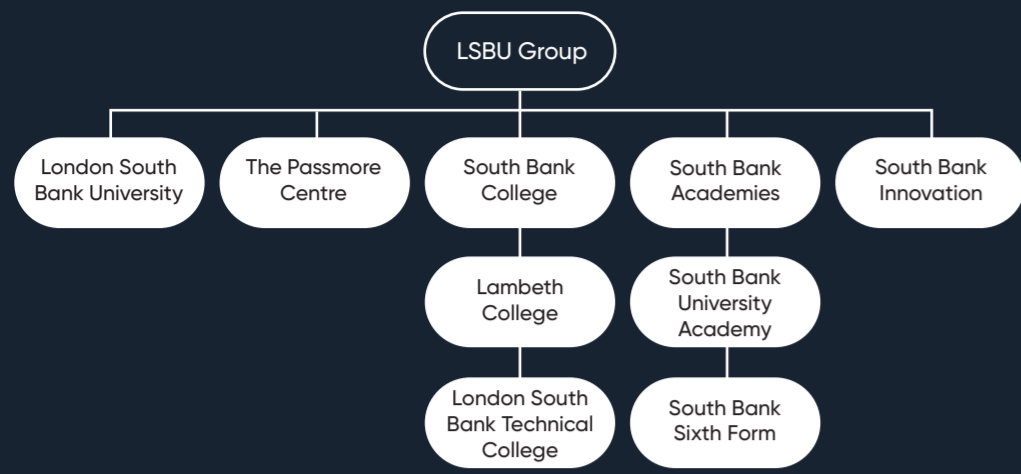


## Fit for the future, ready for the real world.

Our goal is to help you succeed, no matter what your age, background, or educational experience. We provide career focussed pathways across all levels, from Entry to Level 8, providing high quality education and sector specific learning to prepare you for your life beyond education and qualifications.



Joining LSBU Group gives our students unrivalled access to educational opportunities, advice and guidance as well as sought-after apprenticeships and work placements. Our students are guaranteed progression to both LSBTC and LSBU\*.

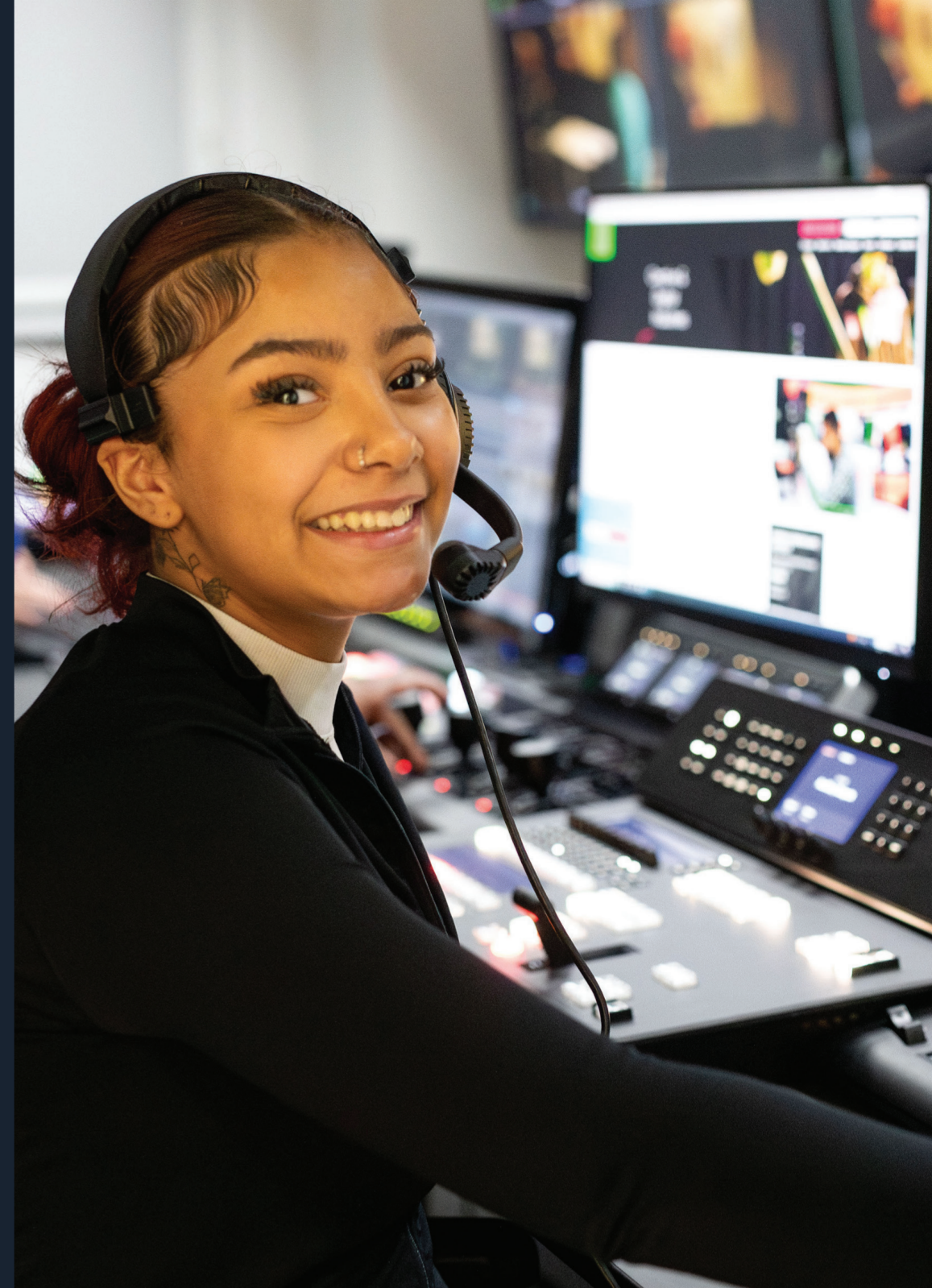
Whether your next destination is within LSBU Group or elsewhere, we are one of a handful of providers who offer students the opportunity to progress to one of our new Level 4 one-year courses. Successful completion of this enables our students to fast-track to year 2 of an LSBU degree, saving money as well as providing a standalone, qualification that employers recognise should you decide to leave your studies there.

\*after successful completion of a Group qualification that has a progression route

Part of **LSBU | GROUP**



**LSBU | GROUP**



# CREATIVE AND DIGITAL MEDIA

### Further information about careers in Information Technology can be found here:

- [www.careerpilot.org.uk](http://www.careerpilot.org.uk)
- [www.nationalcareers.service.gov.uk](http://www.nationalcareers.service.gov.uk)
- [www.startprofile.com](http://www.startprofile.com)
- [www.prospects.ac.uk](http://www.prospects.ac.uk)
- [www.careersmart.org.uk](http://www.careersmart.org.uk)
- esports:** [www.britisheports.org](http://www.britisheports.org)
- Advertising:** [www.ipa.co.uk](http://www.ipa.co.uk)
- Creative Industries (Film, Music, Games):** [www.bectu.org.uk](http://www.bectu.org.uk)
- Photography:** [www.the-aop.org](http://www.the-aop.org)

Places on Creative and Digital Media courses, at all levels, are highly sought-after every year. If you believe this is the career pathway for you, but you lack hands-on experience, then we advise you to seek a placement prior to applying.

### The following websites are a great place to start:

- [www.apprenticeshipguide.co.uk/apprenticeship-by-industry-sector/creative-media-and-the-arts](http://www.apprenticeshipguide.co.uk/apprenticeship-by-industry-sector/creative-media-and-the-arts)
- [www.discovercreative.careers](http://www.discovercreative.careers)
- [www.targetjobs.co.uk/graduate-jobs/media-journalism](http://www.targetjobs.co.uk/graduate-jobs/media-journalism)
- [www.targetjobs.co.uk/graduate-jobs/creative-arts-design](http://www.targetjobs.co.uk/graduate-jobs/creative-arts-design)
- [www.screenskills.com/careers/job-profiles](http://www.screenskills.com/careers/job-profiles)
- [www.thecreativeindustries.co.uk/partners/creative-and-cultural-skills](http://www.thecreativeindustries.co.uk/partners/creative-and-cultural-skills)
- [www.britisheports.org/advice-and-information/careers-in-esports](http://www.britisheports.org/advice-and-information/careers-in-esports)



## The Need for Creative and Digital Media Roles

If you're looking for a career that blends creativity with technology, then Creative and Digital Media offers a wealth of opportunities to make the most of your personal strengths, pursue your creative passions, and unlock your future potential.

Of all creative businesses, **34%** are located in London, and **61.9%** in the greater South East (London, South East and East of England).

According to The Association for UK Interactive Entertainment (UKIE), the UK games industry alone has over **2,000** games businesses supporting in excess of **73,000** jobs.

The UK film industry supported approximately **85,000** – **87,000** jobs, of which **75%** worked in movie production and distribution.

Employment in the music industry rose to **147,000** jobs since 2021, and up by **15%** increase on the jobs in 2020.

## An Introduction to Creative and Digital Media

The Creative and Digital Media industry is a dynamic force of innovation and opportunity, shaping not just what we consume but how we experience it. From photography and film to esports, advertising, games, and sound design, it blends creativity with technology across every medium. "At its core, digital entertainment is driven by film, music and video games, which together support over 305,000 jobs across the UK." Over the past decade, these sectors have seen remarkable growth in video game sales, which rose from £1bn in 2012 to £4.57bn in 2026, film from £443m to £4.21bn, and music from £461m to £1.8bn. As digital platforms continue to expand, so do the career opportunities – making this an exciting space to shape culture, spark innovation, and build a future.



Studying Editing and Post Production at LSBU felt like the perfect next step for me because it aligned so closely with where I wanted to take my career. I realised my real passion was editing and shaping stories through post-production. One of the most valuable parts of the course has been the practical industry support. Through a placement organised by the course leader, I secured my first job in the UK while still studying.

**Alin P**  
MA Editing and Post Production  
LSBU



## Is Creative and Digital Media the Right Pathway for You?

Gaining relevant qualifications and undertaking voluntary placements can equip you with the technical expertise needed for a career in Creative and Digital Media. However, success in this fast-paced sector also depends on a strong set of personal and transferable skills. These include excellent communication and teamwork, self-motivation, and the ability to meet deadlines independently. You'll need to solve problems calmly under pressure, manage time effectively, and pay close attention to detail while following creative briefs. Strong technical proficiency across both digital and traditional tools is essential, along with adaptability, resilience, and a willingness to learn new software and technologies. A passion for creativity, an understanding of industry trends, and the ability to engage with diverse audiences will help you thrive in this evolving field.

"Our brand new Digital Media and Creative suites are purpose built to be at the forefront of technology, supporting students to excel in their chosen field"

Laura Kavanagh, Director LSBTC (STEAM Pathways)



"The thing I liked most about my course was the emphasis on actually creating games for our portfolio and the number of modules/game jams, available to do so."

Isabel Elia  
Game Design Development  
BA (Hons)

## Careers in Creative and Digital Media

Many careers in Creative and Digital Media are accessible without a degree, with employers often valuing creativity and hands-on experience as much as formal qualifications. However, highly technical roles such as video game development and film editing typically require a university degree. As of 2026, 74% of the creative workforce hold a Level 4 qualification or higher, compared to 46% across the wider economy, with the figure rising to 81% in the video games sector. There are still excellent opportunities for those entering with lower-level qualifications, especially when paired with strong personal skills and real-world experience. The UK creative industries now support 2.4 million jobs, including permanent and self-employed roles across film, TV, music, performing arts, and digital services.

### There are plenty of opportunities open to you. Here are just a few ideas:

- Advertising Art Director
- Camera Operator
- Creative Director
- Esports Coach
- Esport Athlete
- Esports Event Organiser
- Film Director
- Film/Video Editor
- Floor Manager
- Games Artist
- Games Designer
- Lighting Technician (Gaffer)
- Photographer
- Photojournalist (Press Photographer)
- Producer
- Production Designer
- Production Runner
- Professional Gamer
- Video Game Producer
- Video Game Tester
- Videographer
- Web Designer

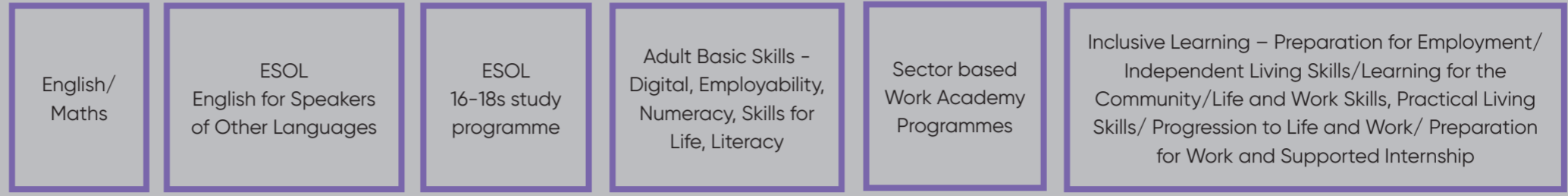
There is huge variation in esports Coach salaries, with most non-athlete salaries falling anywhere between **£27-£33k**. For example, NLC coaching monthly rates (the top level of UK League of Legends) varies widely with top teams offering **£1,000 to £2,000**, while the average wage for an esports Event Organiser is around **£28k p.a.**; as many Floor Managers work on a freelance basis, day rates can range from around **£120 to £400**, while salaries in permanent positions tend to start at around **£21k**, rising to **£45k** for senior television floor manager roles; Games Artists and Designers annual salaries start at around **£30k to £37k**, while lead artists and senior designers can earn from **£52k to £65k+**.

# CREATIVE AND DIGITAL MEDIA



## ENTRY LEVEL

Award, Certificate (ELC), Diploma  
English for speakers of Other languages (ESOL)  
Essential skills  
Functional skills  
Skills for Life



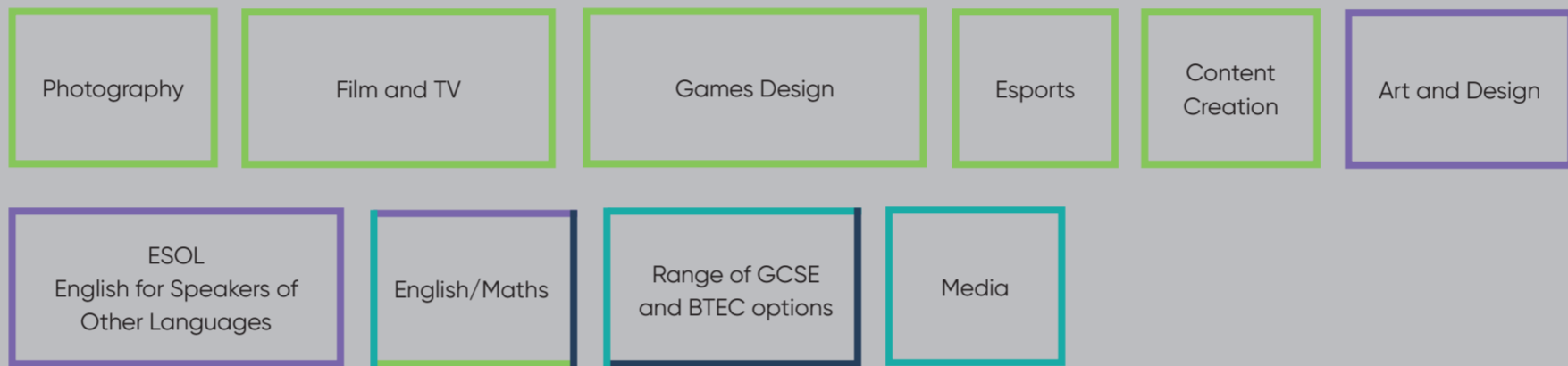
## LEVEL 1

First Certificate, Award, Certificate, Diploma, ESOL  
Essential skills  
Functional skills  
National vocational qualification (NVQ)



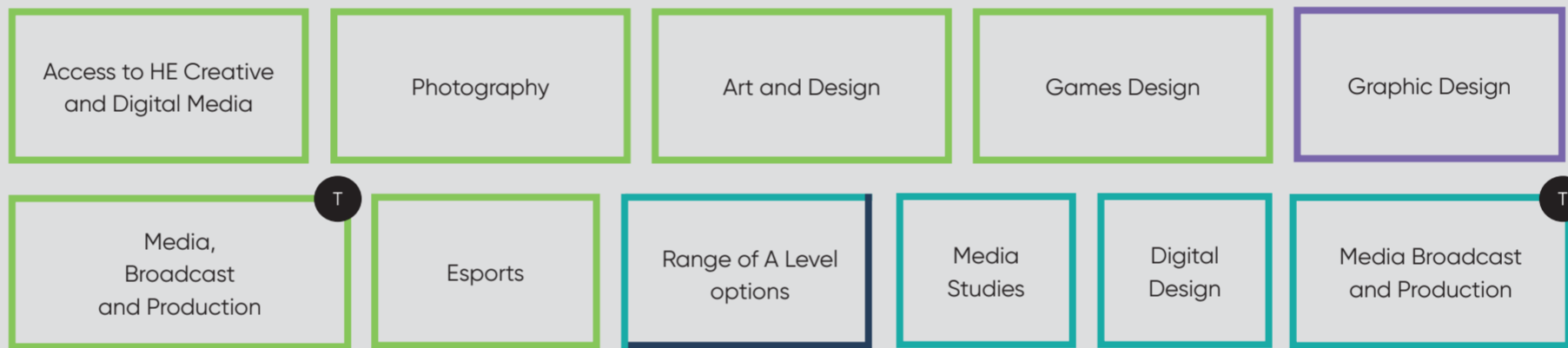
## LEVEL 2

Intermediate Apprenticeship, Award, Certificate, Diploma, ESOL  
Essential skills  
Functional skills  
GCSE  
NVQ



## LEVEL 3

Access to HE Diploma  
Advanced Apprenticeship  
Applied General  
A Level  
Award, Certificate, Diploma, ESOL  
NVQ  
T Level



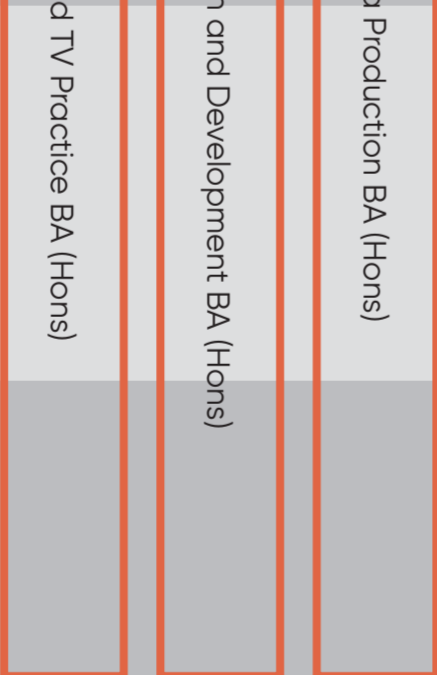
## LEVEL 4

CertHE  
Higher Apprenticeship  
HNC  
Award, Certificate, Diploma  
NVQ



## LEVEL 5

DipHE  
Foundation Degree  
HND  
Award, Certificate, Diploma  
NVQ



## LEVEL 6

Degree Apprenticeship  
Degree (with or without Honours)  
Graduate Certificate/Diploma  
Award, Certificate, Diploma  
NVQ



## LEVEL 7

Integrated Master's Degree  
Award, Certificate, Diploma, NVQ, Master's Degree  
Postgraduate Certificate / Diploma  
Postgraduate Certificate in Education (PGCE)

## LEVEL 8

Doctorate (PhD or DPhil)  
Award, Certificate, Diploma