

Jobs in the Media Industry

1. Creative roles

These are jobs which are involved with the design and, sometimes, creation of media products. The design stage may involve the creation of pre-production documents such as scripts, storyboards, wireframe layouts etc...

Creative roles may produce designs used by technical job roles.

Job	What it involves	Stage
Animator	Creates animated content, usually using a brief and storyboards produced by designers. Animation may be 2D (images, either hand drawn or created digitally) or 3D (models or computer generated).	Production mainly*
Copy writer	Creates the written material for products such as adverts, magazines, blogs, websites etc... This includes text used for marketing	Mainly production
Script writer	Writes scripts for video and audio products, including film, TV, radio, animation, and computer games.	Pre-production
Graphic designer	Plan, design, and create graphics for products, such as magazine covers, posters, cover art, and adverts. Involved in producing visualisation diagrams .	Pre-production & production
Graphic artist/illustrator	Creates artwork and graphics, including drawings, artwork, logos, and layouts for products. These may be graphics designed by a graphic designer	Production*
Photographer	Produces photographs required for products such as magazines or websites, often working from the designs produced other job roles	Production*
Web designer	Designs the structure, layout, and content of web sites. These designs, often using wireframe layouts , will be passed to web developers, photographers, illustrators, copy writers etc... to produce the content	Pre-production
Content creator	A general term for someone who creates content for online platforms. This might include text for websites or magazines, blog posts, images for platforms such as Instagram, or videos for YouTube or TikTok. Some work just using social media – for example, producing content to advertise or market products	Production. In small businesses may work in all stages

* Samples of products might be produced as part of the design process in the pre-production phase, so these roles might be involved at that point as well