
Creative Futures Creative Graduates

Appendix 2: Subject groups and disciplines

Creative Graduates Creative Futures is a major longitudinal study undertaken between 2008 and 2010 of the early career patterns of more than 3,500 graduates in practice-based art, design, crafts and media subjects, qualifying in 2002, 2003 and 2004 from 26 UK higher education institutions.

For further details see www.creativegraduates.com.

Subject discipline (group name and long title)	Subject breakdown
Fine art Fine art practice involving all media	Fine art Painting and drawing Sculpture Printmaking Fine art conservation Time-based fine art Other fine art
Applied arts and crafts Applied arts and crafts, including ceramics, glass, metal, wood, bookbinding, plastics and other materials	Ceramics Metal, silver/goldsmithing, jewellery Wood Glass and plastics Surface decoration Bookbinding/paper Other conservation Other applied arts

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3-D design

3-D design: product, industrial, furniture, industrial ceramics, theatre, interior design

3-D design

Product/industrial design
Furniture design
Interior design
Theatre and stage design
Other design studies

Graphic design

Graphic design, illustration, multi-media, visual communications

Graphic design, visual communication, typography

Multi-media design
Illustration
Packaging
Other (eg Imaging)

Fashion design

Fashion and textiles design, theatre wardrobe, fashion promotion and illustration

Fashion design

Textiles design
Fashion and textiles design
Fashion promotion
Fashion illustration
Theatre wardrobe and make-up
Other fashion

Media production and electronic design

Media production and photography, interactive and electronic design

Interactive & electronic design: games, web design

Media production and photography
Film, TV, radio
Photography
Animation
Other media

Other visual or interdisciplinary arts

Other visual art and inter-disciplinary design studies

Other visual art and inter-disciplinary design studies

Other creative arts/writing/journalism/literature
General arts/no subject information given

Source: Creative Graduates Creative Futures, IES, 2009
