

Changemakers – Creativity and Values Creation (ADPA5002)

**Creating Awareness of the
Different Job Roles Within the
Theatre Industries for
Children in Schools**

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Summary of Problem

Throughout my education I became aware that my skills lied more with my creative subjects rather than my academic subjects. However, I grow up with people that enhanced the stigma that people that had more of a creative talent would struggle to find a job that could accommodate their creative skillset.

This is why I have produced the idea to go into schools and teach pupils about the different job roles that are available to explore within the film and theatre industry. I would aim to target students that are in years eight and nine because they would be choosing their GCSE subjects, and having the knowledge that there are jobs in a creative industry may aid them in choosing subjects that suits their talents.

For my primary research I am going to be conducting a feasibility study. To do this I am going to create a questionnaire of the critical aspects that are required for my plan to succeed. I am going to be sending the questionnaire to a range of people from all different industries, ages, and abilities, to receive a broad collection of responses. I am also planning to conduct focus groups and get people's opinions of whether they would agree with my proposal or not.

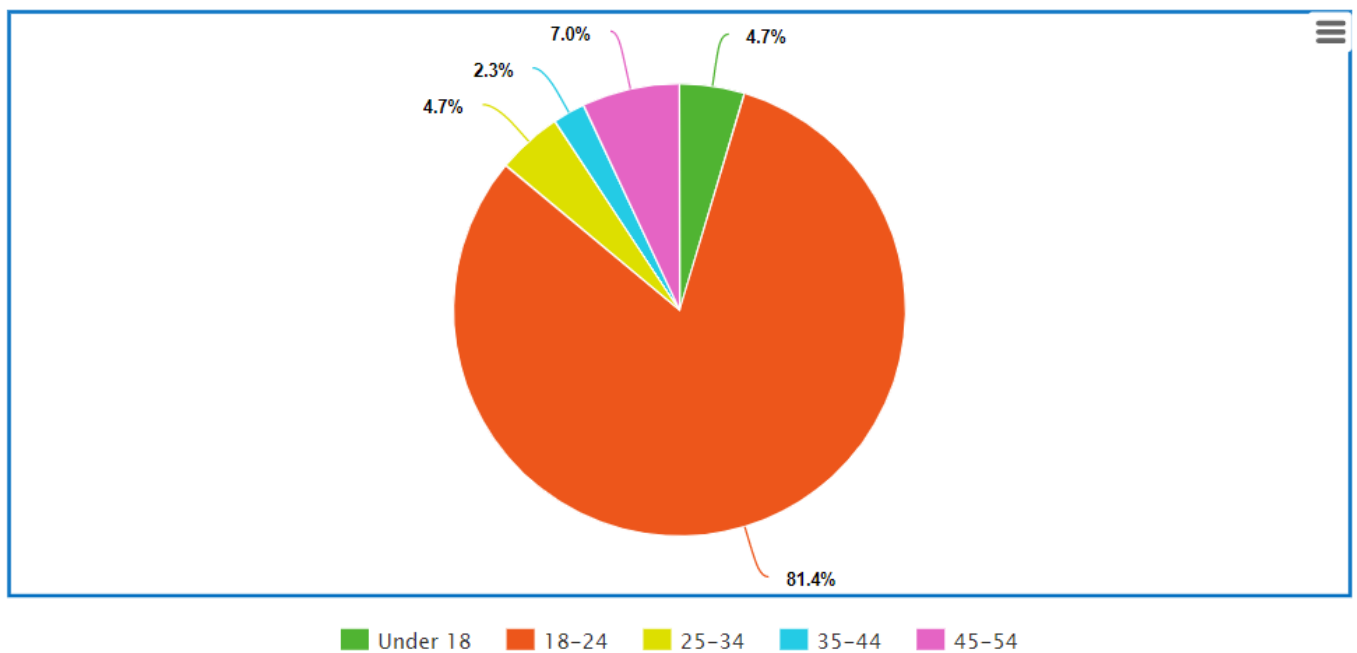
For my secondary research I am planning of visiting different university websites and find out how many courses are available that teach people about the different job roles within the industry. I am also planning to look at various places that may have already started a company with a similar goal to mind.

I am also planning to do an elevator pitch to some industry professionals and will get feedback about what they think about the proposal.

Primary research

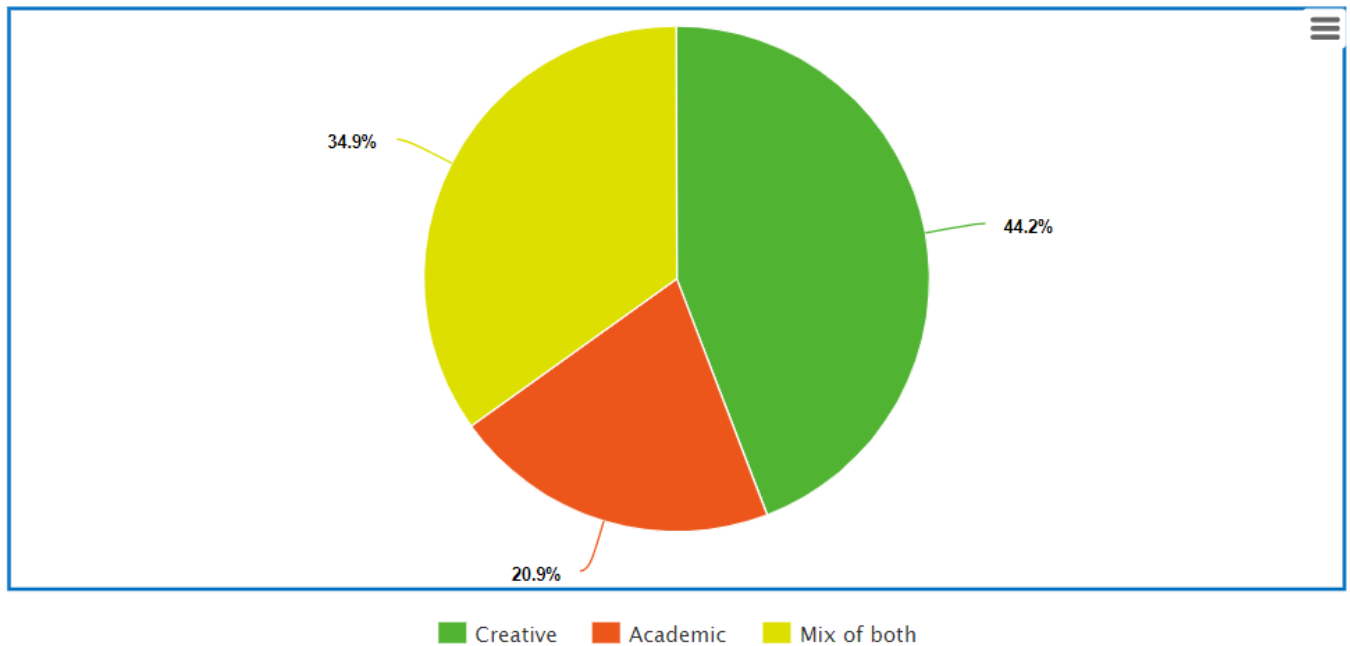
I have previously conducted focus groups to see if people like the idea of creating awareness of job roles within the film and theatre industry and the results had been positive. However, the people that attended these focus groups were already studying or were actively working in the creative industry and I wanted some input from an outside source. This would allow a broader perspective on the proposal. I think that would prove valuable because some people may not have any interest in the film and theatre industry and getting their opinion on whether pupils should be taught about it would be of help.

How old are you?



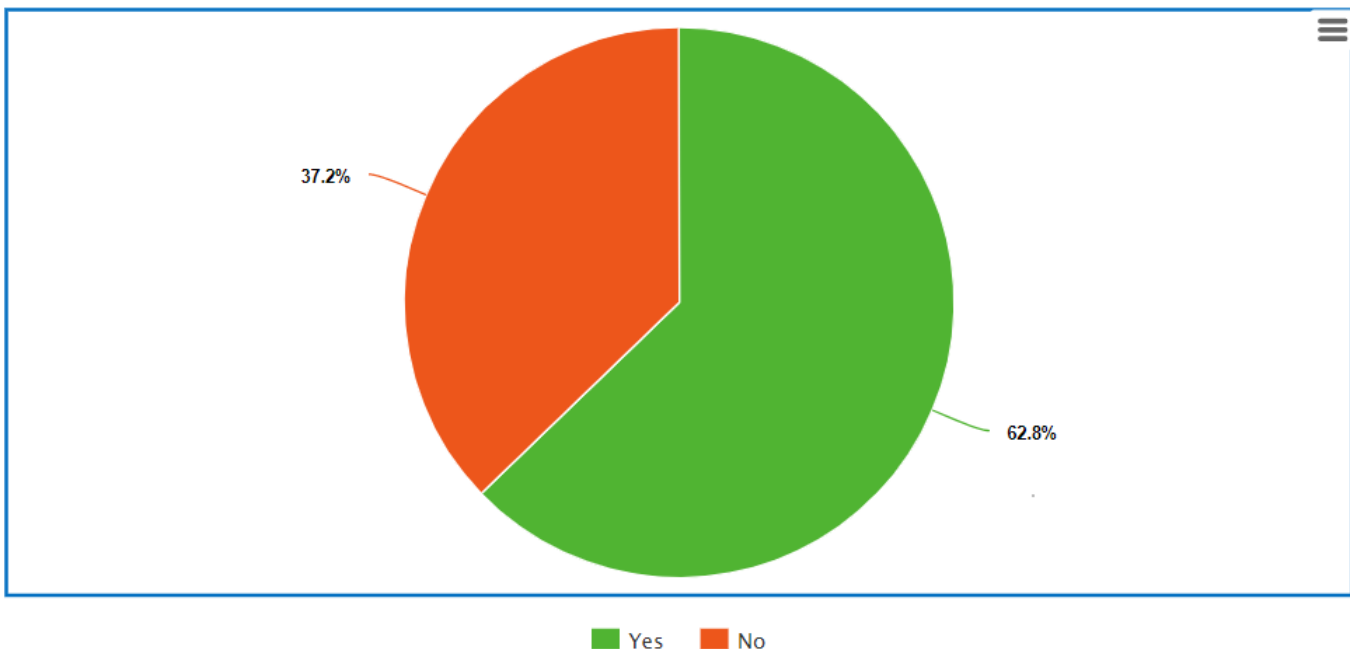
This is a graph showing the age demographic of the respondents for my personal investigation. I personally would have liked a wider range of ages however that was not possible due to the lack of responses. Typically, people within the age range of 18-24 are still trying to figure out what they would like to do as a job. Therefore, their input is extremely helpful because they can think about what they believe would help them to make that decision about their life at this moment in time. The ages 25 and up have mostly already chosen the career they would like to pursue and can reflect of if being educated on the job roles would have helped them. Then the under 18s are helpful because they are the ones that would let me know if they would like to learn about the industry within a school environment.

Do you consider yourself more creative or academic?



This is a graph to show whether the respondents to my questionnaire believed they were more academically inclined, more creative or an equal mix of both. As you can see there is a nice range of people with different abilities. This is important for my study because I hypothesise that the people with the creative skillset will be very accepting of this proposal, but I am not sure about how with a more academic background will think.

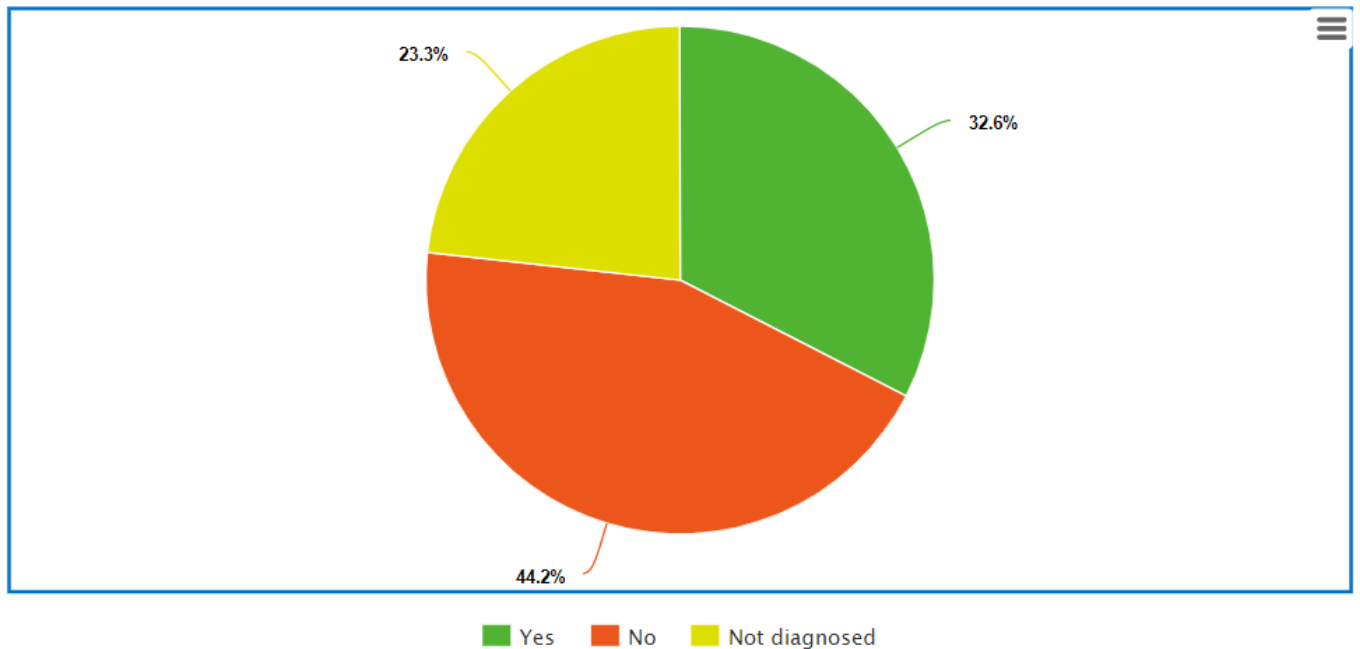
Do you consider yourself to be in a creative industry?



This graph is to show the percentage of respondents that think they are in a creative industry or not. As you can see there are more people that consider themselves to be in a creative industry than an academic one, but it is still a nice range of people. If I were to only send this questionnaire to people

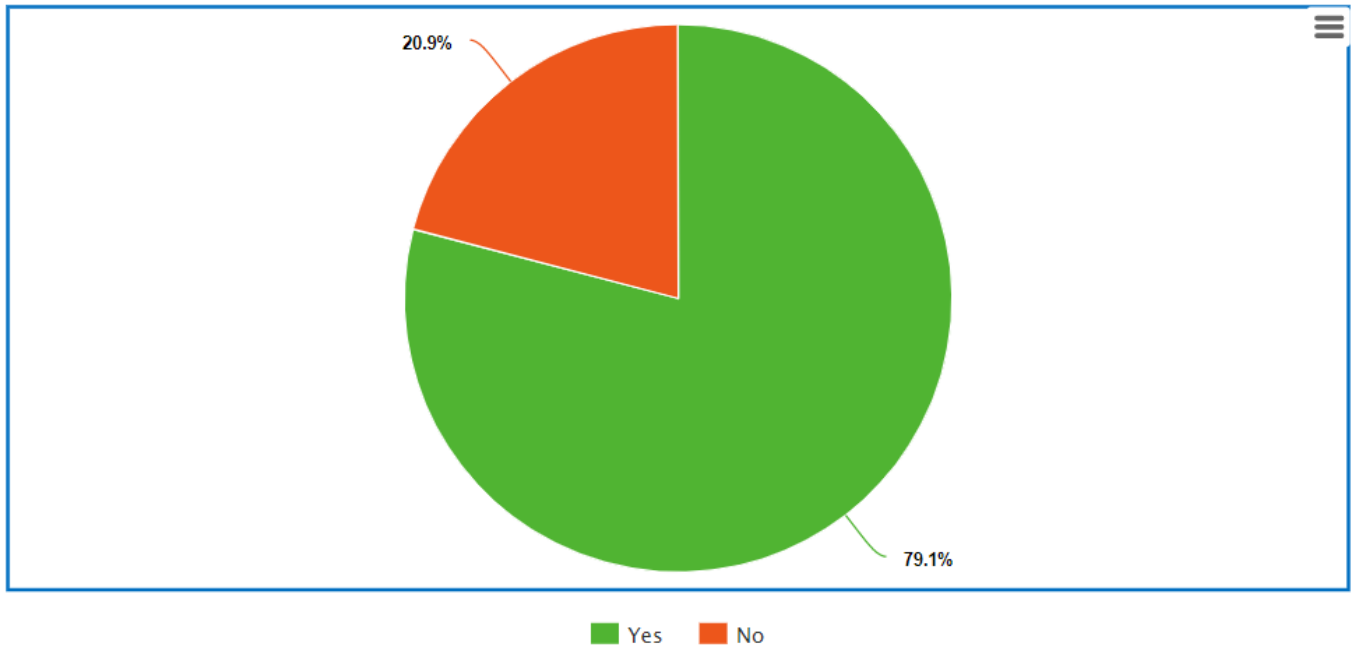
from a creative background it would leave room for the argument that this project will not benefit people that are more academically inclined.

Have you been diagnosed with a disability that could affect your education? (Example: dyslexia, ADHD, autism...)



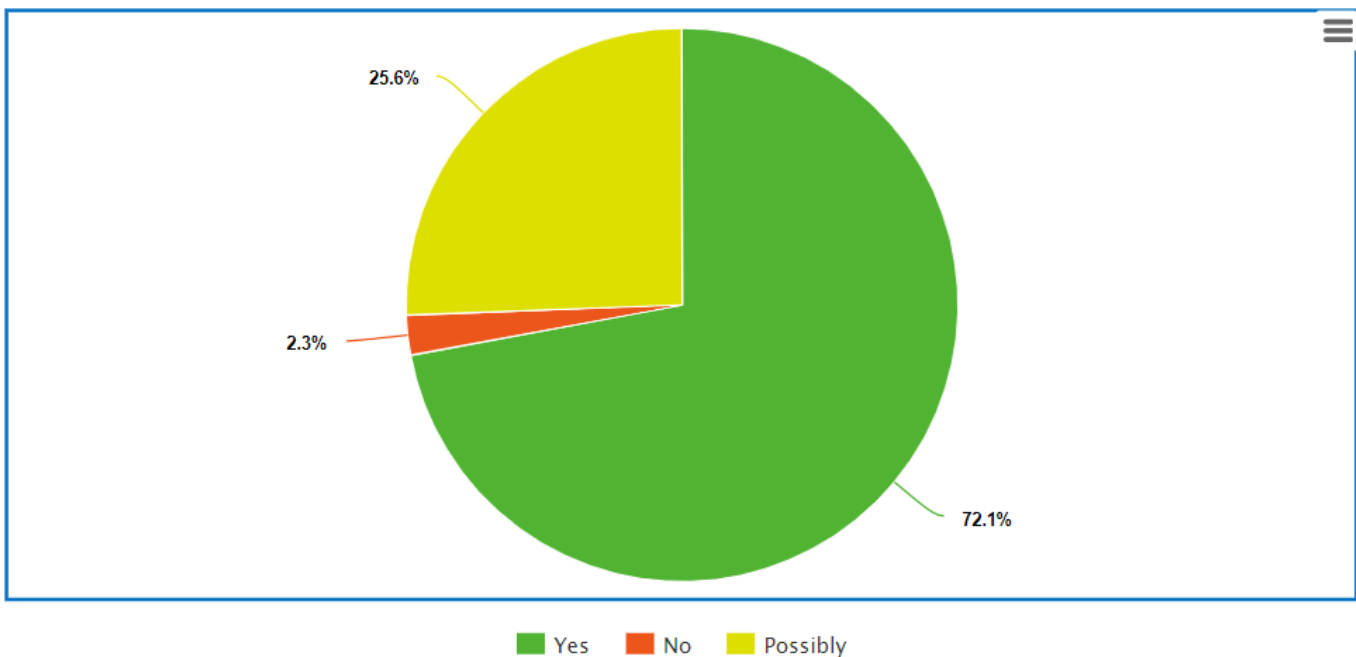
This is a graph that shows the percentages of people who have been diagnosed with a disability, such as dyslexia or ADHD, that could affect their education. I wanted to ask this question because I wanted to see how if I had reached a versatile group of people. I also wanted to see if there was a link between people that chose to be in a creative industry and having a disability that affected their academic subjects. However, I did not have enough responses to have a reliable conclusion for this particular project, but it is still something I would like to explore.

Do you think there is a stigma around people becoming employable if they excel creatively rather than academically?



In my questionnaire I asked people if they think there is a stigma around people becoming employable if they excel creatively rather than academically. This is a graph to show what the respondents views where. This is an especially important question because this is the reason, I had decided to create this proposal and I wanted to see if others have had a similar experience to me. As you can see from the results they have.

Do you think that spreading awareness of different job roles within the theatre and film industry would help those creative people find a job that suits them?



I asked people do they think that spreading awareness of different job roles within the theatre and film industry would help those creative people find a job that suits them. Only 2.3% of people

thought that creating awareness of different job roles within the industry would not benefit people in making decisions about their future careers. This just further proves that more people would support my proposal than those who would deny it.

This also means that even people with a more academic skillset would benefit from learning about the industry itself even if they do not plan to have a career in it themselves.

Secondary research

According to the hot courses abroad website, there are 16 institutions offering set design courses at an undergraduate level. According to the website what uni there are 66 university's offering 125 courses in acting at an undergraduate level and according to the AECC website there are over 145 institutions offering a film course. Even with all these courses there is very little awareness made about the different job roles. I couldn't find an institution that taught children about the film and theatre industry without it being based on a specific role. For example, there are lots of different institutions that focus on acting, such as stagecoach performing arts, Helen O'Grady Childrens Drama Academy... and that's just in my local area. Yet, there is not one to teach the different roles within the film and theatre industry and that just furthers the importance of this proposal. The only undergraduate course I could find that taught people about the different job roles within the film and theatre industry is the course I am currently studying in Trinity of Saint David university.

Presentation

I did a presentation about creating awareness of the different job roles within the theatre industries for children in schools to two academics within my university. These two academics have also worked in the industry themselves, so they have some knowledge of what is required of people to excel in the industry.

It was good for me to present my idea in front of people who know the industry because they have experience in the field, and they would know what could have made their decisions easier for when they were choosing their career path.

The Feedback

I received also of positive feedback from my presentation. I was told that it is a clever idea, and they believe that creating that awareness would be beneficial for the children later in life. They also pointed out the fact that even if the children are not interested in pressuring a career, they would have more respect for those that do work in the industry because they would have a better understanding of what the job entails and how hard it can be.

As this is how most people within this project chose to present their work to get feedback the two academics chose to tell people the positive about their work, they chose to help fix the issues that their project might face. I was not one of the people that was pulled aside to talk about their work. Therefore, this would mean that they liked my presentation and couldn't find anything wrong with the things I would like to try and achieve.

Conclusion

From the research that I have gathered I have found out that a lot of people believe that kids should be taught about the different job roles within the film and theatre industry because there is not enough awareness. I have also learnt that there are a lot of people that have heard the stigma that there are few jobs for people with a creative skillset and having something that teaches them about the job role may break that stigma down.

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