

FACE

WebQuest 17

March 2024

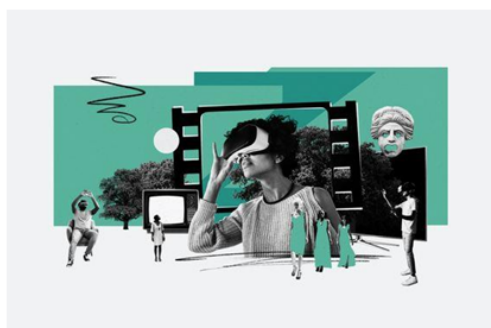
IDEC S.A.

FOSTERING AWARENESS
CULTURAL



ON YOUTH
ENTREPRENEURSHIP

Exploring Creative Industry



[Download the Webquest in a pdf](#)



SKILLS

Creativity, Vision , Learning through experience



MODULE

Fundamentals of cultural entrepreneurship



TIME FRAME

Up to 60 minutes



FACILITATION LEVEL

Hard

Explore the world of creative industry, discovering the sectors involved through the successful experience of Cultural Entrepreneurs, and how they have implemented their creative business.



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Introduction



This is "Exploring the Creative Industry" WebQuest! In this quest, you will embark on a journey to uncover the diverse and dynamic world of the creative industry. The creative industry encompasses various sectors that thrive on imagination, innovation, and artistic expression. Your task is to investigate what the creative industry is, its significance, and its impact on society.

Learning objectives

1. Analyze which sectors of creative areas are included in Creative industry to have a complete vision of this sector.
2. Identify main individuals and organizations that works in creative industry, to learn through others experience, as models.
3. Outline current trends in Creative industry.
4. Evaluate which sectors are experiencing a big growth, to stimulate and direction your creativity.



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Task



The term creative industry is used to encompass a broad field that includes the majority of creative and artistic activities performed. In this variety, our aim is to understand what the current trends in the creative industry are and to identify which sectors are experiencing the greatest growth.

At the same time, this will allow us to understand the main individual and collective actors working behind the creative industry system, promoting it and disseminating it to the community.

Process

1. Visit the official websites of organizations like UNESCO, Creative Industries Federation, or your country's relevant agency to gather a comprehensive definition of the creative industry.
2. Create a mind map or infographic illustrating the various sectors within the creative industry. In this way you will have a general vision of all opportunities in this field.
3. Defining the creative industry watching also the video available in Resources to understand its scope and components through an analysis of the main activities that fall within this sector. Making a list of the top 5 activities falling within the creative industry, which have a recognized value in your country.
4. Identify key players and influencers in the creative entrepreneurship, availing yourself of all the resources in Documents. Research and compile a list of influential individuals or organizations who are exemplar entrepreneur in creativity field, in order to learn by their experiences. This could include successful artists who are actually entrepreneurs, or companies.



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5. Explore the impact these individuals or organizations have had on shaping the creative industry.
6. Identify current trends within the creative industry. Explore recent articles, blogs, or industry reports to identify emerging trends in the creative sector as the one illustrated in the first website in Resources. This could include technological advancements, design movements, or changes in consumer behavior, **to stimulate your creativity.**
7. Choose a case study (considering the cases suggested by the resources) and analyze it, taking into account all the elements gathered in the previous tasks, outline the key elements that contributed to its success and its impact on the industry, in particular outlining the entrepreneurial skills necessary to establish a creative enterprise.

Conclusion

At the end of this WebQuest, you will get an overview of what are currently the main figures operating in the creative industry and who are setting the trends. This is not only a stimulating element for your personal challenges, but also a way of outlining which are the main skills that allow you to stand out in this world.

By exploring the world of creative industry you will also discover which are the in-growth sectors and which are the most suitable for your regional experience.



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Self - Evaluation

1) What are some factors to consider when choosing a sector within the creative industry?

- A) Your level of experience and qualifications.
- B) Your personal interests and passions.
- C) The potential for financial success and stability.
- D) All of the above.

2) Which of the following is NOT mentioned as a current trend in the creative industry?

- A. Technological advancements impacting creative processes.
- B. Design movements influencing various creative fields.
- C. Increased focus on traditional art forms like painting and sculpting.
- D. Shifts in consumer behavior affecting creativity and innovation.

3) Who are considered key players in the creative industry?

(Choose all that apply)

- A. Successful artists and entrepreneurs
- B. Design firms and advertising agencies
- C. Government agencies and cultural institutions
- D. Computer programmers
- E. Educational institutions and universities

Correct answers: D, C, A+B+C



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Resources

Click each section below to see all resources available

Websites

- Creative Industries Market Statistic, Growth [2023-2031]: Business Overview, Scope and Key Drivers Analysis
<https://www.linkedin.com/pulse/creative-industries-market-statistic-growth/>
- Creative Leaders 50
<https://www.creativereview.co.uk/creative-leaders-50/>
- Creative Europe: measuring the creative industries of the EU
<https://www.nesta.org.uk/blog/creative-europe-measuring-the-creative-industries-of-the-eu/>
- The Top 25 Creative Industry Professionals
<https://creativepool.com/top-25/>

Documents

- KNOWLEDGE & INNOVATION AGENDA
https://assets.ctfassets.net/h0msiyds6poj/5HUrGothAsy8ecW2GsCqkC/88d8a78e48e0f82fdf86baa1a7763501/CLICKNL_KIA_2018-2021_EN.pdf
- 7 Influential women in the creative industries
<https://www.arts.ac.uk/study-at-ual/short-courses/stories/7-influential-women-in-the-creative-industries>



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