



## **Creative pros prepared to make huge sacrifices to further their careers**

*Creative Futures report from Escape Studios highlights the lengths creative professionals will go to, to achieve their ambitions*

- 69 per cent would self fund their own training
- 53 per cent would be prepared to take a £5k pay cut if it led to greater career opportunities

**London, 30<sup>th</sup> June 2011:** People working in the creative industries are prepared to pay out of their own pockets for more training if it helps them get ahead, according to a report launched today. The Creative Futures report, from CG training academy Escape Studios, found that 69 per cent of those working in creative industries would be prepared to self fund their own training if it led to better career opportunities.

Spending their own money wasn't the only sacrifice creatives were prepared to make in order to get ahead – 53 per cent of those surveyed said they would be prepared to take a £5,000 pay cut if it were to lead to greater career opportunities.

Dominic Davenport, CEO and Founder of Escape Studios, said “The creative sector isn't known for the quality of its on-the-job training, so it's largely down to individuals to keep their skills up to date. However, the important thing is that creatives shouldn't feel pigeon-holed into a particular job or career path – if you have a keen artistic eye and an interest in technology you can build a really successful career in a fast-moving sector like computer graphics. Big career changes aren't without their risks, but the easier it is to balance retraining with one's existing job through evening and online courses, and the greater the likelihood of landing that dream job right after finishing, the easier it will be to make those life-changing choices.”

The report, which surveyed 250 individuals working in the creative industries, including the arts, design, film, media and publishing, found that professionals were

more likely to look to self-fund their own training on-the-job than embark on full-time training. More than half (57 per cent) have considered changing careers, given the current economic uncertainty – an indication that a significant proportion believe they have reached the end of their current career path and need to re-skill in order to progress.

Tom Baskaya, a former graphic designer now working at post production house Framestore said “I became disillusioned after Art College, trying to get my career as a designer off the ground. It was the classic catch 22 of needing experience to gain employment. I considered a move into visual effects after speaking to some people already in the industry, it was intriguing but seemed such a specialism and difficult to break in to. After some research, I took a leap of faith and invested in the Compositing course at Escape. It turned out to be the single most important move I have made in my career. Once in employment as a VFX artist I found myself using skills I had acquired as an illustrator/designer. However it was the course at Escape that gave me the confidence and technical know-how to tackle 'live' shots as well as operate the necessary software.”

According to the survey, a significant number believe that a lack of training opportunities in their current job was actually doing them damage professionally. 43 per cent of survey respondents agreed that lack of training was holding back their careers.

Saint John Walker, computer games animation and facilities manager at Skillset, said “The creative industries are a major economic force in the UK, but continued growth depends on access to a mixed economy of opportunities to keep skills up to date. That means having quality training courses that people can choose when it suits them – not everyone can stop working full time, or travel to a venue, so courses like Skillset’s Build Your Own MA or Escape Studios’ fleet of courses that allow people to study online or outside the 9 till 5, can give people the chance to better their skills without missing out on earning. At Skillset we’re committed to doing everything we can to ensure that the learner is given the widest choice of training, and Escape is very much part of the spectrum of quality provision.”

Alex Hope, MD at Double Negative, echoed this, saying “The 'NextGen report highlighted skills gap in the VFX and Games Industries and show that these skills are in demand, in the wider hi-tech and creative industries. At DNeg we are firm

believers in giving our artists the opportunities to train and develop their skills through programs we offer in-house. We welcome any initiatives from organisations such as Escape to develop courses that allow artists in the industry, and those coming into the industry, the opportunity to continue to develop their skills."

The Creative Futures report is available for download from [www.escapestudios.co.uk/creativefutures](http://www.escapestudios.co.uk/creativefutures). For more details and information on Escape Studios' range of evening and online courses, please visit [www.escapestudios.co.uk/computer-graphics-courses/](http://www.escapestudios.co.uk/computer-graphics-courses/).

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### **Note to Editors**

250 people working in creative jobs were surveyed by Opinion Matters on behalf of Escape Studios in May 2011. Industries covered include:

- Advertising/marketing
- Arts
- Publishing
- Journalism
- Design
- Broadcasting/production/communications
- Media and entertainment

### **About Escape Studios**

Escape is one of the most successful and well-respected CG academies in the world. We're the proving ground for a new generation of computer graphics stars breaking into film, TV, games and commercials. We're a vibrant community of professional artists. We're a unique outsourcing resource for leading CG studios. We're a specialist creative recruitment agency for entertainment, advertising, architecture and manufacturing businesses. We're an authority on all things CG, offering informed opinions on cutting-edge creative, commercial and political issues. We're host of the acclaimed CG awards. We're a specialist IT consultancy and technology store. We are all of these things. We are CG. We are Escape Studios. For further information, please visit [www.escapestudios.co.uk](http://www.escapestudios.co.uk)