

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