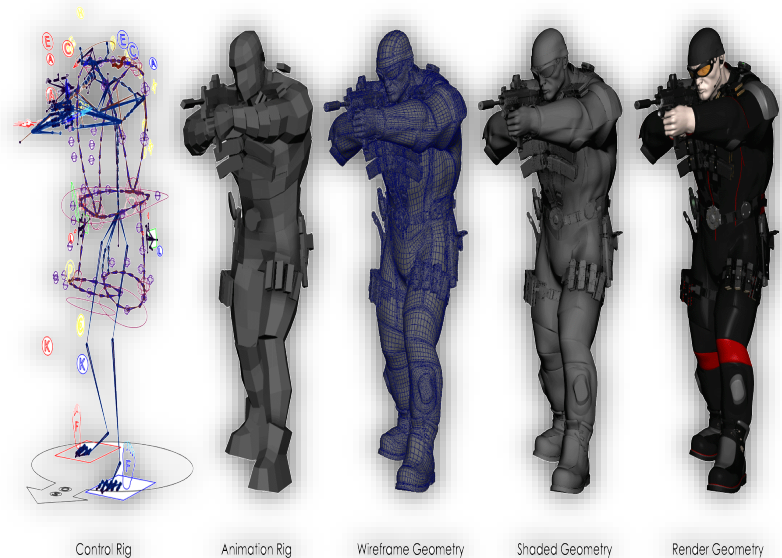
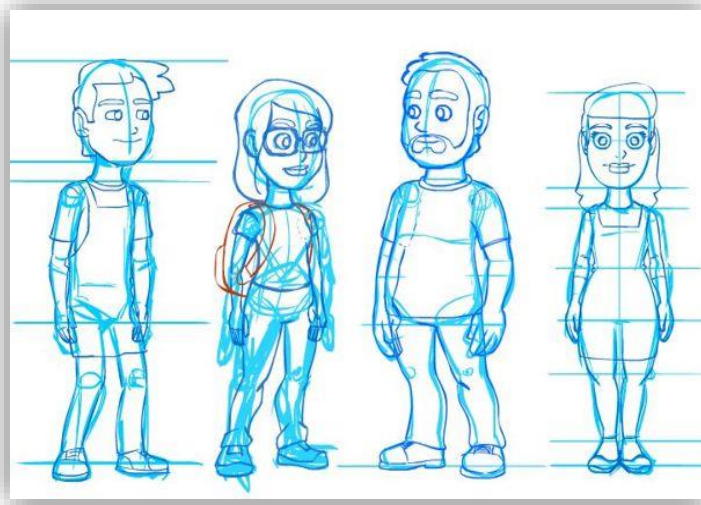
- ❑ Term “creative industries” viewed more as an umbrella term covering various activities, products and services
- ❑ Origin in individual creativity, skill and talent
- ❑ Sectors commonly associated with the creative industries include: fine arts, music, film/TV production, games design, events and festivals
- ❑ Definition of creative industries not fixed – definition changes over time – businesses, jobs, products change rapidly
- ❑ Scotland’s creative industries contribute [£3.7 billion](#) to the Scottish economy annually

# CREATIVE INDUSTRIES IN SCOTLAND

- ❑ Scotland's Creative industries greatly contributes to UK economy
- ❑ Sector produced GVA (Gross value added) of £841bn in 2014 accounting for 5.2% of the UK economy
- ❑ Employs some 68,500 people around 2.5% of Scottish employment
- ❑ 52% of Scottish Industries workforce has a degree
- ❑ Industry expected to increase by 2% - 1,300 jobs being created per year
- ❑ [Overview of Creative Industries in Scotland](#)
- ❑ Cultural Enterprise Office [overview of Creative Industries](#)

# OVERVIEW PER SECTOR: ANIMATION

- ❑ UK animation industry employs almost 5,000 people
- ❑ Generates £300m in revenue every year
- ❑ UK companies produce animated content for: television, feature films, commercials, websites, mobile phones, computer games
- ❑ Continued expansion of animation studios in Scotland particularly Glasgow
- ❑ Creation of [Scottish Animation Network](#) promoting Scottish Animation





# EXAMPLES OF ANIMATION STUDIOS IN SCOTLAND



- ☐ [Axis Animation](#)
- ☐ [Once Were Farmers](#)
- ☐ [Red Kite Animation](#)
- ☐ [Smudge Digital](#)
- ☐ [Toad's Caravan](#)
- ☐ [Flaunt Productions](#)
- ☐ [Fix FX](#)



# TYPES OF JOB ROLE IN THE ANIMATION INDUSTRY

## ☐ What do animators do?

- ☐ Bring drawings or computer generated characters to life on screen
- ☐ Create images that communicate with your audience

## ☐ Areas animation skills and specialisms can be applied in the following areas:

- ☐ animated films, adverts, computer games, websites, music videos
- ☐ 2D hand-drawn or traditional, 2D computer-generated, 3D computer-generated imagery (CGI), stop-frame, stop-motion, model animation

## ☐ Potential job roles in animation industry:

- ☐ Storyboard artists, layout artists, digital painters, animators, modellers, texture artists, composers and editors
- ☐ Working hours can be quite long working in an office or studio (dependent on job role, animation type) – working freelance you can work at home

# GETTING INTO THE ANIMATION INDUSTRY

## Where do you start?

- ☐ Animation industry is competitive and competition among graduates is fierce
- ☐ Some pointers: Become good at what you do – decide early – [2D or 3D animation?](#)
- ☐ During your time at university it is advisable to do the following:
  - ☐ Work on your demo reel
  - ☐ Make your work available and easy to find
  - ☐ Find out who is hiring – [do your research](#)
  - ☐ Sign up for job alerts – [The Animation World Network](#)
  - ☐ Attend [Ani Jam](#) events (local or UK wide) – [Animation Base Camp](#)
  - ☐ Connect with prior Animation graduates – e.g. via [Digital Futures](#)



## OVERVIEW PER SECTOR: GAMES

- ❑ [Global games market](#) expected to grow from \$91.8bn to \$118.6 billion by 2019
- ❑ UK estimated to be 5<sup>th</sup> largest video game market in 2017 (based on consumer revenues) – [32.4m](#) people in the UK play games
- ❑ [UK games industry](#) worth £4.33bn in consumer spend in 2016, up 1.2% from 2015 (£4.28bn)
- ❑ [UK games sector](#) largest in Europe ([TIGA](#))
- ❑ [1,449](#) active games companies making mobile games in the UK (as of January 2017)
- ❑ Dundee and Edinburgh often viewed as hubs of Scotland's games community
- ❑ [Grand Theft Auto V](#) hugely successful when released in [17<sup>th</sup> September 2013](#)
- ❑ Over 100 games studios in Scotland and continuing to expand
- ❑ Games developed for variety of platforms: casual, console, mobile, social, online games and [VR game development](#)

(n.d.) [Online] Available: <http://www.nesta.org.uk/publications/map-uk-games-industry> [Accessed 16th July 2016]

(n.d.) [Online] Available: <http://www.talentscotland.com/work/skills/games/games-overview> [Accessed 16th July 2016]

# OVERVIEW PER SECTOR: GAMES

- ❑ Examples of Games companies established in Scotland include:



ROCKSTAR GAMES



# TYPES OF JOB ROLE IN THE GAMES INDUSTRY

- ❑ What do game developers do?
  - ❑ Create games for PCs, games consoles, mobile market
  - ❑ Developing new games or updating existing titles
- ❑ Games developers' skills and specialisms can be applied in the following areas:
  - ❑ **Designer** (look and feel of game, gameplay), [artist](#) (game's visual characters, objects, scenery, concept art, storyboards) **programmer** (coding, developing graphics, game AI)
  - ❑ Other types of job role include:
    - ❑ [Testers](#), Modellers, Audio engineers, writers (storylines)
    - ❑ Working hours can be quite long similar to most job roles in the creative industries – e.g. [Indie versus AAA Games](#)
    - ❑ Good example of how [games and animation](#) complement one another

# GETTING INTO THE GAMES INDUSTRY

## Where do you start?

- ☐ Games industry in UK is healthy though similar to animation industry competition among graduates is severe
- ☐ Some pointers: practice and experiment in developing games for your portfolio out with your time at university
- ☐ During your time at university it is advisable to do the following:
  - ☐ Work on your portfolio
  - ☐ Keep up-to-date in the industry, e.g. [read industry press](#), join online communities, check up and coming games events e.g. [Insomnia](#), [4TG Game Con](#), [Game Masters](#)
  - ☐ UWS Games Dev Society
- ☐ Find out who is hiring and skillsets required – do your research



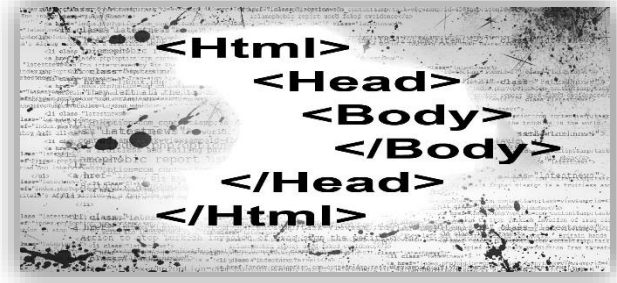
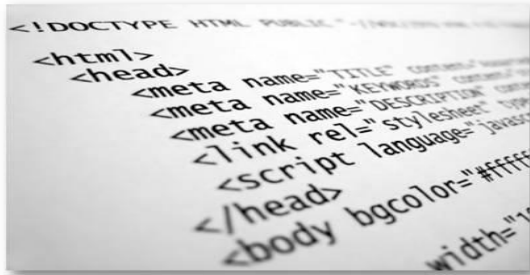
# OVERVIEW PER SECTOR: WEB DEVELOPMENT

- ❑ Thriving Web Development community in Scotland
- ❑ Web and mobile technologies have transformed our personal and professional lives and is a high-technology growth sector
- ❑ Web developer roles are varied:
  - ❑ developing commercial websites
  - ❑ creating and maintaining websites and web applications
  - ❑ intranet development for companies
  - ❑ building the framework or architecture of the site
  - ❑ working on aspects of user access and security



# OVERVIEW PER SECTOR: WEB DEVELOPMENT

- ❑ Changing nature of web and mobile industry and growth of industry:
  - ❑ Use of open source software for web development e.g. GlassFish, LAMP (Linux, Apache, MySQL, PHP)
  - ❑ WYSIWYG web-development software e.g. Adobe Dreamweaver, BlueGriffon, Microsoft Visual Studio
  - ❑ Decentralisation of information and media distribution e.g. increase of cloud services
  - ❑ Continued developments with e-commerce sites
  - ❑ Open-source content management systems e.g. Joomla, Drupal
  - ❑ Smart phones: Native, Hybrid and Web apps





# GETTING INTO THE WEB AND MOBILE INDUSTRY

## Where do you start?

- ☐ Web and mobile industry is competitive though plenty of opportunities in Scotland and the UK
- ☐ Some pointers: decide what type of web development you would like to focus on (e.g. front (client) or back end, mobile app, freelance)
- ☐ During your time at university it is advisable to do the following:
  - ☐ Work on your portfolio
  - ☐ Make your work available and easy to find
  - ☐ Find out what is expected of you in the current job market in terms of skill sets (especially in relation to client-side development)
  - ☐ Be aware of current web standards and developments (e.g. [W3C WHATWG](#) [Webdesigner News](#))
  - ☐ Sign up for job alerts – [Brightpurple](#) or [ninetwenty](#)
  - ☐ Attend [meetup](#) events (local area, Glasgow)
  - ☐ Connect with prior web and mobile graduates – e.g. [Spectre](#), [Crafted Through Passion](#)

# CREATIVE INDUSTRIES: WAY FORWARD

- ❑ Creative industries sector in UK is in a good position to continue growing
- ❑ Creative industries worth almost [£10 million an hour to economy](#)
- ❑ By 2020 the UK Government intends to support and facilitate the following success measures:
  - ❑ Increase % of UK workforce employed in creative industries
  - ❑ Increased share of UK's GVA
  - ❑ Increased number of creative industries enterprises
  - ❑ Industry-led skills system and education system with supportive infrastructure
- ❑ Further details refer to Create UK – [Creative Industries Strategy](#)

# WORK FOR TODAY'S LAB

- ☐ Head to your respective labs (E116C/D; J101A; J102; J104)
- ☐ Download the lab document from Moodle
- ☐ Read over it and commence working on either your LinkedIn profile or portfolio or showreel
- ☐ Ensure you understand what it is you have to do and keep working on the tasks assigned
- ☐ Continue working on your portfolio/showreel or LinkedIn profile in labs throughout duration of the module
- ☐ Should you have any queries then do not hesitate to seek help from a member of staff

