



It's Nice That × Adobe

# INTRO DUCTION TION

Learning new skills can arm us with new ways to bring our ideas to life, advance our careers and attract new clients. Nobody wants to be a one-trick pony and we can also get a deep sense of fulfilment from learning something new.

But as creatives, it can be tough to know where to start – both on a personal level and when it comes to upskilling our teams as a manager. Are juniors getting enough support and guidance? Which new technologies are worth investing in? And is it better to hone your expertise, or gain a broader range of skills?

Surveying creatives from more than 60 leading studios, from design to film, we set out to uncover answers to these questions and find out which skills creatives consider to be key for success today and in the future.

Over the following pages, we dig into five key themes through statistical results from the survey and a series of interviews with industry leaders. We'll start by exploring which skills are the most foundational for a creative career, and then look at the ones that are in high demand today. Next up, we'll examine how managers should approach learning itself, before revealing which emerging technologies are the most essential in a creative's toolbox. Finally, we'll dive into the specialist versus generalist debate, to try and settle on the best strategy for balancing a creative skillset once and for all.





4  
FOUNDATIONAL  
SKILLS

12  
SKILLS IN  
DEMAND

20  
LEARNING  
SKILLS

26  
FUTURE  
SKILLS

35  
BALANCING  
SKILLS



# FOUNDATIONAL SKILLS



Our survey zeroed in on the very start of a creative career to find out which hard skills are the ideal foundation for a creative. Graphic design came out on top, followed by image editing and layout design. We also found that the majority of creatives are teaching themselves these skills, and also don't think universities are providing enough software training.



# KEY FINDINGS