

A vibrant London street scene featuring large Union Jack flags hanging across the road. In the foreground, a white classic London taxi is visible, and a red double-decker bus is partially seen on the right. Pedestrians are walking on the sidewalks, and a traffic light is visible on the left. The background shows historic London architecture.

immerse
EDUCATION

CAREER
— Insights

Creative Industries

SYLLABUS OVERVIEW

15-18 YEARS OLD

LONDON

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:

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LONDON



15-18



CAREER INSIGHTS

Explore Future Careers

The Creative Industries Career Insights programme in London offers a unique opportunity to explore how creativity shapes today's most exciting industries, from design and fashion to media, culture, and technology. You'll discover how ideas move from concept to creation, meet professionals working across different creative fields, and learn how collaboration drives innovation. This programme is perfect for students who want to develop their creative thinking while exploring diverse future pathways in the arts and creative business, but not sure about specific field yet.



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CAREER INSIGHTS



Project Based Sessions

You'll learn by doing, through interactive sessions, team challenges, and problem-solving projects that mirror real industry practices. Activities might include developing a campaign, designing a concept, or curating a visual story. Guided by professionals, you'll experiment with creative tools, analyse trends, and present your ideas. These sessions are designed to help you understand how creative concepts are developed collaboratively and how ideas evolve through research, experimentation, and reflection.

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Industry Visits

London is one of the world's most vibrant creative capitals, home to fashion houses, design studios, museums, galleries, and media companies. Industry visits will give you a first-hand look at how creativity drives innovation across different sectors. You may visit exhibitions, creative agencies, or cultural institutions, meeting professionals who work at the intersection of art, business, and technology. These experiences bring the creative world to life, connecting your learning with real careers.



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 is designed to help you explore creative possibilities before specialising in a particular field. You'll develop key skills in communication, design thinking, collaboration, and storytelling while discovering how creativity connects across industries. The programme encourages you to think critically about the role of creativity in society and equips you with practical insights and confidence to pursue your own creative direction in the future.

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Introduction to the Creative Industries

Gain an overview of the creative economy and its influence on culture, media, and innovation. You'll explore how creative work spans design, advertising, fashion, art, and entertainment, and consider the career opportunities these industries offer. Through collaborative exercises, you'll begin mapping your own creative interests while discovering how creativity, strategy, and collaboration work together to bring ideas to life.

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CAREER INSIGHTS



Design Thinking and Visual Communication

Explore how design thinking helps solve creative and commercial challenges. You'll experiment with brainstorming, sketching, and concept development while learning the principles of visual storytelling and branding. Practical workshops will show you how ideas can be communicated across different media, from posters to digital platforms. This topic helps you understand how design connects creativity with purpose and how communication lies at the heart of all creative work.

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Media, Storytelling, and Culture

Discover how stories shape the way we see the world. You'll examine how media, from film and photography to advertising and social content, influences culture and identity. Through group activities, you'll create or analyse visual narratives, learning how tone, structure, and message affect impact. This topic builds your understanding of cultural context and critical thinking, key skills for any career in media, communication, or creative strategy.



Creative Business and Entrepreneurship

Learn how creativity meets strategy in the business world. You'll explore how creative professionals build brands, manage projects, and bring products or campaigns to market. Through practical exercises, you'll analyse real case studies and practise presenting ideas to potential "clients." This topic helps you understand how innovation, budgeting, and teamwork combine in creative business, and how entrepreneurial thinking can turn ideas into opportunities.





Fashion, Design, and Cultural Trends

Explore how trends emerge and evolve across fashion, art, and design. You'll investigate what influences taste and how designers, curators, and cultural leaders respond to shifting ideas. Group tasks may include analysing visual trends, developing creative boards, or planning a small campaign inspired by current styles. This topic helps you recognise the role of culture in creative decision-making and how creative industries respond to the world around them.

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Future Pathways in the Creative Industries

Reflect on how creative skills translate into professional opportunities. You'll explore different roles within creative sectors, from art direction and cultural management to digital marketing, publishing, and production. This topic also introduces the importance of portfolios, collaboration, and networking in creative careers. By the end of the programme, you'll have a clearer understanding of how your interests, strengths, and curiosity can guide your next steps in the creative world.





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

