

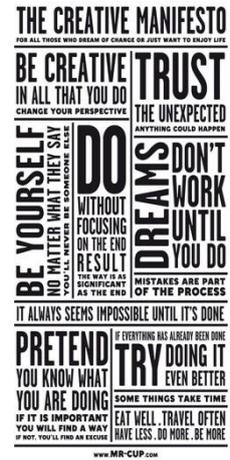
Career Insight Conversations/Siobhan Harkin

This creative challenge was set by Siobhan Harkin, Publishing Consultant

Creative Challenge: The Creative Manifesto

What is a Creative Manifesto?

- A manifesto is a statement of belief
- Businesses make them to let people know what they are about e.g Apple is all about innovation
- Writing a manifesto can help you figure what you are all about
- A creative manifesto can support you in your work and remind you why you should keep going if you get stuck



How do you write a Creative Manifesto?

Start with questions.

- What kind of world do you want to live in?
- What do you value and believe?
- How can you express your voice?
- What do you want to create?
- How do you want your work to make people feel?

Focus on what you can control - but Dream Big

- What kind of world do you want to live in?
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Simple outline for a Creative Manifesto

I love...

I believe...

I am committed to...

Now you can get started!

Write your own Creative Manifesto.

Use this resource sheet in conjunction with the accompanying short film, to complete specific creative tasks and challenges either in the classroom or as homework. Tasks suitable for KS4-5 students include problem solving, communication and literacy skills, working as a team and creative thinking. This resource can be useful in supporting your school to deliver Gatsby Benchmark 4 - Linking the curriculum learning to careers. The creative challenges can be used to support activities in the classroom or for setting homework.

These resources have been produced by Culture Shift in conjunction with a series of Career Insight Films. They are based on the approach taken at our Creative Café career events. You can download all six resource sheets and watch the films at <https://www.cultureshift.org.uk/careerinsightconversations> to undertake the various real-life Challenges and Briefs set by Creative Professionals.

Each film includes professional introduction, Q&A session, top tips for being successful in a specific industry and a task-based challenge.

BIOGRAPHY: Siobhan Harkin, Publishing Consultant.

Siobhan is a publishing consultant and licensing executive who lives in Hastings and sings with the Hastings Town Singers. She has a background in world-leading Film and TV brands. She has published books and magazines around the world for Harry Potter, Jurassic World, The Minions, The Trolls, Thomas the Tank Engine and Teenage Mutant Ninja Turtles amongst many others.

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