

# CAREERS THEORIES IN THE CREATIVE ARTS

## MATCHING? HAPPENSTANCE? COMMUNITY INTERACTION?

### Which has most relevance? A study of creative / non-creative careers



**BIG CREATIVE EDUCATION APPRENTICESHIPS TRAINING ACADEMY**



#### HYPOTHESIS:

Daniel's (2010): teaching career development theories to creative arts students leads to a deeper understanding of their options.

- **Matching** - relate personalities and values and how this relates to jobs and occupations (Holland, 1996)
- **Happenstance** – taking advantage of the opportunities (Krumboltz, 2009)
- **Community Interaction** – influence of the community on motivation and decision making (Law, 1981)

#### TESTING:

Which careers theories are most relevant to the creative arts and therefore our students

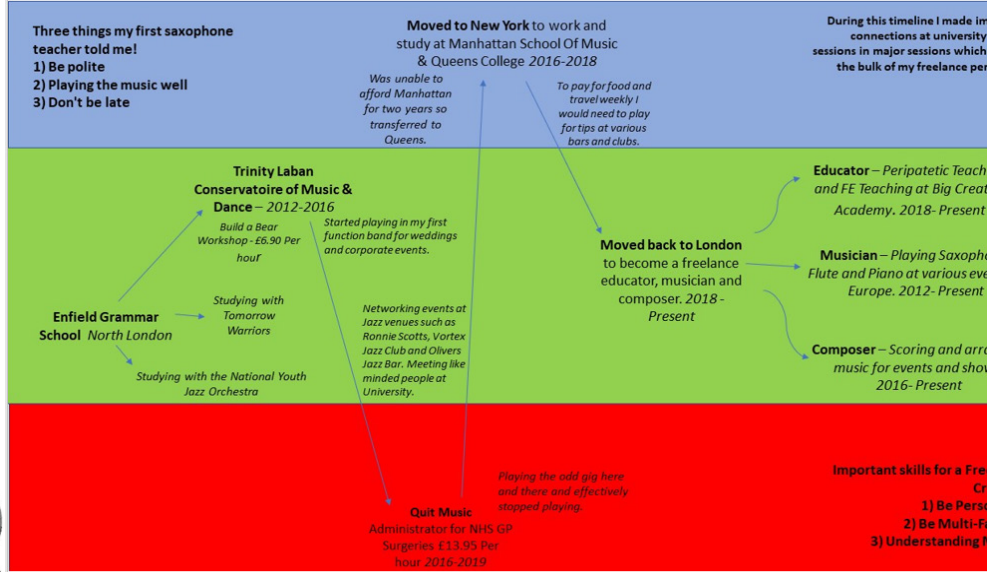
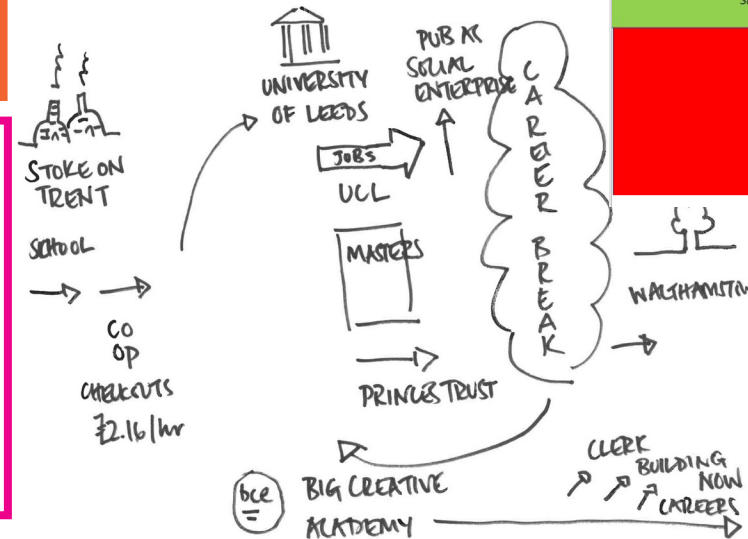
#### METHOD:

Surveys and interviews for creatives and non-creatives; career diagrams

#### IMPACT:

Informs careers activities with learners

**CREATIVE CAREER PATH**  
\*work is driven by networks, opportunity



**NON-CREATIVE CAREER PATH**  
\*work tends to be more linear, driven by values



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