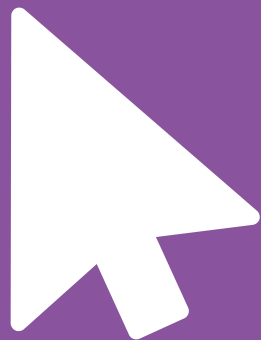


ncfe.

a world (wide web) of possibilities.



Working in interactive media will mean working in a fast paced and technical environment, using your knowledge to bring different ideas to life through interactive communication products. This is a growing industry that's always changing with new improvements and technology advancements.

CAREER CARD
Interactive Media

v.certs

Sectors to explore

An understanding of interactive media will help you open many doors in a variety of different sectors and job roles. Here are just a few to get you started:

Web design

You may start off with sketches or storyboards to give your clients an idea of the end product. Web Designers may need graphic design experience, an understanding of coding or be able to implement Search Engine Optimization (SEO) tools so your (or your client's) website features highly in Google searches and gets more views or traffic.

Digital marketing

Digital Marketers use the communication streams that have been gained by our increased reliance on the internet. This includes email, social media, websites and more, Digital Marketers use technology to market services and products to customers.

Gaming

Bringing images to life using computer design suites and video editing skills are used by Game Designers to bring a story to life. You could also be part of the team of Developers who use code to create the moving pictures and images.

IT

The IT team are hugely important to most businesses as we rely so much on computers to allow us to complete our work each day. Your role might include supporting colleagues and fixing bugs, or designing an entirely new platform to make the business run more efficiently.

V Certs to consider include:

- **Level 1 Technical Award** in Interactive Media
- **Level 2 Technical Award** in Interactive Media

Routes to success

If you choose to study interactive media, there are a number of routes you can take to further your career such as:

• Further study at university or college

You could choose to broaden your knowledge of design with a degree in Interactive Media or a degree in Computer Science. You could also look at a Level 3 qualification or Diploma at college.

• Apprenticeships

You'll be working to a set programme of learning whilst earning money as an apprentice. This will provide you with a structured training period with a solid foundation of knowledge from which to progress in this sector.

• Entry level roles

An entry level role will give you the chance to work your way up through a business whilst finding your feet, often supporting the business and its day-to-day running.

Where next?

We understand the amount of information out there can be daunting. To help, we've included a small collection of useful websites for you to visit:

The National Careers Service website offers an overview of many different careers. It's a great starting point to help you take your first step towards planning your career. www.nationalcareersservice.direct.gov.uk

All About Careers includes really useful information about specific career opportunities. You can also take a career 'test' which will give you ideas about industries you might want to explore further based on your answers. www.allaboutcareers.com

The National Apprenticeship Service offers information about what apprenticeships are and how they work. It's particularly useful as a general introduction and to help you and your parents understand the opportunities an apprenticeship offers. www.getingofar.gov.uk

Not Going to Uni is a website that aims to offer a full range of options and choices if you feel that university is not the route for you. www.notgoingtouni.co.uk

Which University? is a website that can help you decide what to study, where to study and how to get there. www.university.which.co.uk

REED Salary Checker can help if you're curious about what your earning potential could be in your chosen career. www.reed.co.uk/average-salary