

Creative Industries



Creative Industries have their origin in individual or collective creativity, skill, and talent. New Zealand's creative industries enjoy a great deal of international success, and a career in creative industries can offer many specialisations and rewards.

To support future growth across the industries, there needs to be more educated and skilled people entering the creative industries, at all levels.

To do this, we need to ensure that all young people have the skills and competencies, including literacy and numeracy, to progress into tertiary education and training, and to enter and progress in the workforce.

Approximately 70% of school leavers do not enter degree level study, so there are many students looking at alternative options and careers via a different pathway.

NCEA Level 2 or an equivalent qualification is the minimum qualification that young people now need to succeed in New Zealand's economy. Achieving this means they are better prepared to progress into tertiary study, training or work.

Students can continue their pathway by gaining part or whole industry qualifications as part of NCEA Level 3, either full time at school or part time at school and part time in tertiary study or industry training.

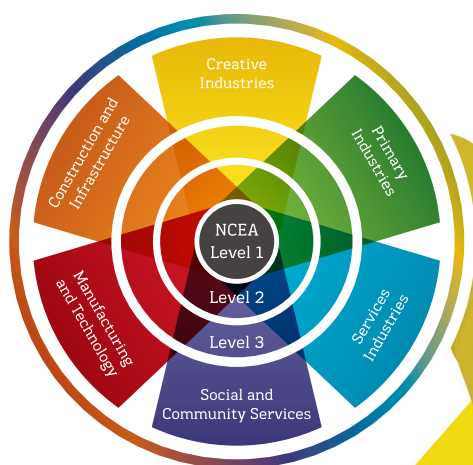
They can also use the Qualifications and Employment Pathways mapping tool to help make good decisions about their next steps.

We know that achieving Level 4 or above qualifications means that young people have the skills to adapt to a changing future and make a positive contribution to growing the future labour market.

The Vocational Pathways

The Vocational Pathways were developed in collaboration with industry and education to ensure students 16–19 years have a better understanding of the workplace, and the qualifications and skills required by industry. Students can get NCEA Level 2 with Vocational Pathways, which shows they have a broad knowledge and relevant skills that are relevant to the industries and progress onto Level 3 and above.

There are six industries in the Vocational Pathways:



*I'm passionate about design.
My path is Yellow.*





Falling in love with school again

Ezra Taulamana is a girl with a lot of love. She loves performance, dance, singing, drawing, painting, and art. She also has a lot of love for her family, and her church. But last year what she didn't love was school.

The Year 13 student had relocated with her family to Christchurch. She didn't settle and dropped out before completing NCEA Level 3.

The subjects were different. I wasn't inspired and I just disengaged. I decided school wasn't for me.

Ezra's parents run a painting and labouring business and with "a ton of earthquake repair work to be done" it was a case of all hands on deck. Ezra started doing the admin and is now the business' health and safety manager.

But Ezra doesn't want to work in her parents' painting business forever. On attending a 'Get a taste of Hagley – Do what you love in 2015' open night, she had an inspiring conversation with Gavin Hewitt, Head Teacher for one of the College's newest schools – the School of Animation and Digital Design.

"I was thinking I'd like to do something with dance or music and I ended up having this awesome conversation with Gavin. At the School of Animation and Digital Design I found I could incorporate all my passions."

Gavin explains students can focus on subjects they are interested in. Due to the collaboration within the College, signing up for the Animation and Digital Design course means Ezra also works with students in the Hagley Dance Company, Hagley Theatre Company, the School of Fashion and the Writers' Institute.

"In the past we had only offered animation as a subject. This year we've taken in a step further and have turned it into a full-time course. There has been plenty of demand. The 20 spaces filled up within a couple of weeks," says Gavin.

Students on the Hagley School of Animation and Digital Design course work towards NCEA Level 3, and University Entrance. As well as the required numeracy and literacy components, the course covers 3D modeling, creature design, story boarding, animation, digital painting and illustration, character design, mechanical design, graphic design, type and image sequencing, compositing, camera skills, studio lighting and photographic compositing.

It fits in the creative section of Vocational Pathways and there is a clear pathway and links to further study at Auckland's Media Design School, Massey University, CPIT Christchurch and AUT, Auckland.

"We have a proud history of past students achieving national and international success as artists in the film and gaming industries. It's great to be able to talk to students about where they could end up," says Gavin

"We have people like Sir Richard Taylor from Weta talk to students about opportunities in the film industry but we can also tell them about former students like James Ellis and Tom

Robinson who have both had art featured in Into the Pixel a collection of video game art debuted at E3. (The Electronic Entertainment Expo is an annual international trade fair for the video games industry.) "Hearing from people successful in industry is very inspiring for our students."

Consequently Ezra is loving school again and can see a clear path to an exciting future. Following her parent's lead as outreach workers she'll be applying for an internship with ARISE church in 2016.

"ARISE is very embracing of new ideas and with the skills I'm learning at the School of Animation and Digital Design I'll be able to do productions and video. I feel very excited about what I'm doing and what I'll be able to put out into the world," she says.

Creative Industries Vocational Pathway

The Creative Industries pathway offers a range of study options for students such as:

- visual or performing arts as artists or technicians
- the design and development of products,
- communications in marketing and promotion, public relations and advertising
- events development and management
- film and digital technologies
- heritage and cultural advice
- Māori and Pacific culture and identify

Creative industries lie at the crossroads of arts, culture, business and technology. The activities in this sector trade with creativity, knowledge and information. What unifies creative industries activities is that they all trade with creative assets in the form of intellectual property (IP).

The flexibility of NCEA Level 2 qualifications with Vocational Pathways enables young people to easily change their study options, and many options are applicable to multiple pathways. Students can choose subjects which interest them, suit their learning style, or help them with their career choice. Progressing from Level 2 onto further study students can begin to specialise.

If you want to know how a student's learning relates to Creative Industries, ask a young person for their Vocational Profile. It's a good way to understand how their learning relates to industry.

A student with NCEA Level 2 with a Creative Industries pathway will have at least:

- a foundation qualification: NCEA Level 2 (or equivalent qualification), recognised as the minimum qualification a young person needs
- a Vocational Pathway in one or more industries
- the minimum level of literacy and numeracy required, or more
- a broad understanding and some relevant skills in the Creative industries.

Reference

- <http://www.mbie.govt.nz/info-services/employment-skills/labour-market-reports/occupation-outlook/resolveuid/7f7c93b83c6f49c6b9a58316c529e88b>

