

Creative job roles

These are the people who come up with ideas for content and directly create it

There are **eight** creative job roles that you need to know about

Graphic designer

Comes up with designs for products as part of **pre-production** – graphic designers are a key pre-production role

Also create images and graphics as part of the **production stage**

Copy writer

Creates the text for adverts, web sites etc... as part of the **production stage**. This can include the marketing of products and use of social media.

Animator

Plans and creates animations during the **production stage**. This could be traditional, hand drawn animation, stop-motion animation using models or computer animations

Photographer

Takes the photos required for a project as part of the **production stage**. May be involved in editing images as well as taking them

Script writer

Writes and develops scripts for film, radio, TV, animations and computer games. Part of **pre-production**.

Content creator

Creates content for websites, blogs and social media. May be involved in **pre-production** planning and in **production stage** creation

Web designer

Creates ideas for what web sites will look like as part of **pre-production**

Graphic artist/illustrator

Create the images required for a product as part of the **production stage**