



immerse
EDUCATION

CAREER
Insights

Creative Industries

SYLLABUS OVERVIEW

15-18 YEARS OLD

CAMBRIDGE

About the Programme

Immerse Education is an award-winning provider of summer experiences offering academic and career-focused programmes for high school students worldwide, in such locations as Boston, Cambridge, London, New York, Oxford, San Francisco, Singapore, Sydney, Tokyo, and Toronto. Our programmes aim to deliver engaging, academically challenging content within a university-style classroom environment.

The Career Insights programmes bring together industry professionals in a unique learning model grounded in project-based learning. Students gain valuable insight into what it is like to study their chosen subject at an advanced level and apply their skills in real-world contexts through interactive sessions, career skills workshops, and industry visits.



PLEASE NOTE:

The topics depicted in this guide represent examples of the types of modules students can look forward to participating in during the programme. Please note that final syllabi are subject to modification.



Explore Future Careers

The Creative Industries Career Insights programme in Cambridge is designed for students who want to explore a wide range of creative pathways before specialising. You'll discover how creativity drives change across disciplines, from design and communication to media, culture, and innovation. By engaging with diverse creative practices, you'll develop the curiosity, collaboration, and problem-solving skills that define successful creative professionals in today's interconnected world.





Project Based Sessions

You'll learn through hands-on creative challenges that encourage experimentation and collaboration. Projects may include developing a campaign, designing visual concepts, or responding to a creative brief inspired by real industry practices. Guided by tutors and professionals, you'll explore how creative ideas are shaped through research, iteration, and feedback. These sessions emphasise process over perfection, helping you gain confidence in expressing ideas and adapting them for different audiences or purposes.

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Industry Visits

Cambridge offers a unique perspective on the creative world, blending culture, innovation, and academia. Industry visits may include creative studios, design agencies, cultural institutions, or innovation spaces where art meets science. You'll see how creativity supports innovation in education, technology, and research-driven industries. Meeting professionals across different creative disciplines will help you connect your learning to the diverse roles available within the creative economy.



Why Get Career Ready?

Every young person needs high-quality career guidance to make informed decisions about their future. Relevant and informative career guidance is necessary for social mobility. Despite the need for quality careers guidance for young people, it is one of the most lacking areas in schools around the world. In 2013, Gatsby introduced the Gatsby Benchmarks which offer useful insight into effective academic models that prepare students for future careers. Immerse Education's Career Insights programme is dedicated to delivering programmes that meet the eight important pillars that make up the Gatsby Benchmarks as outlined below.



A stable careers programme



Encounters with employers and employees



Learning from career and labour market information



Experiences of workplaces



Addressing the needs of each student



Encounters with further and higher education



Linking curriculum learning to careers



Personal guidance



Aim of the Creative Industries Programme

The Creative Industries Career Insights programme in Cambridge introduces you to the world of creativity as both a mindset and a career path. You'll explore how design, media, and culture intersect with innovation, while developing transferable skills in collaboration, storytelling, and critical thinking. The programme encourages you to approach creativity as a tool for solving real-world problems and prepares you to explore your own direction within the creative landscape.

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Introduction to Creative Industries

Gain an understanding of how creativity fuels progress across different industries. You'll explore the relationship between art, design, science, and technology, seeing how creative thinking drives innovation. Through interactive activities and discussions, you'll consider the impact of creativity on areas such as communication, business, and social change. This topic helps you recognise how creative professionals influence industries beyond traditional arts-based fields.





Design Thinking and Creative Problem-Solving

Learn how creative approaches can help tackle real-world challenges. You'll practise design thinking techniques such as ideation, prototyping, and feedback to develop innovative concepts. Group activities will encourage collaboration and open-mindedness as you explore how ideas evolve through process and experimentation. This topic helps you understand creativity as a structured yet flexible problem-solving skill relevant to any creative career.



Storytelling, Media, and Communication

Explore how ideas and narratives are shaped across different media. You'll analyse how visual and verbal communication influence perception and meaning, and practise crafting your own creative messages. From branding concepts to cultural storytelling, you'll learn how to connect ideas with audiences effectively. This topic builds communication and critical analysis skills, central to careers in design, media, and creative strategy.



Culture, Society, and Visual Expression

Examine how art, design, and culture reflect and influence society. You'll study examples of creative expression from around the world and consider how social and cultural trends inspire design and media. Through group discussions and visual projects, you'll explore how culture shapes creativity, and how creative work, in turn, can spark dialogue and change. This topic deepens your awareness of the social power of creativity.



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Collaboration and Creative Entrepreneurship

Discover how creative ideas become projects, products, or experiences. You'll explore the business side of creativity — from building a brand identity to managing a creative project. Practical exercises will help you practise teamwork and presentation skills, showing how ideas are refined and communicated to clients or audiences. This topic develops both creative confidence and practical awareness of how creative industries operate.



Future Pathways in the Creative Industries

Reflect on the wide range of opportunities available in creative fields. You'll explore careers in design, media, culture, communication, and innovation, considering where your own interests and strengths fit. Through reflection and group discussion, you'll identify the transferable skills gained during the programme and how they apply across industries. This topic helps you imagine your future as a creative professional and plan your next steps with clarity and confidence.





Career Development Plan

Throughout the programme, every student will work on an individual project focused on shaping their future career pathway. This project is designed to bring together the knowledge and insights gained during the programme, including an understanding of the subject area, the industry, and the variety of opportunities it offers. Guided by their own interests and passions, students will consider potential directions for study and work. With support from tutors during one-to-one sessions, participants will develop their project into a clear and personalised plan, which they will present at the end of the programme.

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After your course

You will leave with enhanced knowledge, a clearer vision of career pathways, and practical outputs for your portfolio. Every student also receives a detailed evaluation from their tutor, which is personalised to highlight strengths and suggest potential areas for growth. This evaluation can provide valuable support for future academic or career applications.

Step into your future



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FAQS

