

# THINK MODERN

## Creative and technological skills for the 21st century

Modern universities have pioneered new degrees to ensure that the businesses of the 21st century can benefit from a high-calibre workforce, skilled in **Science**, **Technology**, **Engineering**, the **Arts** and **Maths**.

Innovative courses once seen as huge risks are now well-established in the higher education sector, combining new and traditional skills across diverse, once separate disciplines.

This age of **STEAM** is digital.



# THE CREATIVE ECONOMY IN THE UK

Creative and technological skills for the 21st century



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The creative industries employ over **2 million** people in the UK and are projected to create an additional **1 million** jobs by 2030.<sup>1</sup>

The creative industries exported **£36 billion** in services worldwide and accounted for almost **12%** of UK services exports.<sup>2</sup>



It is estimated that the creative industries will be worth **£128.4 billion** by 2025.<sup>3</sup>

The UK video games market was valued at **£7.16 billion** in 2021, one of the fastest growing sectors of the economy.<sup>4</sup>



## RESEARCH AND IMPACT IN STEAM

**71%** of research carried out at modern universities in Architecture, Built Environment and Planning.

**63%** of research carried out at modern universities in the category of General Engineering.



...was judged to be world-leading or internationally excellent in terms of its originality, significance and rigour.<sup>5</sup>

# REVOLUTIONISING STEAM

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In 2021–22...



**92%** of computer games students...

**78%** of cinematography and photography students...



**73%** of creative arts students...

**38%** of computer science students...



**70%** of software engineering students...



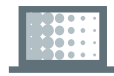
**83%** of design studies students...

**44%** of ecology and environmental biology students...



**69%** of architecture, building and planning students...

**43%** of civil engineering students...



**49%** of computer generated and visual effects students...



**72%** of maritime technology students...

**100%** of minerals technology students...

...were at modern universities.



<sup>1</sup> Creative Industries Federation statistics 2020–21.

<sup>2</sup> Ibid.

<sup>3</sup> Sir Peter Bazalgette, “Independent Review of the Creative Industries” 2017.

<sup>4</sup> The Association for UK Interactive Entertainment, 2021.

<sup>5</sup> Overall averages for modern universities calculated from REF2021 results.

All data taken from **HESA records 2021–22** and refers to undergraduates unless otherwise stated.