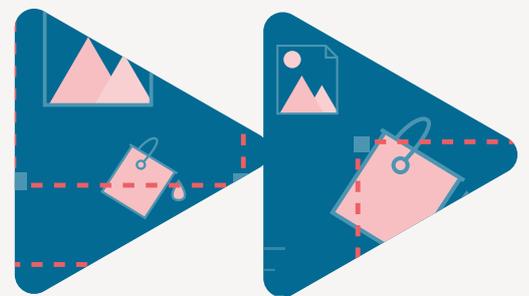


My Learning, My Future



Where can studying Graphics take you?

Introduction

At The Careers & Enterprise Company, our mission is to help schools and colleges to inspire and prepare young people for the fast-changing world of work.

My Learning, My Future is a suite of resources that has been developed by The Careers & Enterprise Company in partnership with Skills Builder to help you speak confidently about the careers related to your subject as well as the various pathways and skills needed by employers.

Benchmark 4

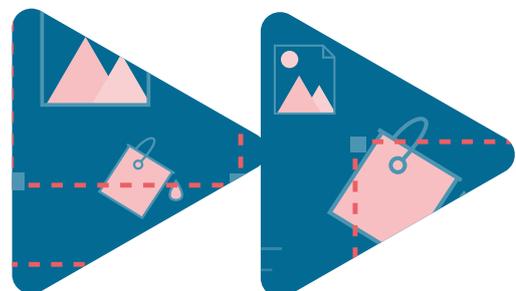
Linking curriculum learning to careers. Bring your subject to life by providing real-life examples from the world of work to help motivate and inspire students.

[Learn more](#)



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How to use this guide

In this guide and supporting documents, you'll find resources to engage your students in curriculum learning, supporting work towards Benchmark 4, by highlighting the relevance of your subject to future careers and opportunities.

Explore the four key areas of the guide to inspire your students about where your subject can take them in the future.



Why study Graphics?

Access key resources that link to your subject area that can be used in your lessons to help your students explore future careers.

Essential Skills

Learn how you can engage with Skills Builder to help students identify and develop essential skills linked to your subject.



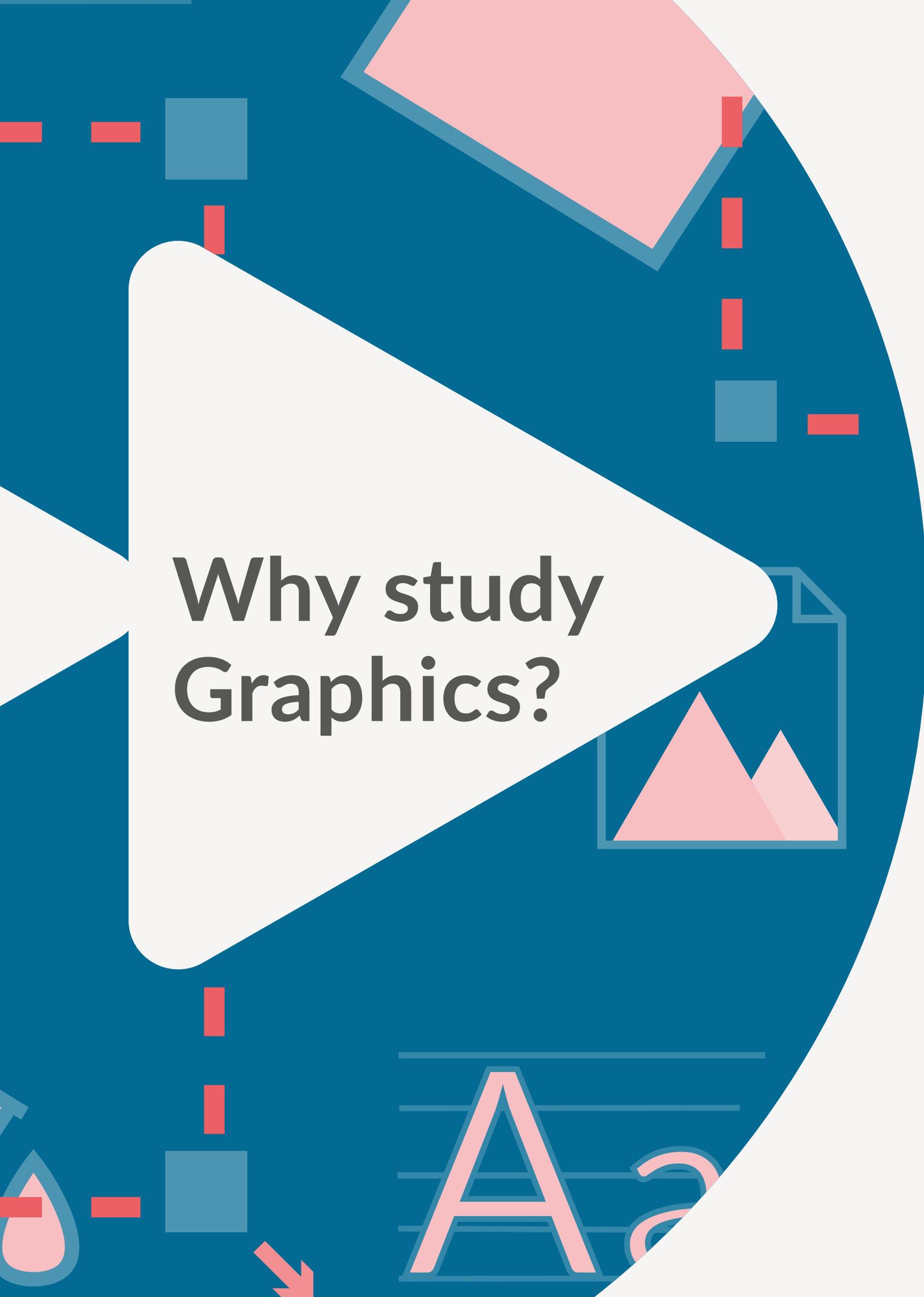
Careers in the Curriculum

Discover resources and inspiration to link careers to the curriculum, employer engagement and extra-curricular opportunities.

Pathways

Take a look at a wide variety of resources that focus on the pathways a young person can follow to a career linked to the subject.



The background is a dark blue circle with various geometric elements. At the top, there's a pink trapezoid with a blue outline. Below it, several red dashed lines and solid red lines are scattered. A blue square is positioned in the upper left. In the center, a white arrow-shaped callout points to the right, containing the text. To the right of the callout, there's a blue-outlined square containing two overlapping pink triangles. At the bottom, there are horizontal blue lines, a large pink letter 'A' with a blue outline, and a pink squiggle. In the bottom left, there's a pink teardrop shape with a blue outline and a red arrow pointing towards it.

Why study Graphics?

Why Study Graphics?

There is a wealth of resource to support you in raising opportunity awareness as you highlight the relevance of your subject to future careers.

This section will connect you with key resources and links for students to explore opportunities linked to your subject area with the aim of motivating and inspiring your students about the world of work and pathways to a career using Graphics.

There are a number of examples of roles and activities to support student opportunity exploration.



Activity Ideas

1|



Encourage students to research and present on roles of interest to them linked to your subject.

2|



[Click here](#) to access a student facing PowerPoint slide deck, which will support you in highlighting the relevance of your subject with content taken from this guide.

▶▶ Resources to highlight the relevance of your subject

- [Download Where Can Art & Design Take You Poster](#) by National Apprenticeship Service
- [Visit Why It Matters: Creative Arts resource](#) designed by Loughborough University to help students to understand where different subjects both post 16 and 18 might take them.
- [My Week of Work Creative and digital Employer Insight Videos](#)
- [Discover: Creative Careers Bringing together careers information and opportunities](#) from creative organisations in one explorable directory

Other key Resources:

- [Download My Learning, My Future student facing presentation deck](#)
- [Investigate the Sectors/Sector Introduction Oak National Academy Lessons 2 & 3](#)
- [National Careers Week Future of Work Guide](#)

▶▶ Labour Market Information

- The [LMI for All](#) portal provides high-quality, reliable labour market information (LMI) to inform careers decisions.
- Help your students to find out what a job involves and if it is right for them with [National Careers Service](#).

Explore a career as a...



Graphic Designer

Graphic Designers create visual branding, adverts, brochures, magazines, website designs, product packaging and displays.

[See Case study 1](#)

[See Case study 2](#)

[Visit National Careers Service to learn more](#)



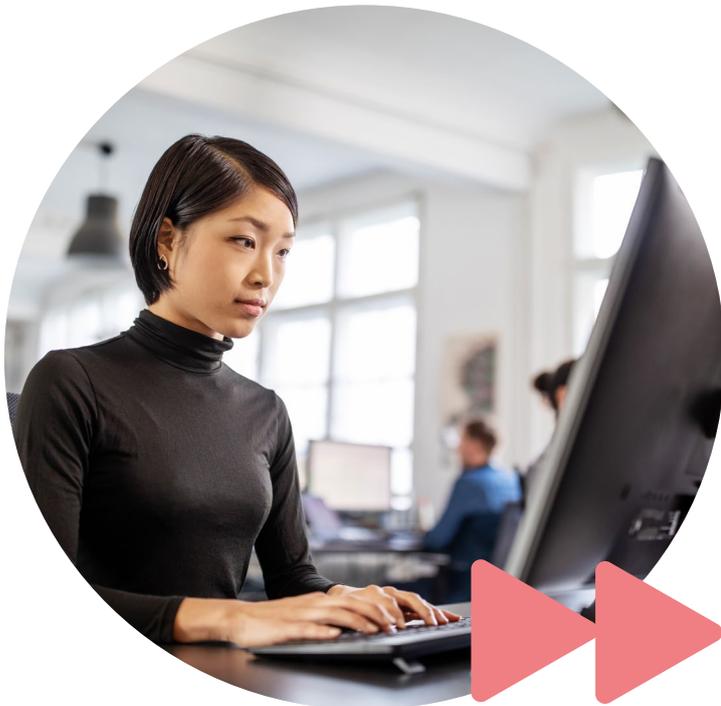
Creative

Creatives design the visual side of advertising campaigns for all kinds of media including film, TV, web or print.

[See Case study 1](#)

[See Case study 2](#)

[Visit National Careers Service to learn more](#)



Web Designer

Web designers use their creative and technical skills to design new websites and redesign existing ones.

[See Case study](#)

[Visit National Careers Service to learn more](#)



Essential Skills

A

Essential Skills



A critical part of effective careers provision is building students' essential skills. These are the skills that underpin success in the classroom and the world of work such as Teamwork, Problem Solving, Speaking and Listening. Students need to be able to recognise their skillset and talk about it confidently too. They will probably be using them already in your lessons, but this can be a confusing space, with lots of overlapping terminology.

The Skills Builder Universal Framework has been developed by The Careers & Enterprise Company, [Skills Builder Partnership](#), Gatsby Foundation and others to address this problem.

The Framework breaks down eight essential skills into 16 teachable steps. It outlines a roadmap for progress, giving educators and employers a common language for talking about the skills that are essential for employment. [You can explore the Interactive Framework here.](#)

As a teacher, you can also create a free account on the [Skills Builder Hub here.](#) There's over 300 short lessons and a suite of other resources too. We have picked three essential skills that are likely to come up in your lessons. These short lessons are perfect for pastoral time and starters/plenaries.

Key Skill



The use of imagination and the generation of new ideas.

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)



The oral transmission of information or ideas.

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)



The ability to find a solution to a situation or challenge

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

Overview

Resources



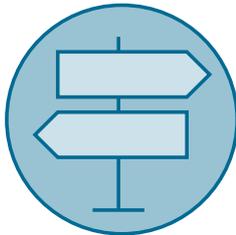
Careers in the curriculum

A

Careers in the Curriculum

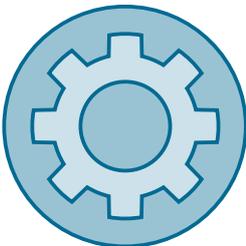
Young people critically need support to see and understand their future and ensuring that careers learning is delivered in all subjects has benefits clearly aligned to the priorities of schools and colleges and to positive outcomes for students. There are three different approaches to careers in the curriculum to consider:

1|



Highlight the relevance of your subject to future careers and opportunities.

2|



Set curriculum learning within the context of careers and the world of work.

3|



Deliver curriculum learning through employer encounters, experiences of work and/or extra-curricular opportunities.

Embed careers in curriculum teaching and learning

There are some excellent examples of how curriculum teaching can be put into the context of careers and the world of work. Here are some examples of resources linked to your subject for inspiration:

- [Forum Talent Potential](#) is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school. It helps fulfil Gatsby benchmarks for 'Good Career Guidance' and Ofsted requirements for a 'Rich Curriculum' and each child's 'Personal Development', contributing to school improvement strategies. Find out more with the ['Getting Started Pack'](#)

Case Studies for your subject:

- [GCSE Art & Design Free HE Unboxed: Fine Art \(2D/3D\) Loughborough University](#)
- [KS3 Relevance of Creative Thinking to Essential Skills Graphic Design Task](#)

Pathways

The image features a dark blue background with a large white arrow pointing to the right. The word "Pathways" is written in a bold, dark grey font inside the arrow. Surrounding the arrow are various geometric shapes: a large pink triangle at the top, a blue square, and several red dashed lines. In the bottom right, there is a pink letter 'A' on a blue grid, a pink teardrop shape, and a blue square. The overall design is modern and abstract.

Pathways

When it comes to the question of what to do at key decision points, there are a lot of options to consider. Therefore, the Department for Education has put together a couple of simple and handy guides to inform young people and their parents about the options available to them. These include:

- A [route comparison grid](#) which shows all of the routes available after GCSEs, along with additional information on each one, such as the level of study, entry requirements, duration of the course, and where it can lead.
- A [2-minute animation](#) showcasing and explaining each choice in a simple, dynamic and visual manner.

The Department for Education T Levels team has created a helpful [T Level Guide for Teachers and Careers Advisers](#), giving a comprehensive oversight of this exciting qualification.

Pathway options	
 <p>Example Post 16 Routes</p>	<p>A-Level Art and Design (Graphics) BTEC Art and Design <u>T Level Digital production, Design and Development</u> <u>T Level Design Surveying and Planning for Construction</u></p>
 <p><u>Degree Ideas</u></p>	<p>Graphic Design Creative Technology Video Game Design and Production Digital Design with placement Web Design</p>
 <p><u>Apprenticeship Ideas</u> <u>Download resource</u></p>	<p>Junior 2D Artist (Visual Effects) Digital Marketer and Graphic Design Apprentice Apprentice Graphic Designer and Developer Junior Content Producer / Graphic Design Apprentice Digital Assistant Apprentice</p>

Activity Ideas

1|



Encourage students to identify a job related to your subject that they will be doing in ten years' time and ask them to present the pathway they took to that role.

2|



Encourage students to research local options at 16/18 in pathways related to your subject that interest them.



Resources to highlight pathways from your subject

- [Download My Learning, My Future student facing presentation deck](#)
- [Download Where Can Art & Design Take You Poster by National Apprenticeship Service](#)
- [Discover Creative Careers: Bringing together careers information and opportunities from creative organisations in one explorable directory](#)

Example Key Sector Bodies:

- [Animation UK](#)
- [Arts Council](#)

Extension and Employer Engagement Opportunities linked to your subject

▶▶ Here is some inspiration to enhance student engagement in your subject:

Forum Talent Potential is a tried-and-tested CPD process that builds the capacity of teaching professionals to create meaningful learning experiences in partnership with local employers and equip young people for life beyond school. It helps fulfil Gatsby benchmarks for 'Good Career Guidance' and Ofsted requirements for a 'Rich Curriculum' and each child's 'Personal Development', contributing to school improvement strategies.

Case studies linked to your subject:

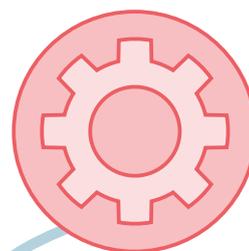
- [Forum Talent Potential Case Study KS3 Relevance of Creative Thinking to Essential Skills Graphic Design Task](#)
- [Forum Talent Potential Case Study \(KS4\): Showcase for year 11 Art & Design students at community contemporary art gallery.](#)

Extra-curricular Inspiration

Here is some inspiration to enhance student engagement in your subject:

- [GCSE Art & Design Free HE Unboxed: Fine Art \(2D/3D\) Loughborough University](#)

*NB – there may be costs associated with some of these resource inspiration ideas.



Employer engagement

You may wish to invite someone from the world of work in to support you in highlighting the relevance of your subject to careers. Use the below guidance to help you.

Key Questions	Guidance
<p>What are you are looking to achieve?</p> <p>Try and be as clear and purposeful as possible when framing an 'ask' of employers</p>	<p>What are the planned outcome(s)? i.e.</p> <ul style="list-style-type: none"> • For students and parents/carers to understand the relevance of your subject to careers. • To encourage students to consider pursuing your subject to GCSE level. • For students to have an insight into <u>key labour market information</u>.
<p>What benefits would there be to the employer for supporting?</p>	<p>For emotional reasons:</p> <ul style="list-style-type: none"> • Personal connection, e.g. they have family at the school or a relative works at the school or college. • History, e.g. they are an alumni of the school or college. • Locality, a local employer wants to give something back to the local area. <p>For commercial reasons:</p> <ul style="list-style-type: none"> • Skills shortages – to attract young people into their industry. • To help change perceptions of certain industries. • Corporate Social Responsibility (CSR) positioning – being seen to give something back.
<p>How to engage an employer?</p>	<p>Speak to your Careers Leader to access contacts that already exist in the school. Try:</p> <ul style="list-style-type: none"> • Staff networks (e.g. family, friends, Governors). • Student networks (parents, relatives). • Alumni network. • Supply chains (IT, Catering, Maintenance). • If your school or college has an Enterprise Adviser, they may have wider employer links or suggestions. • Social media appeal with a clear ask.
<p>Format</p>	<p>Articulate where, when and how the encounter will take place.</p> <p>Would you like someone to create a video/take part in a recorded Q&A or is this a physical invitation into a lesson?</p>
<p>Recording and Evaluation</p>	<p>How will you evaluate the session and get a temperature check of value from students and the employer?</p> <p>Remember to communicate activity and student register to Careers Leader as this supports Gatsby Benchmark 4 and potentially 5/6.</p>

Acknowledgements



With special thanks to the following organisations for their support and insight into developing the My Learning, My Future resources:

Amazing Apprenticeships

Animation UK

Arts Council

BBC Bitesize

Discover Creative Careers

Education & Employers, icould

Forum Talent Potential

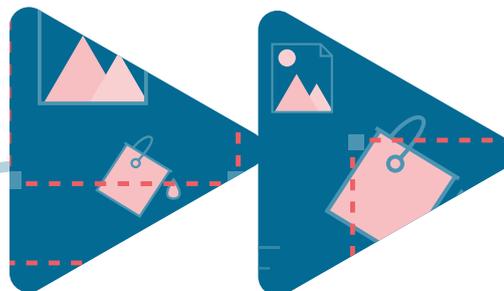
LMI for All

Loughborough University

National Careers Service

National Careers Week

Skills Builder Partnership



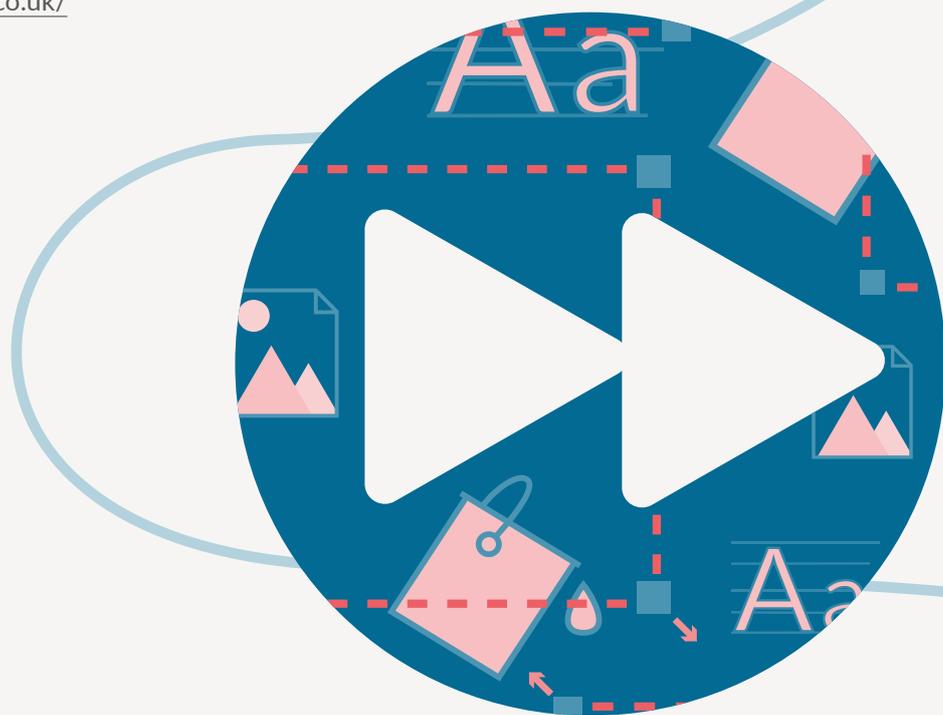
My Learning, My Future

If you have any questions about this guide,
contact us at:

education@careersandenterprise.co.uk

Access all resources at:

[resources.careersandenterprise.co.uk/
my-learning-my-future](https://resources.careersandenterprise.co.uk/my-learning-my-future)



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