

---

# Creative Graduates Creative Futures

## Appendix 3: Creative occupations

---

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](http://www.creativegraduates.com).

- 1 Design, marketing, sales, advertising and PR managers**  
11320 Marketing and sales managers, 11321 Marketing managers, 11340 Advertising and public relations managers, 11341 Advertising managers, 11342 Public affairs and publicity managers, Design Manager, PR Manager
- 2 Conference, exhibition, entertainment and cultural establishment managers**  
12220 Conference, events and exhibition managers, 12221 Conference managers, 12222 Exhibition managers, 12250 Leisure and sports managers, 12251 Recreation and sports facilities managers, 12252 Entertainment managers, 12253 Cultural and leisure establishment managers
- 3 Interactive, games and electronic design**  
21320 Software professionals, 21321 Software designers and engineers, 21324 Web developers and producers, 34212 Web designers, computer games designer, interactive games designer, web designer, software designer, multimedia designer
- 5 Architects**  
24310 Architects, 24311 Landscape architects
- 6 Librarian, archivists, curators and museum assistants**  
24510 Librarians, 24520 Archivists and curators, 24521 Archivists, 24522 Curators (museum etc.), 62111 Museum assistants, curator, gallery assistant
- 7 Planning technicians and draftspersons**  
31210 Architectural and town planning technicians, 31211 Town planning assistants, technicians, 31212 Architectural technicians, assistants, 31220 Draughtspersons, 31221 Design draughtsperson, 31224 Drawing office assistants, tracers

### 8 Artists (fine art)

34110 Artists (fine art), fine artist painter, fine artist sculptor, fine artist mixed media (inc. time based), fine artist conservator, fine artist printmaker (ie making limited edition prints for gallery exhibition)

### 9 Artists (generic)

34110 Artists (generic), Community artist, Artist in residence, Public artist, Creative practitioner

### 10 Authors

34120 Authors, writers, 34121 Authors, 34122 Technical authors, 34123 Translators, 34124 Interpreters

### 11 Performing artists

34130 Performing artists, 34131 Actors, 34132 Vocalists, 34133 Entertainers, 34134 Disc jockeys (ie club djs not broadcasting)

### 12 Dancers and choreographers

34140 Dancers and choreographers

### 13 Musicians

34150 Musicians, 34151 Composers, arrangers, conductors and musical directors, 34152 Musical instrument players

### 14 Arts officers/agents

34160 Arts officers, producers and directors, 34163 Arts officers, advisers and consultants, 34164 Entertainment agents, Art director (advertising agency), Art director (publishing), 34125 Literary agents

### 15 Media directors, producers and managers (film, tv, radio)

34161 Directors, producers, 34162 Stage and studio managers, film producer, film production manager, film director, tv production manager, tv producer, tv director

### 16 Graphic artists, designers and illustrators

34210 Graphic artists and designers, 34211 Commercial artist/illustrator, 34213 Exhibition, multi-media designers, 34214 Desk top publishers, assistants and operators, illustrator (books, advertising, media), packaging designer, animator, Art director (advertising), Art director (publishing)

### 17 3-D design

34220 Product and related designers, 34221 Interior decoration designers, 34222 Set designers (stage, etc.), industrial designers, 3D design, product designer, industrial designer, product developer, furniture designer (not solely furniture maker), interior designer/interior architect (kitchens etc.), theatre/stage set designer, theatre/stage prop effects design, exhibition designer, model maker

### 18 Fashion and textiles design

34224 Textile designers, 34225 Clothing designers, 34226 Clothing advisers, consultants, accessories designer, fashion designer, textile designer, textile maker, woven textile designer/weaver, textile design for interiors, fashion textile design, fashion illustrator, costume designer, theatre wardrobe assistant, theatre make-up assistant, fashion stylist, footwear designer, embroidery designer, fashion promotion

### 19 Journalists, newspaper and periodical editors, and broadcasters

34310 Journalists, newspaper and periodical editors, 34311 Editors, 34312 Journalists, editors (not film/tv/radio), publishing, journalism, 34320 Broadcasters (announcers, disc jockeys, news readers)

**20 Media production and photography**

34340 Photographers and audio-visual equipment operators, 34341 Photographers, 34342 TV and film camera operators, 34343 Audio-visual effects designers and operators, 34344 Video, telecine and film recorder operators, 34345 Sound recordists, technicians, assistants, studio photographer, photographer, editorial photographer, animated film, special effects for film/tv, editors for film/tv/radio, 21241 Broadcasting engineers, 21295 Acoustic engineers,

**21 Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers**

Buyers and purchasing officers, Contract officers (purchasing), Sales representatives, Sales representatives and agents, Technical sales representatives, Sales controllers, administrators and co-ordinators, Marketing associate professionals, Advertising and marketing executives, Media planners, Market research analysts, Advertising and publicity writers, Fundraising, campaigns and appeals organisers, Auctioneers, Marketing assistants and advertising clerks, Fashion buyer, 34330 Public relations officers, PR assistants

**22 Textiles and garments trades technicians**

54110 Trade weavers and knitters, 54120 Upholsterers, 54130 Leather and related trades, 54140 Tailors and dressmakers, 54190 Textiles, garments and related trades not elsewhere classified, garment construction

**23 Printing trades**

54210 Originators, compositors and print preparers, 54220 Printers, 54230 Bookbinders and print finishers, 54240 Screen printers, paper maker/designer, bookbinder, book arts

**24 Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers**

54910 Glass and ceramics makers, decorators and finishers, 54920 Furniture makers, other craft, woodworkers, 54930 Pattern makers (moulds), 54940 Musical instrument makers and tuners, 54950 Goldsmiths, silversmiths, precious stone workers, 54960 Floral arrangers, florists, 54990 Hand craft occupations not elsewhere classified, applied arts and crafts, ceramics maker, studio pottery artist, silver/goldsmith/jeweller, wood maker/designer, metalsmith/blacksmith, stonemason

**25 Merchandisers and window dressers****26 Glass, ceramics and textile process operatives****30 General creative career (subject not specified)**