



**UTC**  
**SHEFFIELD**  
**CITY**  
**CENTRE**



# Creative & Digital

@ UTC Sheffield City Centre

**Do you want to work in an industry that's fast moving, exciting, surprising and ever-changing? Then Creative & Digital Industries at UTC Sheffield is for you.**

The Creative & Digital Industries specialism at UTC Sheffield provides students with a wide range of digital skills, from vision and design to marketing and communication. Skills that are applicable and sought-after across a wide range of sectors, from advertising to engineering, from broadcasting to journalism.

As a Creative & Digital student you will learn in hi-tech studios and media labs catering for film, photography, animation and web application. State-of-the-art facilities also include a sound studio for creating radio features or developing soundtracks exploring music technology and speech projects, as well as a superb art and design space.



# What job could I get?

Below are a few examples of the many jobs available within the creative and digital sector which need young people with relevant skills:

## Marketing Executive

As a marketing executive, you would promote your employer's or your client's products, services or ideas. If you love using your communication skills in a creative way, this could be the ideal job for you.

## Journalist

As a journalist you would research and present news stories for print, television, radio and the internet. If you have an enquiring mind, excellent communication skills and enjoy working with people this job could be for you.

**More Career Ideas:** Animator, Broadcast Engineer, Screenwriter, Photographer, Film Maker, Set Designer, Media Researcher, Audio-Visual Technician, Studio Sound Engineering, Editor, Advertising Executive....

## Film Director

Directors have overall responsibility for the way films and television programmes are made. As a director, you would use your creativity, organisational skills and technical knowledge to manage the whole production process.

## Graphic Designer

In this role you will work alongside your clients, creating websites and other promotional materials for them. This could include graphics for packaging, magazines, catalogues and flyers, to name but a few examples.

**The average salary of an engineering and technology graduate is nearly 20% higher than across all sectors**

## Useful Links

For more job profiles visit:

- [nationalcareersservice.direct.gov.uk](http://nationalcareersservice.direct.gov.uk)
- [creativeskillset.org/job\\_roles](http://creativeskillset.org/job_roles)

The Creative Industries website features lots of useful news and information about the sector:  
[thecreativeindustries.co.uk/creative-industries](http://thecreativeindustries.co.uk/creative-industries)



# Employer-led projects

Our City Centre campus is ideally placed in Sheffield's thriving creative quarter giving students access to industry leading companies.

As a student at the UTC, you will work on multimedia projects with companies such as Sumo Digital and WARP Films, or on local festivals with national or even international reputation like Sensoria and Doc/Fest.

For example, UTC students have worked with Sheffield games company Mudlark (who designed the London transport app) to develop an app to support young people not in employment. BAFTA award-winning Warp Films set UTC students the challenge

of creating a film trailer which they then judged. As a UTC student you could be working with Sheffield Live TV designing promotional material for their new shows or with Steel City Media who have created promos for Red Bull.

Alongside these projects, students benefit from trips to industry specialists, employer mentoring sessions and masterclasses, as well as the 'Spot the Talent' bespoke work experience programme.

## These are just some of the employers you'll be working with:



MEDIA GROUP



Creative Sheffield

Transforming Sheffield's Economy

Investment  
Enterprise  
Economy



Sheffield  
Hallam  
University





# How to apply

You can join UTC Sheffield in  
Year 10 and Year 12.

Entry to the UTC is free and non-selective. UTCs are government-funded.

There are no entry requirements for Year 10. For details of how to apply and our Y12 entry requirements, visit our website.

A Level choices are tied to specialisms and therefore timetabled in specific locations (City Centre or Olympic Legacy Park) but there may be opportunity for flexibility. Please contact us to discuss your A Level choices if you are interested in A Level options across institutions.

**For details of how to apply, visit our  
website: [utcsheffield.org.uk/apply](https://utcsheffield.org.uk/apply)**

**We encourage everyone who wishes to apply to  
come to one of our showcase and taster events.**

To check dates and book your place,  
visit: **[utcsheffield.org.uk/events](https://utcsheffield.org.uk/events)**