Creative and Design industry placement resources

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Introduction

This short guide introduces the Creative and Design industry placement resources on this page, explains why they were developed and gives an overview of how each resource can be used. The resources are designed to support colleges, schools, employers and students to develop and deliver meaningful, high-quality creative and design T Level industry placements.

The collection includes resources developed through the Creative and Design industry placement action group, alongside other materials to support different aspects of industry placement delivery. This guide provides an overview of the resources and their intended audiences, helping you identify which materials are most relevant to your role or context.

About the Creative and Design action group

The Creative and Design action group brought together T Level providers, employers and sector colleagues to explore how industry placements can be made more meaningful, manageable and sustainable across creative and design settings.

The group focused on the practical realities of placements across two T Levels within the creative and design skill area: Media, Broadcast and Production, and Craft and Design. Discussions considered how employers can get involved in realistic ways, how students can be prepared for real creative workplaces, and how schools and colleges can design placement activity that reflects genuine sector practice.

The resources hosted on this page that were produced from the industry placement action group are:

- Creative and design industry placement: ways employers can get involved
- T Level in Media, Broadcast and Production: small team projects
- Students: getting ready for your media, broadcast and production industry placement
- Students: getting ready for your craft and design industry placement

Action group participants

Employer engagement and/or curriculum staff from the following colleges and schools participated:

Access Creative College
Blackpool & the Fylde College
Capital City College Group
City College Norwich
London Design & Engineering UTC
Middlesbrough College

New City College Group
St Francis Xavier Sixth Form

What the action group found

Across the action group discussions, several key messages emerged:

- Creative and design placements need to reflect how work happens in the sector, including live briefs, production schedules, commissions, events, exhibitions, making processes, audience needs and client or customer expectations.
- Many employers are small teams, freelancers, studios, workshops or project-based organisations. They may want to support students, but need clear, manageable ways to get involved.
- Students need to understand that creative and design work often starts with small, routine or behind-the-scenes tasks before moving into more complex contribution. Reliability, communication, care, safety and response to feedback are central to readiness.
- Placement models may need to include staged employer engagement, live briefs, small team projects, events, exhibitions, showcases, studio or workplace visits, and multi-employer approaches.
- Employers are more likely to host again where placement activity is planned, supported, realistic, linked to genuine work and useful for both students and the employer.

What we produced

In response to these findings, four practical resources have been developed. They do not represent an exhaustive set of possible support materials for creative and design industry placements, but reflect the areas the action group identified as most useful and achievable for immediate development.

Resource	What this resource is	Primary audience	How it can be used
Creative and design industry placements: ways employers can get involved	A practical employer engagement and placement planning resource explaining: • how employers can get involved • different placement models • examples for Media, Broadcast and Production and Craft and Design • common employer concerns and possible responses • planning prompts for colleges and schools.	Employer engagement, placement and curriculum teams in colleges and schools. It may also be shared selectively with employers.	Use it during early employer engagement conversations, when an employer is interested but unsure what a placement could look like. It can help colleges and schools explore talks, visits, portfolio feedback, live briefs, small team projects, multi-employer placements, event or exhibition blocks and full placement activity.
T Level in Media, Broadcast and Production: small team projects	A bank of employer-led project briefs for Media, Broadcast and Production students. The briefs support projects linked to content, production, events, venues, audience engagement, digital communication, visual storytelling, website content, promotion and public awareness.	College and school teams designing small team projects with media, production, content, venue, event, cultural or community employers.	Use individual briefs as starting points for employer conversations. The briefs can help shape structured projects where direct placement capacity is limited, where employers are new to T Levels, or where students would benefit from a supported route into workplace activity.

Resource	What this resource is	Primary audience	How it can be used
Students: getting ready for your media, broadcast and production industry placement	A student-facing preparation resource that helps students understand: • what media, broadcast and production placements may involve • how content, production, events and venues work • what behaviours matter in the workplace • how to prepare practically and professionally.	Students preparing for a Media, Broadcast and Production industry placement.	Use it in placement preparation sessions, tutorials, one-to-one readiness conversations, placement induction and reflection activities. It includes practical preparation prompts, a before you start checklist, student and parent/carer declaration and reflection prompts for use during and after placement.
Students: getting ready for your craft and design industry placement	A student-facing preparation resource that helps students understand: • what craft and design placements may involve • how studios, workshops and maker businesses operate • why care, safety, quality, repetition and feedback matter • how to prepare practically and professionally.	Students preparing for a Craft and Design industry placement.	Use it in placement preparation sessions, tutorials, one-to-one readiness conversations, placement induction and reflection activities. It includes practical preparation prompts, a before you start checklist, student and parent/carer declaration and reflection prompts for use during and after placement.

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