



CIGN

CREATIVE INDUSTRIES GLOBAL NETWORK



Partner Institutions



Artevelde University College Ghent, Belgium



Stuttgart Media University, Germany



Linköping University, Sweden



Ryerson University, Canada



University of the West of Scotland, UK

Identification of skills gaps in cross-media design and production in the creative industries at EU-level

Introduction

1. CIGN is a pan-European network for curricular development for the Creative Industries and will identify sectorial skills gaps, develop curricula to address these, and create opportunities for future employment to evolve during and after the proposed project.
2. Skills identification in the industry and the educational system is nothing new.
3. Over the last decade, it gained enormous momentum in light of structural changes that rocked the economy of the European Union.
4. The transition from the industrial to the digital era required the reskilling of people in Europe.

Context

1. This is true for all economic sectors but especially for the domain of information and communication technology. This should be no surprise given technological innovations and their insinuation into changing consumer preferences.
2. In fact, new functional and professional profiles are often already (long) in existence before they are formally defined by official bodies established to document and describe the skills of these new profiles
3. Driven by these changes, completely new industries have arisen (such as computer games and web design), and traditional consumer industries have been forced to redesign and repackage their offerings to suit consumers' desires.
4. This CIGN report on the process of identifying new skills evaluated the increasingly vital link between shifting technological trends, labour market activity and the skills demands.

Context

1. The digitalisation of communication and the emergence of the Internet furthered the convergence of freestanding media (radio, television and print) that once stood alone. Recently, various economic sectors, concerned with creation or exploitation of knowledge and information, saw fit to group and adopt a new name, the ‘creative industries’ or ‘creative and digital industries’. Also organizations, companies and institutions active in the field of cross media design and production increasingly adopted this new appellation and approach.
2. The Creative Industries are knowledge and labour intensive and foster innovation, so the sector is perceived to have a huge but largely untapped potential for generation of employment and export expansion.

Context

- Higher Education Institutions (HEI) need to be conscious of new skills portfolios in order to shape educational programmes and ensure that graduates are ‘future proof’.
- This report aims to gather the most relevant findings of these reports and will pay special attention to the context of partner countries of the Creative Industries Global Network (CIGN) project.
- The availability of reliable and sufficient intelligence for decision-making on the appropriate skills remains crucial and can help the European HEI sector to develop future curricula.
- the report describes the transformation of the skills portfolio as the media design and production sector evolved into the creative industries.
- To do this, the report gave special attention to the latest and most relevant EU-policy and research papers related to media design and production.

Major findings and conclusions

- Creativity is increasingly perceived as a strategic driver for economic growth and a real asset for improving competitiveness in a knowledge-based economy.
- **The impact of the economic crisis and subsequent recession has been severe and the future for the labour market in Europe remains quite uncertain.**
- **Today, even after years of recession, it is clear that it is not possible to predict the future precisely. Despite this, many broad trends continue, in particular the shift towards a more knowledge-based, automated and service-oriented economy.**

Major findings and conclusions

- This report describes the transformation of the skills portfolio as this sector evolved into the creative industries. Generally speaking, the growing importance of more generic competences were repeatedly highlighted. These include flexibility, entrepreneurship, personal and professional autonomy, and a willingness to attain continued professionalization.
- Sectorial and technological change will have significant implications for skills. But it is not all in favour of high-level skills; a demand for lower technical skills levels remains in areas where it is not possible to automate and where artisanal production methods exist.

Major findings and conclusions

- Today, Diversity still rules when it comes to skills forecast in the various countries, but all have one common objective: to improve the match between labour demand and supply.
- There is, however, a growing demand and petition to deliver comparable data on future (skills) challenges across Europe. The EU is speeding up efforts to come to a more standardized, structural and uniform approach through the establishment of (trans)national councils.
- The implementation of the EU's policy recommendations and action plans remains the most difficult point. There are a number of European Commission's programs. This will help a lot but is clearly not sufficient to deal with the challenges lying ahead.

Major findings and conclusions

- As HEIs and other training institutions are gearing up to better respond to the skills demands from industry and to the personal preference of students for new media applications, the supply of formal qualifications is also rising rapidly.
- Notwithstanding this, the development of new training programmes takes time and resources. But when the available qualifications lag too far behind, companies react quickly and take the lead in developing further training of their staff themselves.
- Professional development through on the job-training and on-line learning might provide an adequate answer to the former.
- But education is not just only about employment and jobs, it is also about people taking their lives in their own hands and shaping their future.