

Do Now

On the piece of paper in front of you, list as many **jobs** you can think of that require **creativity**.



Art GCSE

What is it, and why should you choose to take it next year?

Art is a **practical subject** that encourages you to be **creative**, *independent*, and **experimental**!

You will do this through the exploration of a wide range of techniques and materials such as clay, paint, digital drawings, pen, ink, graphite, plaster, 3D, 2D – the list goes on!



What's the
value in Art?

What's the value in Art?

Let's see what people wrote in the Do Now!

The UK Creative Industries 2019 **VALUE**

Value (GVA*)
The UK Creative Industries 2019

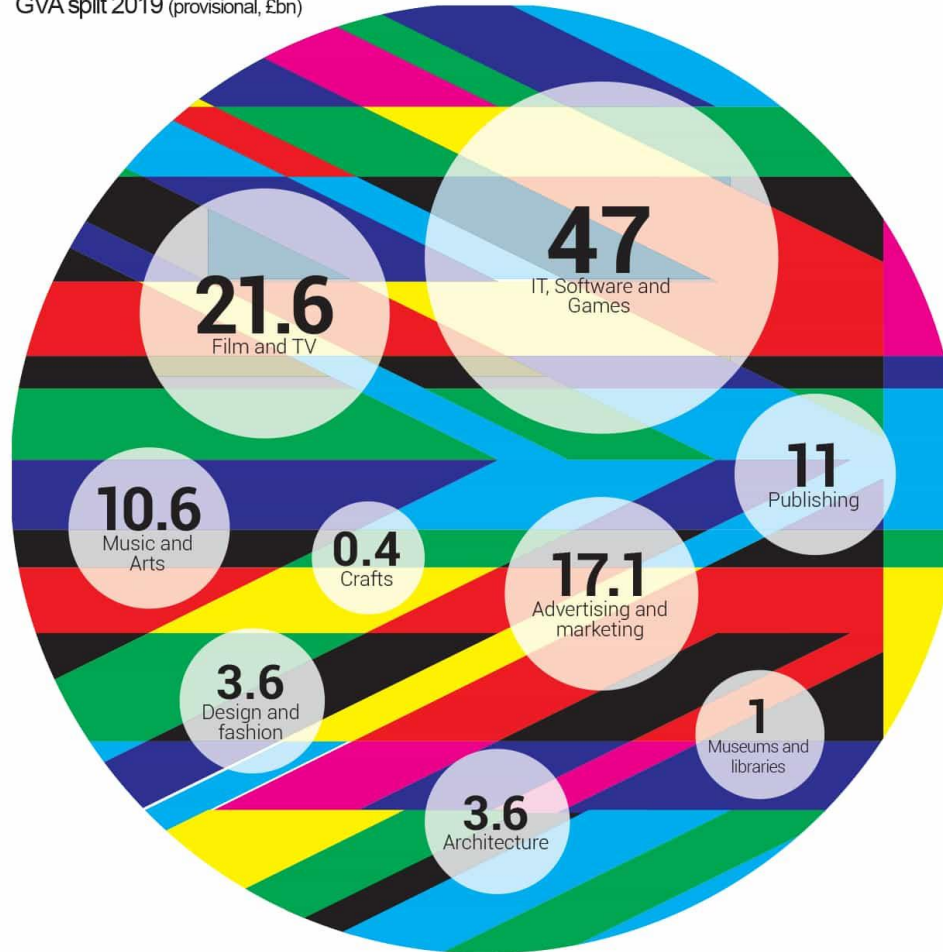
£115.9bn
A YEAR

£13.2m
AN HOUR

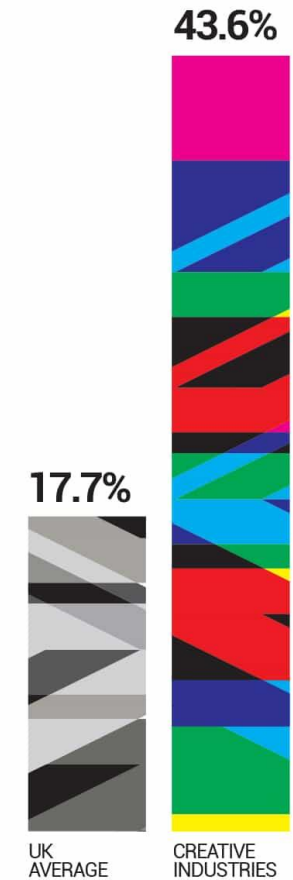
5.6%
INCREASE IN VALUE SINCE 2018**

*Gross Value Added, current prices **Calculated using chained volume measures

GVA split 2019 (provisional, £bn)



Change in GVA 2010-2019**



www.thecreativeindustries.co.uk

The UK Creative Industries 2019 JOBS

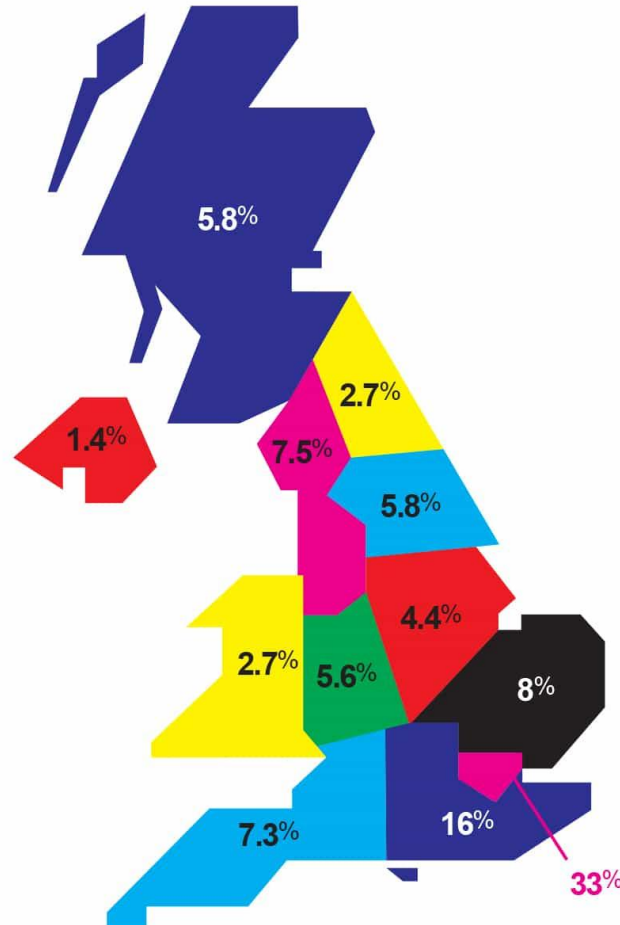
Jobs

2.1 MILLION JOBS TOTAL

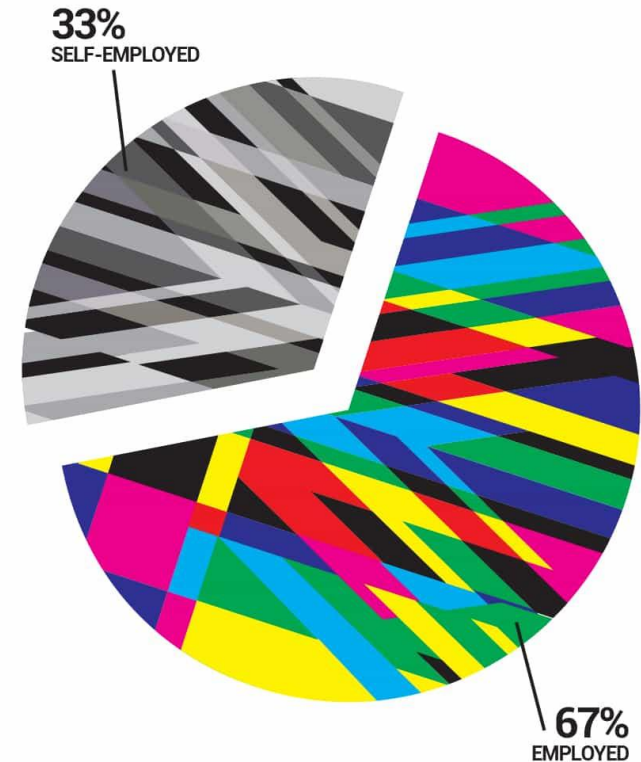
61k NEW JOBS IN 2019

2.7x JOBS GROWTH OF UK AVERAGE

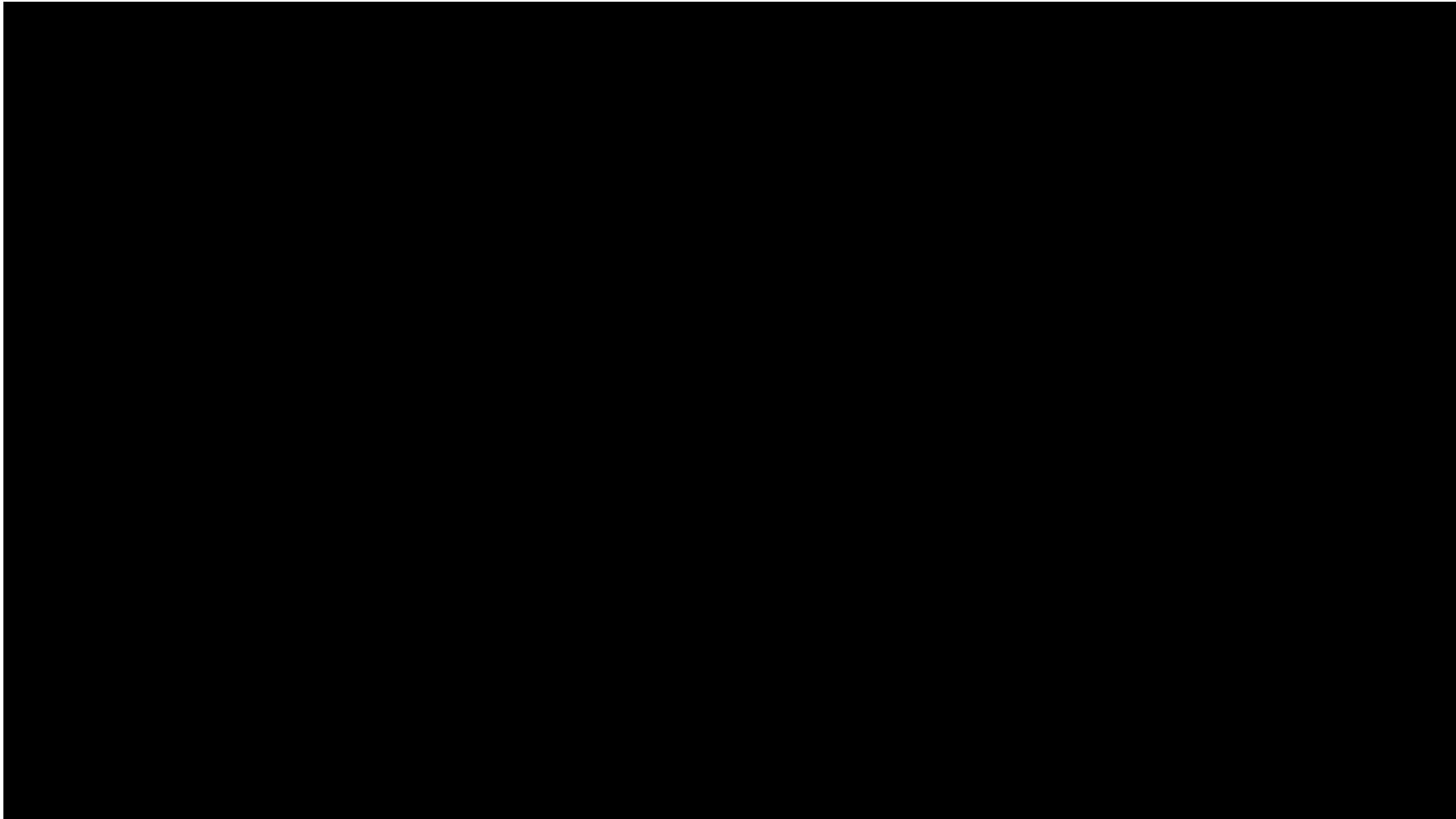
Proportion of UK creative industries jobs by region in 2019



UK Creative Industries Workforce 2019



Skip to 3:15 – **Charlie XCX** talking about her time in the art department at school.



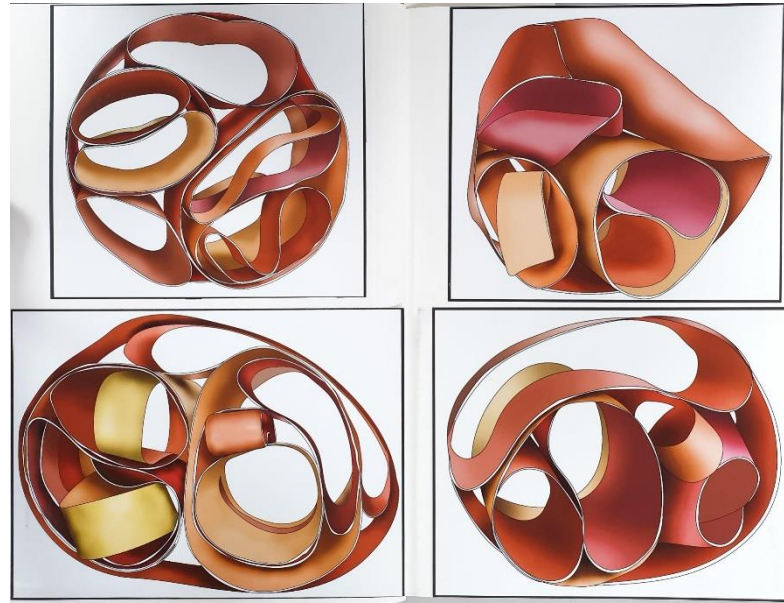
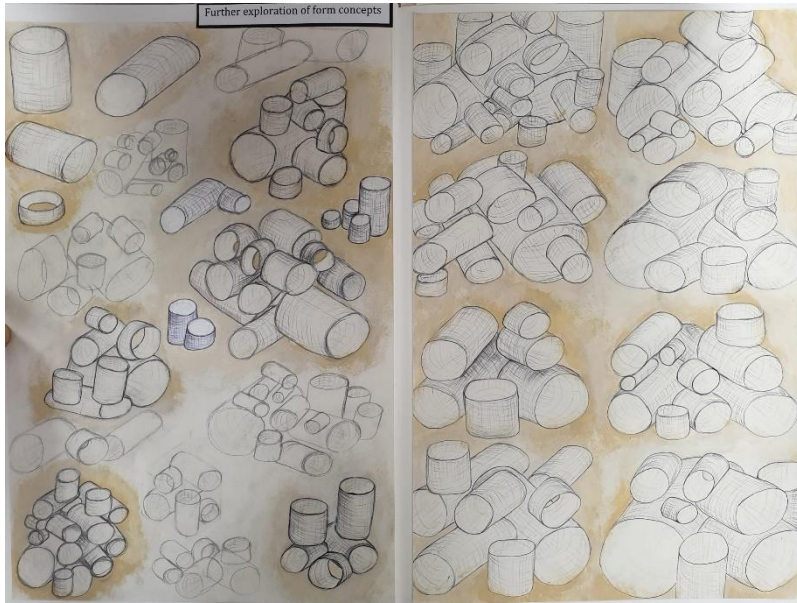
In Art GCSE you will
gain an
understanding of the
creative process.



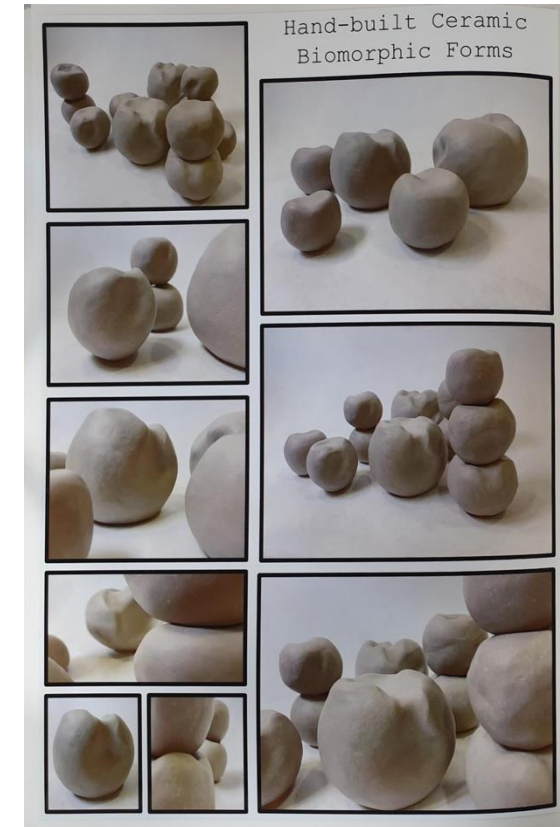
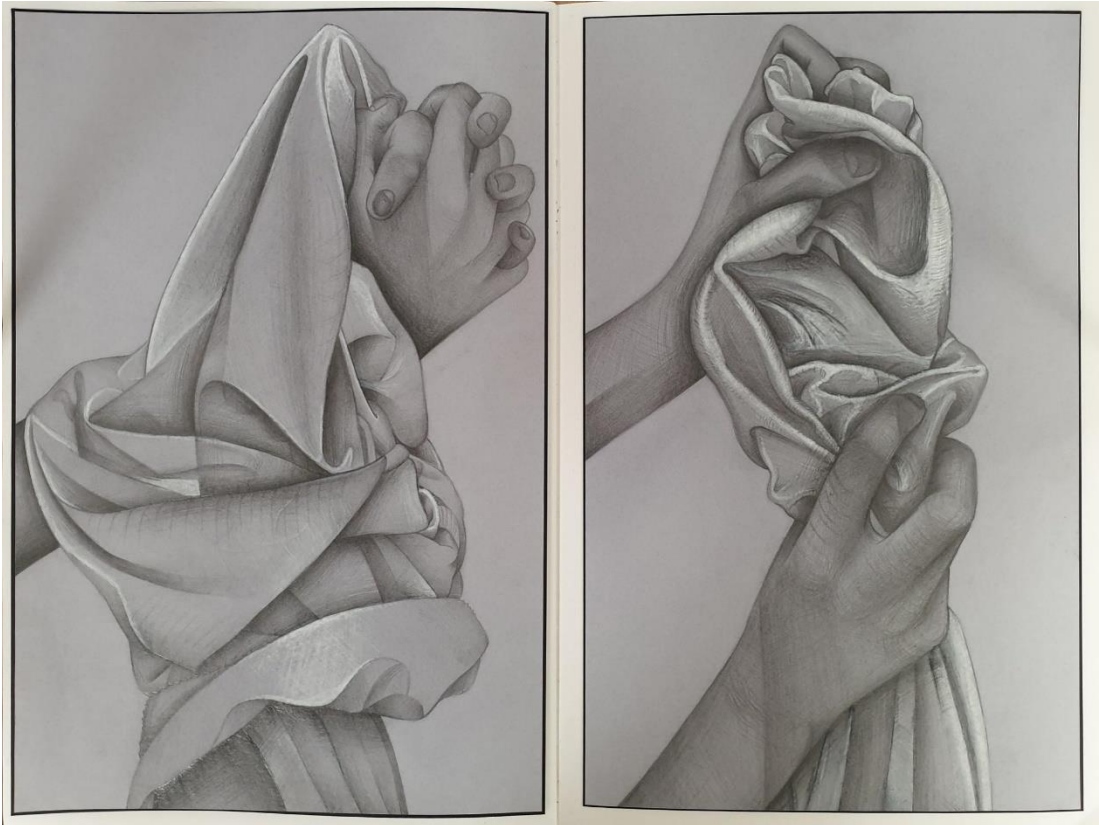
You will learn what it means to create



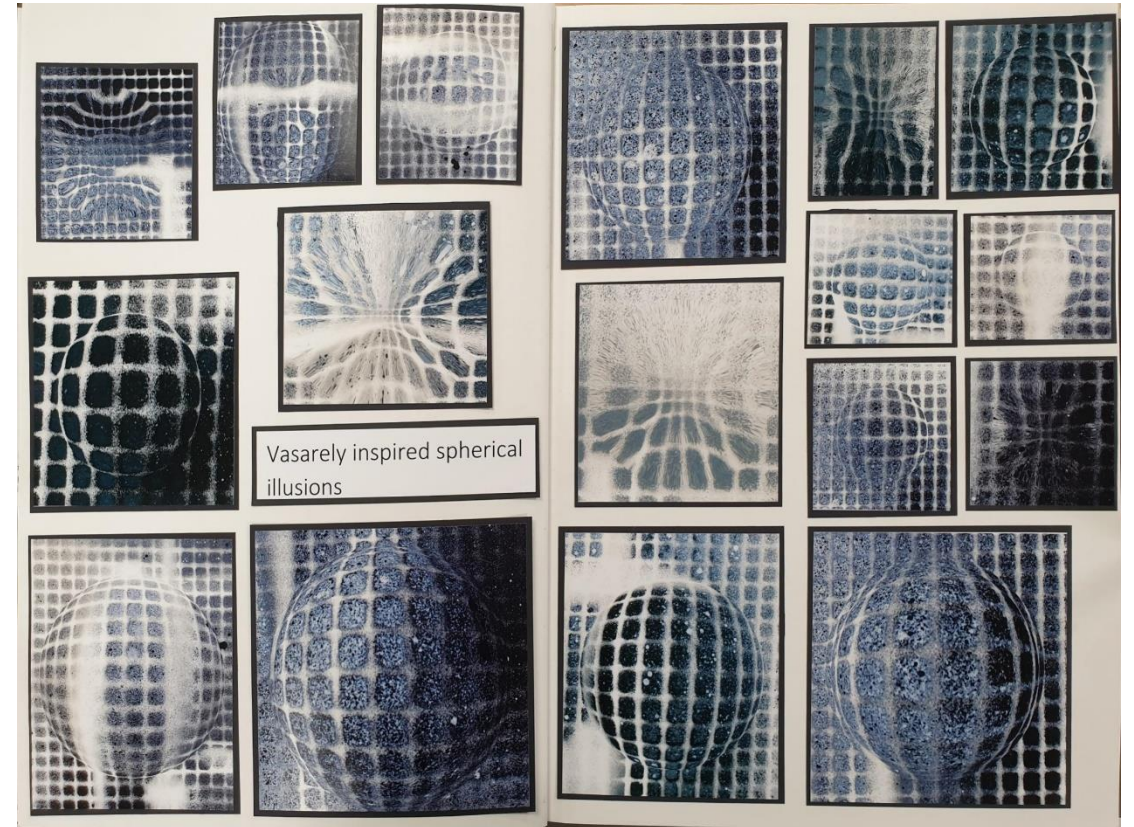
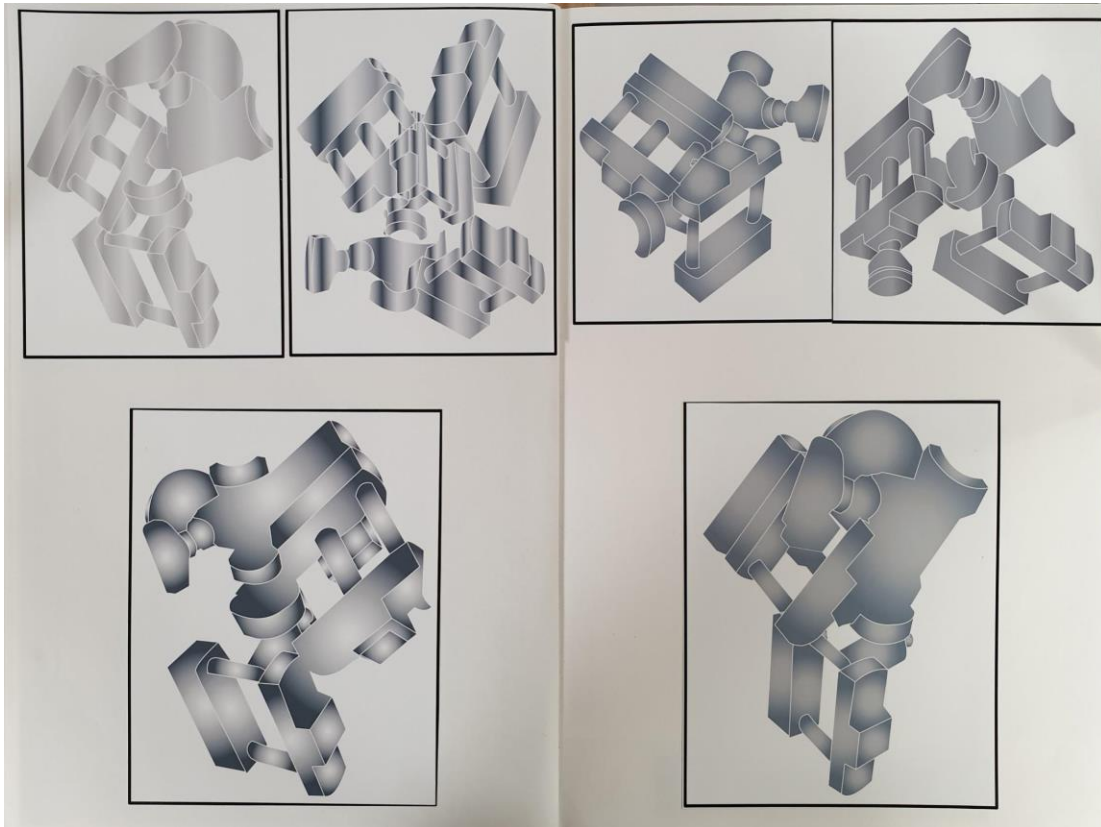
You will learn what it feels like to develop an idea and be taught how to explore it.



You will learn how to be independent and self directed



You will learn how to use Adobe Photoshop and Adobe Illustrator





Who is Art for?

EVERYONE!

What makes up the art GCSE?



90% practical coursework



with a 10-hour exam in which
you produce a final outcome.
The exam is really fun though!

What does
it look like
in Year 10?

Two lessons a week using
fine art materials

One lesson a week on the
computer learning Adobe
Photoshop and Illustrator.

Do you have
to do any
writing?

Yes! But... you get to write
about exciting and varied
artists, as well as writing about
yourself!



Is art an
easy
option?

Absolutely *not*.

Art requires consistent effort and is one of the toughest subjects to get an 8 or 9 in. **However**, if you enjoy the subject and make the most of your time in the art department, then **EVERYONE** is capable of achieving a very strong grade.

“But I’m no
good at
art...”

Let us be the judge of that!

If you enjoy the subject and want to continue exploring and developing your creativity (which is really good for positive mental health and personal growth!!!!) then art is a strong option at GCSE.

Having a **variety** of GCSEs will develop your ability to learn in different ways and help you to become a well-rounded (and creative!) young person.

“Logic will get you from A to B. Imagination will take you everywhere.”

[Albert Einstein](#)

“The future belongs to young people with an education and the **imagination to create.**”

[Barack Obama](#)



Do you have
any
questions??