



Discover Creative Careers Week

Lesson Plans and Resources

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Lesson plan: An introduction to the Creative Industries

This lesson is designed for secondary school students in years 9-11. It's designed to be approximately 70 minutes although it can be adapted.

Lesson objective: To be able to know, understand and evaluate roles within the creative industries.

Aim: To introduce students to the creative industries

Literacy: Role matching task to area, comprehension through video, using AI apps.

Numeracy: Analysis of statistics.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 3 - Addressing the needs of each pupil.
- Benchmark 4 - Linking curriculum learning to careers
- Benchmark 8 - Personal guidance

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Subsector Careers Matching Cards \(9-10\)](#)
- [Subsector Careers Matching Cards \(Yr 11\)](#)

Lesson plan: Focus on Architecture

This lesson is designed for secondary school students in years 7-13. It's designed to be approximately 60 minutes although it features extension tasks.

Lesson objective: To understand what a career in architecture may involve or look like

Aims:

- To understand the different jobs and day to day work of different architecture roles
- To identify key skills and knowledge required by architects to do their job
- To compare students' own skills and interests with those required for different roles within architecture

Curriculum Links:

- **Literacy:** Using professional terminology e.g., pitch in discussions. Using persuasive language and communicating ideas clearly and concisely.
- **Numeracy:** Contextualising statistics
- **Design:** Responding to a specification, designing an appropriate solution, and evaluating the final design.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 3 - Addressing the needs of each pupil.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Activity Worksheet](#)
- [Where I work film: shedkm](#)

Lesson plan: Focus on Archives

This lesson is designed for secondary school students in years 7 - 13, tasks can be adapted to suit different year groups. It's designed to be 60 minutes although it can be adapted.

Lesson objective: To understand what an archive is, develop awareness of potential roles within the sector and experience a simulated workplace-style challenge

Aims:

- To understand what an archive is and does
- To understand the range of different roles in an archive and what they might entail
- To 'try out' a workplace task and reflect on the skills needed

Literacy:

KS3 – Spoken English

- Using Standard English confidently in a range of formal and informal contexts, including classroom discussion
- Giving short speeches and presentations, expressing their own ideas and keeping to the point
- Participating in formal debates and structured discussions, summarising and/or building on what has been said

(Lesson plan continue on the next page)

Lesson plan: Focus on Archives

KS4 – Spoken English

- Listening to and building on the contributions of others, asking questions to clarify and inform, and challenging courteously when necessary
- Planning for different purposes and audiences, including selecting and organising information and ideas effectively and persuasively for formal spoken presentations and debates

Numeracy: Statistics

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Activity Worksheet](#)
- [Teacher Worksheet](#)
- [Additional Resources](#)

Lesson plan: Focus on Fashion and Textiles

This lesson is designed for secondary school students in years 7 - 13, tasks can be adapted to suit different year groups. It's designed to be 60 minutes although it can be adapted.

Lesson objective: Understanding the options for careers in Craft, Fashion & Textiles

Aims:

- Understanding the role of a Costume Designer.
- Understanding of your own skill set, how and where you learn these skills and how they aid in your career.

Curriculum links:

- This lesson plan links with various areas across the curriculum including literacy - reading, writing and communication for literacy, numeracy and ICT.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Activity Worksheets](#)
- [Additional Resources](#)

Lesson plan: Focus on Music

This lesson is designed for secondary school students in years 7 - 13, tasks can be adapted to suit different year groups. It's designed to be 60 minutes although it can be adapted.

Lesson objective: To be able to name music industry roles they hadn't heard of before. Be able to communicate types of activities and skills the music industry contains.

Aim: To improve understanding of – and interest in – variety of jobs and skills in the music industry. To empower young people who may want to work in music with inspiring role models, facts, and figures about tangible career choices.

Curriculum links:

- Literacy: Discussing words used in music industry
- Numeracy: Analysis of statistics. Comparing data sets. Looking at regional data.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 3 - Addressing the needs of each pupil.
- Benchmark 4 - Linking curriculum learning to careers
- Benchmark 8 - Personal guidance

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Additional Resources](#)

Lesson plan: Focus on Advertising & Marketing

This lesson is designed for secondary school students in years 7-13, tasks can be adapted to suit different year groups. It's designed to be 6-90 minutes depending on the number of tasks and age range.

Lesson objective: All students will understand what is meant when we talk about a 'brand', and 'advertising' and will be able to identify some popular brands by looking at partial logos. They will all know which entry-level roles are options for them in the advertising industry. Further details on the lesson objectives can be found in the plan.

Aim: To discover a wide range of roles in the advertising sector

Curriculum links:

- Literacy: Industry-specific terminology defined 'advertising', 'brand', 'branding', 'brief'
- Numeracy: Starting and potential salaries included—advertising industries statistics including the size of the industry and growth in the sector.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Glossary](#)
- [Student Worksheet](#)
- [Additional Resources](#)

Lesson plan: Finding a Role for you in the Creative Industries

This lesson is designed for secondary school students in years 9-11. It's designed to be approximately 70 minutes although it can be adapted.

Lesson objective: To be able to know and identify what your skills are.

Aim: To develop an awareness of roles you can do which will correlate to your skill base.

Literacy: Mind-map skills, reading role outlines and skills shortages.

Numeracy: Analysis of statistics.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers
- Benchmark 8 - Personal guidance

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Worksheet](#)

Lesson plan: Introduction to Freelancing

With over 32% of the workforce in the creative industries being self-employed compared to 16% of the total UK workforce, it's vital that those entering the jobs market understand what it takes to be a freelancer. This lesson plan and accompanying resources are packed full of information needed to understand what it takes to have a sustainable freelance career in the creative industries.

The lesson has been designed for years 9 - 11, it's a 2 hour or half day lesson and structured in the following four parts:

- What is freelancing?
- What does a freelance career look like?
- To freelance or not to freelance?
- How do you build a sustainable freelance career?

Lesson objective: To be able to know, understand and evaluate the benefits of being a freelancer within the creative industries

Aim: To introduce students to freelancing within the creative industries and understand the various steps involved to create a successful freelance career

(Lesson plan continue on the next page)

Lesson plan: Introduction to Freelancing (continued)

Literacy: Introduction of associated terminology, reading and understanding regular tasks and pros/cons through matchmaking, reading and understanding roles

Numeracy: Analysis of statistics, budgets and understanding accounting

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Activity Workbook](#)
- [Additional Resources](#)

Lesson plan: Focus on Craft

This lesson is designed for secondary school students in years 7-11. It's designed to be approximately 45 minutes although it can be adapted.

Lesson objective: To be aware of the different roles in the craft, fashion and textiles industry

Aim: To introduce students to the craft industry, to explore a creative studio and discuss sustainable innovation

Literacy: Comprehension - researching and interpreting information

Numeracy: Analysis of statistics

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 3 - Addressing the needs of each pupil.
- Benchmark 4 - Linking curriculum learning to careers
- Benchmark 8 - Personal guidance

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Worksheet](#)

Lesson plan: Focus on Museums, Galleries and Heritage

This lesson is designed for secondary school students in years 7-11. It's designed to be approximately 70 minutes although it can be adapted with extension activities.

Lesson objective: To demonstrate you can identify careers in museums, galleries and heritage

Aims:

- To bring the gallery curation experience to life by virtually discovering objects featuring in exhibitions at the V&A
- To experience and solve a workplace task

Literacy: Comprehension - reading and interpreting information

Numeracy: Statistics

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Worksheet](#)
- [Additional Resources](#)

Lesson plan: Focus on Performing Arts

This lesson is designed for secondary school students in years 9-11. It's designed to be approximately 70-80 minutes although it can be adapted to accommodate lesson timings.

Lesson objective: To demonstrate you can identify careers in performing arts

Aim: To virtually visit a workplace and to experience and solve a set design task

Literacy: Comprehension questions from a set video, moving roles into sub sectors or highlighting roles of interest with justification of why, Discover creative careers research, evaluation of A3 set designs.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Worksheet](#)
- [Additional Resources](#)

Lesson plan: Focus on Screen Industries

This lesson is designed for secondary school students in years 9-11. It's designed to be approximately 70 minutes although it can be adapted to suit your timetable.

Lesson objective: To demonstrate you can identify careers in film and TV and to understand how you can find more information on careers in film and TV

Aim: To virtually visit a workplace in order to experience the environment, using the 'first day on set' film

Literacy: Comprehension questions from a set video, moving roles into sub sectors or highlighting roles of interest with justification of why, Discover creative careers research, evaluation of A3 set designs.

Gatsby benchmarks:

- Benchmark 2 - Learning from career and labour market information.
- Benchmark 4 - Linking curriculum learning to careers

Resources:

- [Lesson Planner](#)
- [PowerPoint Slides](#)
- [Student Worksheet](#)
- [Additional Resources](#)

Video Resources

[All Video Resources](#)

[Screen - Film & Television](#)

[Music](#)

[Performing Arts, Literature & Publishing](#)

[Museums, Galleries & Heritage](#)

[Crafts, Fashion & Textiles](#)

[Gaming, XR & Animation](#)

[Advertising & Marketing](#)

[Architecture](#)

