

OSKA study of film and video, art and design, journalism, content creation and language, marketing and communications and printing occupations

Key findings

In the future, the demand for employees in design, film and video, marketing and communications slightly increases

- The development of technology will create, not replace jobs in the culture and creative industry.
- The demand for developing smart products and services increases the number of jobs for product designers, service designers, user experience designers and interaction designers.
- The number of technical jobs that assist creators in the fields of film and video, marketing and communications, design and art will slightly increase.
- The number of employees in journalism, content creation, language, and printing industry will remain the same.

The number of students enrolling in marketing, design and art and language programmes is higher than the number of jobs in those fields in the future

- Adults often use the additional skills obtained during the studies in other occupations or to earn extra income.
- There are considerably more people studying to become language specialists than there are jobs in this field.
 - If developing curricula, the experts in language and culture could also work in jobs like an export manager or diplomat.
- Many graduates of fine arts and the material-based (leather, ceramics, glass etc) design programmes struggle to find ways to earn income with their obtained skills.
- The number of product, service, interaction and user experience designer jobs increases, but there are not enough graduates who have specialised in those areas.
- In large part, adults enrol to vocational educational institutions to study marketing or to receive technical skills in design and art, which can later be applied in various occupations to be more successful.
- The number of students enrolled to communications programmes decreases. Therefore, the graduates can find work in their field more easily in the future.
- There are enough jobs for the graduates of film and video, printing, and journalism programmes.

Due to the freelance and project-based work, there is a demand for good knowledge of economy, business and law

- The graduates of journalism are missing an advantage to get hired because employers prefer specialists of various fields with good writing skills.

Background

- Approximately 14,000 people are employed in the occupations of film and video, art and design, journalism, content creation and language, marketing and communications, and printing, which is 2% of the total Estonian workforce.
- Professional training in film and video, journalism, content creation and language, marketing and communication and art and design can be obtained from:
 - institutions of higher education: Estonian Academy of Arts, Tallinn University, Pallas University of Applied Sciences, University of Tartu, Tallinn University of Technology, Estonian Business School and Estonian Entrepreneurship University of Applied Sciences;
 - and vocational educational institutions: Tallinn Polytechnic School, Tallinn School of Economics, Võrumaa Vocational Education Centre, Ida-Virumaa Vocational Education Centre, Kuressaare Regional Training Centre, German Technological School of Pärnu, Tartu Art School, Tartu Vocational Education Centre.
- The OSKA study of film and video, art and design, journalism, content creation and language, marketing and communications, and printing occupations analysed the need for labour and skills until 2026 and made proposals on how to meet it.
- The OSKA forecasting system produces projections of the need for labour force and skills in all fields of the Estonian economy by 2020 and compares these to the education and training offered by higher education institutions, VET institutions and continuing education courses.
- OSKA studies are conducted by the Estonian Qualifications Authority (Kutsekoda) and funded by the European Social Fund.