**Journal Log 3**

**Question One: *Discuss 10 reasons why employers are seeking Sheridan***

***graduates who display/possess creativity.***

1. Employers will be actively seeking out Sheridan graduates who are able to be **flexible** with their work and thinking. Flexible workers are people who can adapt and willingly go along with change. Sheridan graduates learn this through their assignments; whether it be a thesis or an art project, these things can change based on research or deadlines and Sheridan students are able to **adapt** to these changes to finish their work.
2. Sheridan graduates have a lot of **resilience** because not every assignment is going to get a 100% or A+. We learn to understand that failing is the process of learning and can accept our grades to be able to move on and work on future assignments with our newfound knowledge.
3. Many assignments and programs at Sheridan College foster **proactivity** in students. Many final assignments are given to us at the beginning of the semester and allow us plenty of time to work on things, so we are not struggling to finish things on time. This is how we learn to better manage our time and maintain proactivity in the workplace.
4. A **creative mind** is an **analytical mind**. Sheridan students apply prior knowledge with newfound knowledge to not only learn things better, but also apply what they have learned to new situations and create new ideas.
5. Programs at Sheridan have been designed to allow students the best opportunity for working on what they are **passionate** about. Many assignments and projects are adaptable by design so students can create something unique to themselves. Sheridan graduates can express themselves and know how to work in fields they are passionate about.
6. Sheridan College provides plenty of opportunities for its students to **take initiative** and pursue what they want. Whether it be modifying assignments to better suit their interests or the variety of clubs and events happening at Sheridan, students know when to act.
7. So many of the programs at Sheridan provide opportunities for students to express themselves individually, but also alongside others through group work. Sheridan students understand that group projects are fundamental for fostering **positive relationships, connection, and collaboration** and then can pursue this confidently in the workforce.
8. Many of the programs at Sheridan teach the students many **transferable skills** throughout their studies. Whether it be logical, physical, or emotional (for example, data analysis, healthy work habits, group work, etc.), these skills are crucial for developing happy and healthy workers who are able to take the information and abilities they learned in an educational field and transfer them to a workplace environment.
9. It goes without saying that Sheridan promotes the creation and **development of** **new ideas and projects** in its students. As an example, the animation program allows multiple opportunities for its students to create short films, characters, and stories which the student can then elaborate on in the future. Students know how to develop new ideas and foster them in a positive environment, potentially even bringing their ideas to new places to explore them further (as an example, taking your concept art and story from school to a studio to see if it can get made).
10. Sheridan students, and college students in general, offer a **fresh perspective** when they graduate. Anyone entering the workplace for the first time will bring something new to the table and hopefully their ideas will be accepted or explored by their higher-ups.

**Question Two: *Comment on 5 of the statistics that are presented. Were they***

***surprising or did you know them? Why? 250 words.***

When examining this infographic, a lot of things came to mind. Firstly, I was unaware of every statistic listed on this graphic and was overall impressed and excited by reading about them.

I think the most shocking one to me is the one discussing how in the UK, creative industries grew 8.6% in only 1 year when previously that statistic was at 0.7%. That is an extreme jump, and I can only assume that there has been another dramatic increase in the growth of the creative industry since then. This gives me a lot of hope as creative pursuits and work are very important to me as an artist and seeing the industry grow is lovely to see. To go along with industry, another great statistic is that the predicted creative economy grew from 10% to 20% between 2014 and 2020. This is simply fantastic. Although I do not think everything needs to be a job to be considered useful, the world is built upon work and money. More funds and resources being put into the creative field means that potentially less importance will be put on quotas and quantities and more on quality and inspiration. I find it very interesting that 58% of employers expect, or even want, creativity skills to become more important. This is great news as everyone should be able to act creatively in their workplaces since it empowers both the work and the person.

However, the less positive statistic I read on this infographic is that 43% of the UK’s population needs improvement in their creative skills. Although we do not live in the UK, I assume their statistics must be like that of Canada, or even the U.S. because of our country’s similarities. This is rather upsetting as it means that a very large portion of the population was not given the tools and opportunity to foster their minds creatively. As we have learned over the past few weeks, creative thinking is incredibly important for developing passion, confidence, and quality in your work. I do hope that this statistic has lowered since the creation of this infographic, especially considering how important creative thinking skills have become in the workplace.

Finally, after reading everything it only made sense to me that 50% of employers had creative problem-solving as one of their top skills. Creativity has become so important in both people’s personal lives as well as their work lives. I can only predict that the need for creative minds will increase as the years go on and that creative skills will become more important as well.