

# Why study art, craft & design?

**STUDYING ART, CRAFT AND DESIGN PROVIDES ENTRY TO AN UNPRECEDENTED RANGE OF SPECIALISMS, SKILLS – BOTH TRADITIONAL & DIGITAL – AND CAREERS**



- seek creative solutions by using materials and techniques intelligently, imaginatively and experimentally;
- develop your knowledge and understanding of how art and design functions and is valued in diverse cultures and at different times;
- develop a sense of enquiry, an ability to take practical and intellectual risks, to make considered decisions;
- make qualitative aesthetic and cultural judgements;
- articulate your reasons for preference;
- engage with art, craft & design in the public sphere.

Creative industries are worth **£84.1bn** GVA



Creative industries employ over **2.8M** people



- ## THINKING
- creativity
  - critical thinking
  - problem-solving
  - communication
  - strategy

- ## WORKING
- research
  - collaboration
  - perseverance
  - self-direction

- ## SKILLS
- practical skills
  - design skills
  - presentation skills
  - digital coms

- ## EXPERIENCE
- citizenship
  - personal care
  - social responsibility