

A CAREER AS CREATIVE AS YOU

CREATIVE INDUSTRIES INSIGHTS



**EXPERIENCED
AND PASSIONATE
TEACHERS**



**PATHWAYS TO
UNIVERSITY**



**FLEXIBLE
DELIVERY**

**MAKE
GREAT
HAPPEN**

tafe
Queensland

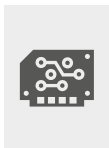
INTRODUCTION TO THE INDUSTRY.

Australia has one of the most sophisticated arts and creative sectors in the world, with an international reputation for designing, building and successfully managing world-leading cultural institutions.

Creative industries is a huge market that encompasses visual arts, screen and media, music, animation, design and much more. With the increase in Australia's household discretionary income, allowing people to spend more on music and theatre, this is becoming a very lucrative market. A profession in this industry is highly regarded and sought after.

TAFE Queensland is at the forefront of creative industries, embracing new technologies and offering state-of-the-art learning facilities in this arena.

TOP 5 INDUSTRY TRENDS



DIGITAL TECHNOLOGIES ARE CHANGING THE MARKETPLACE

Digital technologies have changed the way many creative products are generated, distributed and marketed. They are being used to stream live productions, watch auditions, visit virtual exhibitions and present interactive performances.



JOB OPENINGS FOR GRAPHIC DESIGNERS, WEB DESIGNERS AND ILLUSTRATORS

Over the five years to November 2019, the number of job openings for Graphic Designers, Web Designers, and Illustrators is expected to be above average (between 25,001 and 50,000)ⁱ.



AUSTRALIA SHOWS STRENGTH IN THE DIGITAL GAMES INDUSTRY

More than 100 game development companies, over 35 years' experience developing games, an outstanding and large creative talent base, and advancements in infrastructure and technology, have made the local games industry a strong competitor in the ever evolving global digital games marketⁱⁱ.



HIGH DEMAND FROM MOTION PICTURE AND VIDEO PRODUCTION

Motion picture and video producers represent a key market for the industry, as music licensing deals with film and television producers can be very lucrative. Producers typically purchase synchronisation licences to play music in conjunction with visual content. Demand for music licences from motion picture and video producers is set to increaseⁱⁱⁱ.



INCREASED DEMAND FOR ONLINE VISUAL COMMUNICATION AND WEBSITE DESIGN SKILLS

There is increased demand for online visual communication and website design skills – this includes better design and higher quality writing. There are new job opportunities and skill demands for those who can develop digital strategies, as well as understand a broad variety of platforms and distribution channels^{iv}.

ⁱ Job Outlook, 2016. *Graphic and Web Designers, and Illustrators*, s.l.: s.n.

ⁱⁱ Austrade, 2014. *Industry Capability Reports: Games Report*, s.l.: s.n.

ⁱⁱⁱ IbisWorld, 2016. *Home > Industry Market Research > Australia Industry Reports (ANZSIC) > Music and Theatre Productions*, s.l.: s.n.

^{iv} Analysis, M. R., 2016. s.l.: TAFE Queensland.

Davis, D., 2016. *Creative Strategy and the Business of Design*, s.l.: s.n. Ibisworld, 2016. *Music Publishing and Sound Recording in Australia Industry Report*, s.l.: s.n.

JOB SATISFACTION, SALARY & KEY BENEFITS

A career in creative industries allows individuality. The scope of work and the strategy with which you approach it is completely your own.

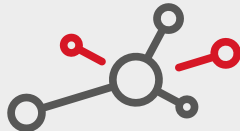
There is great opportunity for freelance work within this industry, allowing **flexibility** in your working hours and workload.

Variety is the spice of life. Working in this industry offers great variety, from clients to the projects and the executions, each day could be so different.

Technological advancements in creative industries are ever changing and being a part of this industry would allow you to see firsthand the evolution of design and technical equipment.

Spreading joy. Whether you are producing music, capturing moments in time through photography, creating interior design spaces or working on the next gaming revolution, you will be directly contributing to someone else's happiness.

MULTI-FACETED



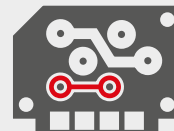
CREATIVE INDUSTRIES IS A
HUGE MARKET
THAT ENCOMPASSES VISUAL ARTS,
SCREEN AND MEDIA, MUSIC, ANIMATION,
DESIGN AND MUCH MORE.

SKILLS NEEDED



CREATIVES INCREASINGLY REQUIRE
STRONG SKILLS
IN BRAND NARRATIVES, WITH
SELF-PROMOTION AND
ENTREPRENEURSHIP SKILLS

EMERGING TECHNOLOGIES



TECHNOLOGIES
ARE CHANGING THE WAY WE
CREATE AND COMMUNICATE
CONCEPTS AND IDEAS

MAKE GREAT HAPPEN

TAFE Queensland is a well-known, established educator in creative industries and can provide the stepping stones to launch a successful career. We have state-of-the-art learning facilities including black box theatre, film editing suites, sound recording studios and much more. With some of Queensland's best creative minds onboard to teach and share their experiences with students, we are able to pass knowledge down to the next generation of creators. The best way to learn is to get practical hands on experience. Our strong industry connections ensure experience is gained in the real world and the classroom. We also offer study pathways to encourage continued professional development.

Let us help you Make Great Happen in the creative industries.



“Art is not what you see, but
what you make others see.”

Edgar Degas



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**MAKE
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