



Economic worries driving creative career changes

New findings from the Creative Futures report point to creative professionals making major changes to get ahead in their careers

- 57 per cent of creative professionals agree that the economic climate has caused them to consider a career change
- Over a third would consider giving up work altogether to improve their skills

London, UK, 15th August 2011: At a time when many people are more concerned with holding onto the jobs they have, creative professionals are aware they cannot afford to stand still when it comes to their careers. According to Escape Studios' Creative Futures report, 57 per cent of creative pros agree that the economic climate has caused them to consider a career change.

The report, commissioned by the computer graphics academy, surveyed professionals in the creative industries. Not only are they prepared to consider career changes, but it appears that many are focused on improving their skills, even if it means giving up work. Over a third (38 per cent) of those surveyed agreed they would consider giving up work to further their skills.

When it came to how they would study, half of the respondents felt that short courses of between one and three months on new technologies and techniques were most important in developing their careers. Online training was also seen as key by a significant minority (40 per cent), suggesting that creative pros are looking for flexibility in how and when they study.

Dominic Davenport, CEO and founder of Escape Studios, said "The first Creative Future results showed that creative professionals were prepared to take pay cuts and self fund their own training if it meant career progression. These new results underline how important the right career, and the right skills are, no matter what is happening in the economy. There is a tendency when times are tough to accept unhappy compromises in our careers, but this isn't

the case with the majority of creative pros, who understand the importance of improving their skills, and have the chance to do so in a number of different ways.”

Robin Shenfield, Chief Executive Officer of VFX Studio The Mill, said “We have a number of artists who started out in other industries who have moved to working in visual effects. They knew that breaking into a new industry was tough, but by learning new skills they were able to make the transition and get the career they wanted. As employers in a fast-paced industry, we need to ensure we have a steady stream of new talent coming in, whether its graduates or career-changers moving from other sectors, therefore it is important that we have access to the right training so that all our employees can keep their skills fresh and up to date.”

The Creative Futures report is available for download from 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/.

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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