

Image generated using OpenAI's ChatGPT, 23 October 2026.

CREATIVE SECTORS

Interior Architecture, Creative Writing & Photography

Mahmmoud Al Debei
Jasmina Anamaria Borlea
Richard Croes Benavides
Chloe Namatovu Bagosera
Halyna Oshchypok
Abby Robertson-Steele

10/28/26

CREATIVE SECTOR

5.2%

GDP of UK
£124bn GVA - 2023

7.1%

Jobs in UK
2.4 million jobs - 2023/24

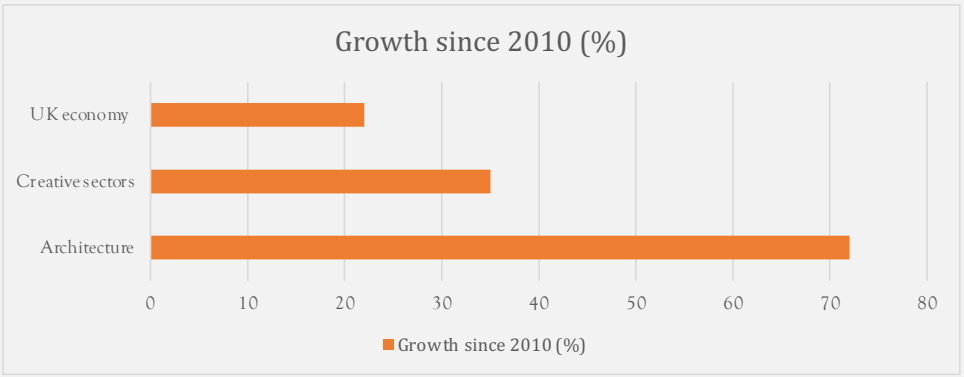
ARCHITECTURE

3.2%

GDP of CS
£4bn GVA - 2023

5%

Jobs in CS
122 thousand jobs - 2023/24



Source: House of Commons Library (2025); DCMS (2026) — see references

SWOT CHART

Strengths

- Standardisation
- Credibility
- Riba-BIID
- Continued professional development
- Client-Contractor key - Link
- Alternative pathways BA- Int. Arch.

Opportunities

- Evironmentaly consious societies
- High international demand
- Artificial Intelligence

Weaknesses

- Accreditation Long & Demanding
- Negotiation Leverage with clients
- Limited Budget
- Small Studios & freelancers
- Small Sector
- Income Instability
- Competing against big firms

Threats

- Artificial Intelligence
- IT and Gaming
- Interactive & intuitive tools

PHOTOGRAPHY OVERVIEW & JOB MARKET

Market Need

High Demand for photographers in ads, fashion, online shops, and social media.

AI Impact

AI reduces simple photo editing jobs but helps photographers work faster and create better concepts.



SWOT CHART

Strengths

- Easy way to share visual stories.
- Strong creative and personal expression.

Opportunities

- Creative freedom & flexible work.
- Using AI to edit photos faster.
- Growing demand for digital media content.

Weaknesses

- Expensive camera gear and software.
- Unstable income for freelancers.
- High competition in the market.

Threats

- AL replacing basic photo editing jobs.
- Smartphone cameras getting too good.
- Copyright and photo stealing issues.

MY PERSONAL PERSPECTIVE & GOALS

Storytelling Core

Photography is not just cameras ; it is about telling good visual stories.

Using AI

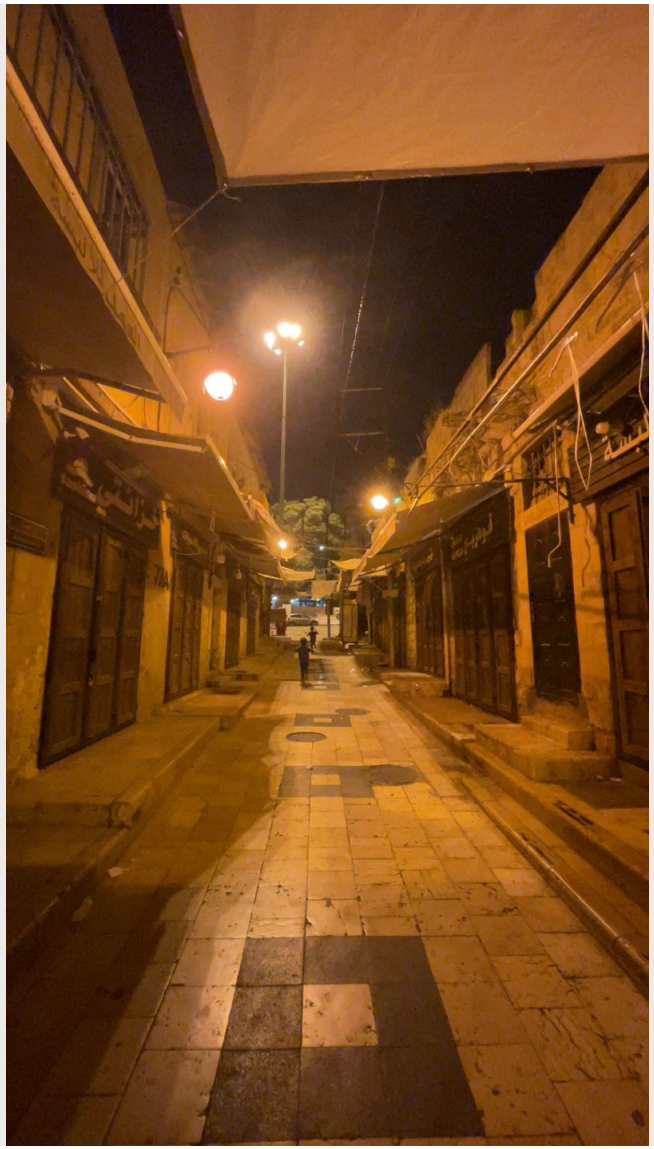
I use AI tools to edit faster but keep my own creative ideas.

Foundation Year

I want to learn camera basics, lighting, and build a strong portfolio.

Future Carer

My goal is to work in commercial photography and architectural shots.



INTERIOR ARCHITECTURE

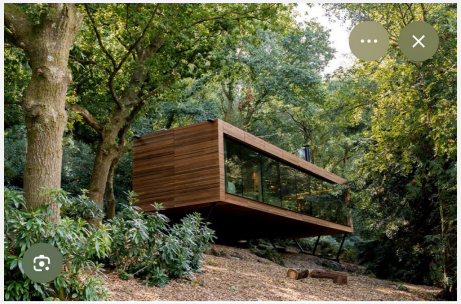
Styles

Style is a visual language that shapes the atmosphere of a space-based furniture selection, colour palettes materials, lighting and spatial layout to create a cohesive environment that reflects on culture and historical influences



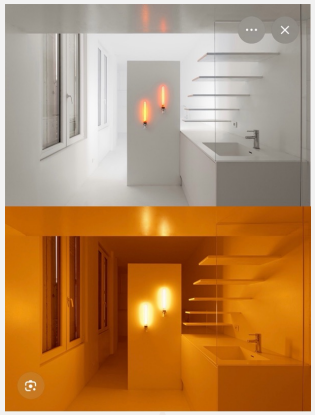
Environment

It shapes the inside environment of a building to balance human use, structure and style.



Lightning

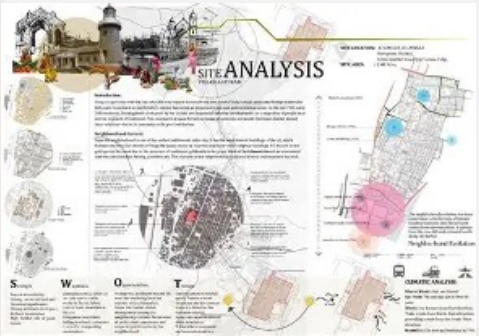
It blends the art or design with the science of illumination to enhance the function, mood, and the structure of a building



INTERIOR ARCHITECTURE

Audience

Audience analysis involves a critical process that helps the architects to understand the needs, preferences and the behaviours of the intended space of the user. It also helps architects and designers to create spaces not only visually appealing but can also be functional and comfortable for the user



Perspective

Perspective allows both architects and designers to depict how a space can appear from any specific viewpoint, by making flat sketches that can appear in 3D dimensional view and lifelike. Visualizing room layouts and how the furniture is spaced can help both the designers and clients to understand the flow and scale of a space



Colour

The colour palette generates the use of colour theory to create a harmonious scheme. By starting from any colour can tailor any specific recommendations to designers for walls, accent walls, furniture, accessories and trim.



CREATIVE WRITING OVERVIEW& JOB MARKET

High demand for fiction writers etc. Romance, historical fiction, romantic comedy

AI IMPACT:

AI can impact creative writing because it helps to edit, restructure works in a way that makes it easier to do.



PERSONAL PERSPECTIVE & GOALS

Being an author is not just about writing, it's about editing and structuring stories with a format that is inciting to readers.

Foundation Year:

I want to become better at my understanding of Grammar and Language Structure, so that I can write a good book.



CREATIVE WRITING

Relevant organisation

Arvon – UK – creative writing development

National Centre for Writing – Norwich – UK and international

The Poetry Society – UK – poetry organisation

English PEN – London – UK writers' organisation

Apples & Snakes – England performance poetry

The Society of Authors – UK – pofessional bodies for writing



Figure 1



Figure 2

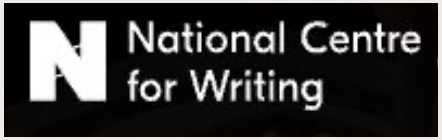
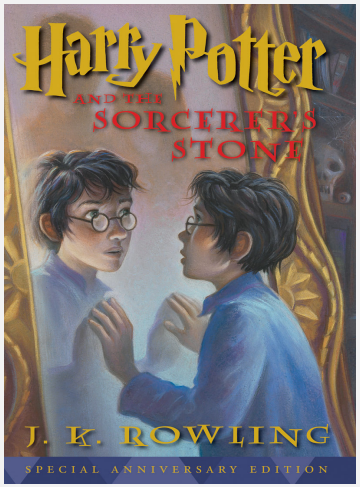


Figure 3

CONNECTIONS

All our pathways are connected, even if there seem to be no connections among them at first glance. Creative writing, Photography and Interior Architecture can work together.

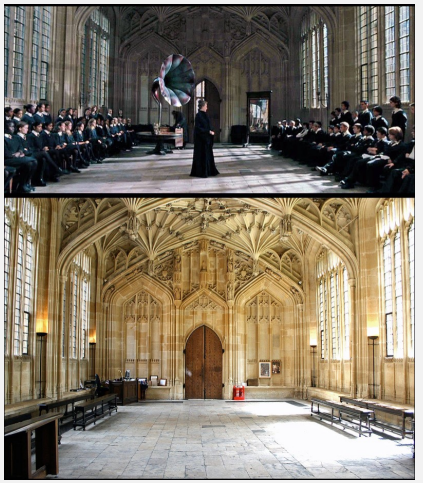
Creative Writing



Photography



Interior Architecture



QUESTIONS?



Image generated using OpenAI's ChatGPT, 23 October 2026.

REFERENCES

1. Department for Culture, Media and Sport (2024) *DCMS Sectors Economic Estimates: GVA 2023 (Provisional)*. London: DCMS.
2. Department for Culture, Media and Sport (2024) *Economic Estimates: Employment in DCMS Sectors, July 2023 to June 2024*. London: DCMS.
3. House of Commons Library (2025) *Creative Industries* (Debate Pack, CDP 2025/0012). London: House of Commons Library.
4. OpenAI (2026) *ChatGPT* [Text-to-image generative artificial intelligence tool]. Available at: https://chat.openai.com(Accessed: 23 October 2026).
5. Poetry Organisations, Societies and Libraries Available at: https://www.poetrykit.org/list_orgs.htm (Accessed 23 October 2026)
6. List of UK Literary Organisations Available at: https://www.neonmagazine.co.uk/the-big-list-of-uk-literary-organisations/ (Accessed 23 October 2026)
7. Harry Potter and Philosopher`s Stone (1997) book cover: https://www.harrypotterfanzone.com/book-covers/ (Accessed 23 October 2026)
8. https://www.facebook.com/HarryPotterPlaces/photos/the-divinity-school-section-of-oxfords-bodleian-library-is-where-goblet-of-fire-/847202765304943/ (Accessed 23 October 2026)
9. https://www.instagram.com/p/C8PGdcBNC5i/?hl=uk&img_index=2 (Accessed 26 October 2026)
10. Figure 1. Screenshot of the Avron homepage. Source: https://www.arvon.org/ (Accessed 23 October 2026)
11. Figure 2. Screenshot of the Society of Authors homepage. Source: https://societyofauthors.org/ (Accessed 23 October 2026)
12. Figure 3. Screenshot of the National Centre for Writing homepage. Source: https://nationalcentreforwriting.org.uk/ (Accessed 23 October 2026)
13. Ang, T. (2018) Digital Photography Masterclass. 3rd end. London: Dorling Kindersley.
14. Design Museum (2024) Designer Maker User Exhibition. London: The Design Museum.
15. IBIS World (2023) Photographic Activities in the UK: Industry Report. London :IBIS World.