

# CREATIVE FUTURES

## Top Tips for Creative Futures - Taster Day speakers' advice to students

**DESIGN  
MUSEUM**

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# Top Tips for Creative Futures

## - Taster Day speakers' advice to students

**Creative Futures aims to inspire students about the real world of design and encourage them to consider a future career in the design industry. Each Taster Day includes a 'case study' talk from a guest designer, who outlines their own route from school to industry and describes how they set out on their pathway towards a creative career in design.**

While each guest designer might have followed a different route into design, their young selves demonstrate a lot in common: high levels of creativity and the ability and enthusiasm to generate ideas; a passion for designing and a belief in their own work; openmindedness and excitement about sources of inspiration beyond themselves - whether from nature, art, music, books & magazines, tv & film, the web or from the work of other great creatives; and determination, the drive to work hard and not to give up.

Each Taster Day includes a Q&A in which the guest design speaker answers students' questions. Below is a summary of tips and advice given by designers at these sessions:

- **Be open and aware** – develop your interest in design and designing by being open to ideas and exploring the work of other creative innovators and designers. Visit art galleries and exhibitions, and develop an awareness of 'good design' in relation to the everyday products around you. What works well and why?

- **Use a sketch book** – to record your design ideas, drawings or annotated sketches - even your doodles can be a starting point for creativity. Use it to stick in and keep inspiring images - postcards, photos, pictures torn from magazines, tracings, even bark rubbings. Use it to collect and annotate swatches of material and fabrics, and to store useful web addresses - anything that inspires you!
- **Make your sketch book work for you** – take your sketch book/s, along with your portfolio of school or college art and design project work, to any interviews for further or higher education design courses. A sketch book offers a window on your creative thinking, and demonstrates enthusiasm for, and commitment to, art and design. It will also give you something to talk about at interview!
- **Get designing!** – enter art and design competitions, and undertake work carried out in your own time, not just school projects. Learn how to mend your bike or make your own clothes! Anything to explore how products are designed and made and to develop your interest, ability to use relevant tools and problem solve.
- **Have Fun** – play around with ideas and don't get too bogged down with finding a single solution to any design problem. Try to explore a range of possibilities and generate different design ideas (even wild ones – especially wild ones); you might stumble on something unexpected that really works.

- **Study** – consider taking a one year Art & Design Foundation course after you leave school. A foundation course can be a very useful non-specialist 'taster' course which gives you the chance to experience a range of design disciplines - including graphics, fashion & textiles and 3D product design. From there you can move into higher education and choose a design specialism to study at degree level. To see a list of UK universities and colleges offering one-year foundation courses go to the UCAS website [www.ucas.com/students/choosingcourses/specificsubjects/artanddesign](http://www.ucas.com/students/choosingcourses/specificsubjects/artanddesign)
- **Work** – while you are still at school or college try to get a work placement or Saturday job in a shop or business that relates to a design specialism that interests you, to find out more about it from the inside. Contact any designers whose work you admire to ask them for a placement – keep at it and don't give up. Persistence can pay off!

If you would like to find out more about the life of a working designer, read the case studies featured in this Creative Futures resource. For further information and inspiration go to **Design at the Design Museum** in the Design Museum's online Design Library at [designmuseum.org/design](http://designmuseum.org/design) where many of the designers featured in our exhibitions talk about their early career pathways and routes into design. Other useful websites offering insights into the real world of design include the Design Council [www.designcouncil.org.uk/resources-and-events/Schools-and-education](http://www.designcouncil.org.uk/resources-and-events/Schools-and-education) and Creative Choices website [www.creative-choices.co.uk](http://www.creative-choices.co.uk)

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