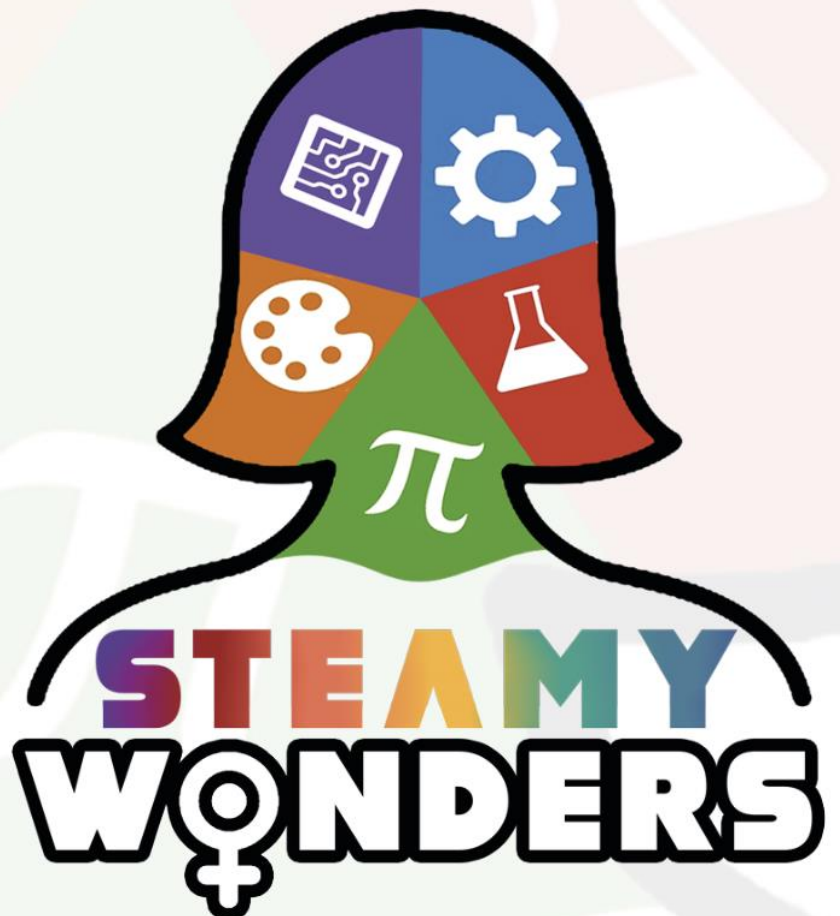


WebQuest

Art – Resilience





Element 4: A WebQuest.

THEME ALLOCATED:	Art - Resilience
TITLE OF THE WEBQUEST:	Plan your career in the Arts
INTRODUCTION	
<p>Gender inequality in cultural and creative sectors is another career barrier that women have to face. Women are strongly represented and even overrepresented in the cultural and creative sector, or at least in some fields of this sector. However, despite what one could think when looking at their quantitative superiority in public institutions or programmes of higher education, the creative sector is far from offering equal opportunities for women and men.</p> <p>Initiatives like # MeToo and Time’s Up helped reveal the pervasiveness of workplace discrimination, sexual harassment and wage inequality in the Arts sector contributing to the promotion of workforce diversity and pay equality. Although the gender gap is getting smaller, women still remain underrepresented in the leadership and decision-making positions.</p> <p>The barriers found in the creative sector for women are not different from those observed in other scientific sectors. Due to the imbalances that occur across Arts subjects, women who inspire to pursue a career in the Arts sector are often discouraged to enter and stay in Arts field and struggle to plan their learning and work opportunities.</p> <p>The Career Management Skills Framework supports the development and use of skills that best enable individuals to plan and pursue life, learning and work opportunities. The competencies are grouped under four themes:</p> <ol style="list-style-type: none"> 1. Self - Achieving a clear understanding of who you are, what is important to you and how you fit into the world around you 2. Strengths - Developing an understanding of what you’re good at and how you can use your strengths 3. Horizons - Learning to visualise, plan and achieve career aspirations throughout your entire working life 4. Network - Understanding the importance of work and social relationships in building your career <p>What personal attributes and skills do you have that are particularly useful for your career in the Arts sector? What are you motivated to achieve? What learning and working opportunities do you have in Germany? What is your potential growth in this sector in your country?</p>	





This WebQuest will guide you through a series of tasks to explore the possibilities of employment and help you plan your career in specialised fields in the Arts sector based on your interests and skills.

TASKS

Your task will be to explore the possibilities of employment in the Arts job market, and to find the perfect job that suits you and your interests. It's conceived as a little self-reflective research about the interests and talents you have. Your final product will be 'Career Model Canvas' (<https://canvanizer.com/new/personal-business-model-canvas>), based on the Business Model Canvas, that will support you as a woman to plan and evaluate different careers in the Arts sector. The Career Model Canvas has been developed to match the four themes of the Career Management Skills Matrix (Self, Strengths, Horizons, Network). Let's get started!



Create your own career model canvas

Career or Job Title:

<p>Key Partners (Networks)</p> <p><i>Include an overview of networks in your region, nationally and across Europe where you can access advice on this potential career.</i></p>	<p>Key Attributes (Self)</p> <p><i>List here the key personal attributes that you have, that are particularly useful for your new career. Describe who you are and what you can bring to this role.</i></p>	<p>Value Proposition (Strengths)</p> <p><i>List your key strengths, highlighting the skills and experiences that you can bring to this new career. Try to answer the question: 'What sets me apart from other candidates in this role?'</i></p>	<p>Soft Skills (Strengths)</p> <p><i>List here the soft skills (communication, teamwork, collaboration, etc.) that you have and identify how they can be used in this new career.</i></p>
<p>Key Values (Self)</p> <p><i>List here what is important to you in a career, and in life. List your intrinsic and extrinsic motivations, and state what your personal goals are for this new career.</i></p>		<p>Transferrable Skills (Strengths)</p> <p><i>List here the main transferrable skills that you have from other experiences and life roles. Include an example of how these skills can be applied in your new career.</i></p>	
<p>Revenue (Horizons)</p> <p><i>Research and summarise the salary potential of this role and estimate the opportunities for advancement in this sector for your own career.</i></p>		<p>Growth Potential (Horizons)</p> <p><i>Research and estimate the potential growth in this sector in your country, across Europe and globally.</i></p>	

PROCESS

TASK 1: Key Attributes (Self)

First step is to define the key attributes that you have that are particularly useful for your new career. How would you describe yourself? What are your talents? By describing yourself you will be able to answer concrete questions about the specific areas in which your interests and your talents lie and help you explore the sector that would suit you best. Come up with a list of your best traits, that are particularly useful for your new career in the Arts sector.

- <https://www.thebalancecareers.com/personal-skills-list-2063763>
- How to describe yourself





<https://owlcation.com/humanities/how-to-describe-yourself>

- Career personality test

<https://www.truity.com/test/career-personality-profiler-test>

TASK 2: Key Values (Self)

What is important to you in a career, and in life? What are your personal goals? Your values are the things most important to you. What are the activities that you do because you find them fun, enjoyable, and interesting? Do you find personal satisfaction when helping others? Do you like to be challenged because it's fun and exciting? That's the motivation that comes from within. You may also be motivated by external reward and engage in activities because you will get something in return, whether it's praise, fame, or money. Both internal and external factors play an important role in driving motivation and improving our performance. List your intrinsic and extrinsic motivations and state what your personal goals are.

- <https://careerwise.minnstate.edu/mymncareers/english-learner/what-is-important.html>
- <https://www.verywellmind.com/differences-between-extrinsic-and-intrinsic-motivation-2795384>
- <https://www.healthline.com/health/intrinsic-motivation#examples>
- <https://www.indeed.com/career-advice/career-development/intrinsic-motivation>

TASK 3: Key Partners (Network)

Support is extremely important. There are many networks across Europe and in Germany helping women in their personal career development in the Arts sector. Organisations have emerged over the last few years focused on networking exclusively for women, to provide mutual support and cooperation, which are necessary to break the gender inequality within the Arts sector.

- <https://www.saloon-berlin.de/>
- <http://malerinnennetzwerk.com/>
- <https://www.berlin.de/sen/kultur/en/funding/funding-programmes/funding-for-women-artists/>
- <https://gedok-muc.de/english-version>
- <https://euraxess.ec.europa.eu/jobs/search>

TASK 4: Value Proposition (Strengths)

What are your strengths? That's a very common question in job interviews. What sets you apart from other candidates? What valuable competitive advantage do you have? Think of





skills that you may have gained through internships and work-study opportunities. Graduates who have gained international experience by studying abroad obtained first-hand knowledge of different cultures strengthening their resourcefulness and problem-solving skills, as well as their ability to adapt to a new environment. Learning about the art and the history of another culture develops your understanding of others. Can you think of any experience that helped you improve your language skills or develop any particular strengths that help you stand out?

- <https://www.topuniversities.com/student-info/careers-advice/top-five-employment-skills-provided-studying-abroad>
- <https://www.switchliving.com.au/student-guide/work-career-visa/life-experiences-to-boost-resume/>
- https://careers.yorku.ca/student_topic/benefits-of-volunteering

Task 5: Soft Skills (Strengths)

What are the so-called soft skills? Soft skills are personality traits and interpersonal skills that characterize a person's relationships with other people. They are non-technical skills that relate to how you work, how you interact with colleagues, how you solve problems and how you manage your work. Communication, teamwork and collaboration are examples of soft skills. These are general common skills that you must have very well developed for any job, including those in the Arts sector. Highlight your soft skills, that are particularly relevant in your area.

- <https://www.thebalancecareers.com/what-are-soft-skills-2060852>
- <https://www.verizon.com/about/our-company/fourth-industrial-revolution/four-soft-skills-needed-be-successful-stem>
- <https://www.forbes.com/sites/alisonescalante/2020/11/30/creativity-education-is-equally-important-for-careers-in-stem-and-the-arts/?sh=286bbc09554f>
- <https://www.psychologytoday.com/us/basics/big-5-personality-traits>

Task 6: Transferable Skills (Strengths)

Transferable skills are talents and abilities that can be used in many different jobs and career paths. They can be acquired through employment, school, internships, hobbies, and volunteering experiences. Consider your work history, school activities, and life experiences. What skills have you consistently used? Most jobs require communication and multitasking skills, for example. You might have developed technology skills using Microsoft Office or any other software, or you might have expertise in public speaking. Think of how you can apply that knowledge in your career model.

- <https://www.thebalancecareers.com/transferable-skills-list-525490>





- <https://artswork.org.uk/news/arts-sector-advice-thinking-about-a-career-in-the-museums-sector/>
- <https://www.forbes.com/sites/nextavenue/2018/02/09/the-7-transferable-skills-to-help-you-change-careers/?sh=6897df634c04>

Task 7: Revenue (Horizons)

Pursuing a job in the Arts is a choice that can bring you to a rewarding and lucrative career. Do you know the salary potential of your role? What are the most lucrative careers in the Arts? Research and summarise the salary potential of your role and estimate opportunities for advancement in this sector for your own career across Europe and in Germany.

- <https://theartcareerproject.com/careers/>
- <https://www.payscale.com/research/DE/Job/Art-and-Design>
- <https://www.deutschland.de/en/topic/culture/how-germany-supports-professional-artists>
- <https://www.glassdoor.com/Salaries/know-your-worth.htm>
- <https://www.gehalt.de/>

Task 8: Growth Potential (Horizons)

Conditions for women working in artistic fields are still unfavourable in Germany and across Europe. While some professions and positions used to be managed by women, such as public relations, marketing or publicity, men generally dominate the key and managerial positions. Factors like the glass ceiling also prevent many women to be promoted by their boss, independently to their capacity or qualification. Especially in the movie industry and in theatre, what audiences see and hear on stage remains overwhelmingly written, directed, composed, designed and performed by men. Do you know what's the potential growth in the Arts sector in Germany? What are the job opportunities in your city? In this final step, you will have to estimate the potential growth for this role in your country, across Europe and globally.

- <http://www.womarts.eu/upload/01-LI-WOMART-1-20-6.pdf>
- <https://www.dw.com/en/how-germany-is-boosting-womens-careers-in-culture-and-the-media/a-39729533>
- <https://www.hertie-school.org/en/news/news/detail/content/study-gender-equality-policy-in-the-arts-culture-and-media-in-comparative-perspectives-1>
- <https://berlinandherplaces.wordpress.com/2018/08/07/how-to-launch-your-career-in-arts-and-design-tips-from-berlin-women-in-the-field/>





Now that you have completed all the steps it's time to visually summarize your skills, values, resources and growth opportunities in your personal Business Model Canvas. You can create your own BMC for your personal career development by clicking the following link:

<https://canvanizer.com/new/personal-business-model-canvas>

EVALUATION

As part of the assessment for this WebQuest, participants are encouraged to write a short self-reflection piece (200-259) whilst considering the following questions:

- Did the exercise help you plan your career in the Arts sector?
- Did you identify what your skills, interests and talents are? Please mention that.
- Did you identify skills and abilities that you may have gained through other life experiences, that you were not aware about? Please mention that.
- Do you believe you have the necessary skills for some of the jobs in the Arts sector?
- Did you identify what are the fields in the Arts sector that are most suitable for you based on your skills and personal interests? Please mention that and justify your answer.
- Did you identify what your inner motivations are and what things are most valuable to you in your life?
- Is there any activity or experience you could do to help that will bring value to your future career and to your personal life?
- Did you find that this exercise was an interesting and useful way for you to start considering working in the Arts sector?

CONCLUSION

The Arts sector is composed of a wide range of creative roles, and the career possibilities are limitless. Artists get paid to pursue their passion, and express themselves through different mediums in a variety of fields. The career possibilities can range from game design, to managing treasured artefacts in a museum. Not only are the career opportunities endless, but beauty of the Arts sector is that you do not necessarily need to pay extortionate prices for degrees or a PhD, as you would be required to do in scientific fields. You can utilise books and online tutorials to improve your skills and portfolio.

By completing this WebQuest, you have learned more about your knowledge-based skills, as well as your soft and transferrable skills that you may have gained throughout your life and that will bring value to your future career in the Arts sector. You may have identified your inner motivations and the fields that might be most suitable for you based on your abilities, interests, and experience. Most people are motivated by external reward or financial gain, however, your inner motivation is what drives you to engage in one activity or to pursue one career because it's enjoyable and satisfying for you.





It is important that you identify what things are most valuable to you in your life and what your personal goals, and be motivated to pursue a career that you truly like. For example, if you are interested in the feminist movement and female empowerment, perhaps expressing the need to challenge the oppressive patriarchal system through artistic paintings could be an option for you. If this is not your priority, you can help yourself understand what motivates you by answering the following questions: which of the fields do you find most intriguing, and why? Where can you make an impact? Which problems do you want to solve? Think about it!



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