



# TRANSFERABLE SKILLS IN MEDIA



The Film & TV  
Educators Network

# TRANSFERABLE SKILLS

Students currently studying media subjects will be finishing their qualification and entering into an industry with opportunities across multiple sectors.

Understanding that skills developed for a specific discipline can apply across many different avenues and industries means there are more potential entry ways and opportunities for young people.

# THE MOST CROSS-INDUSTRY SKILLS IN 2026

UNREAL ENGINE

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

BLENDER OR AUTODESK MAYA

PYTHON AND JAVASCRIPT

VIDEO EDITING AND MOTION GRAPHICS

UI/UX DESIGN

PROJECT MANAGEMENT AND WORKFLOWS

INTERACTIVE EXPERIENCE DESIGN

STORYTELLING AND CONTENT STRATEGY

# **10 TRANSFERABLE AREAS**

**UNIVERSAL PROFESSIONAL SKILLS**

**STORYTELLING & CONTENT DEVELOPMENT**

**DIGITAL CONTENT CREATION**

**3D MODELING, ANIMATION & VISUALIZATION**

**REAL-TIME & INTERACTIVE DEVELOPMENT**

**AUDIO PRODUCTION**

**VIDEO PRODUCTION & POST-PRODUCTION**

**SOFTWARE DEVELOPMENT & TECHNICAL PRODUCTION**

**THEMED ENTERTAINMENT & ATTRACTIONS**

**ENTERTAINMENT COMMUNICATIONS & MARKETING**





## **UNIVERSAL PROFESSIONAL SKILLS**

These are arguably the most transferable across every sector.

These include skills such as budget management, project management, team leadership.



## **STORYTELLING & CONTENT DEVELOPMENT**

These skills transfer almost everywhere in media/entertainment.

These include skills such as scriptwriting, storyboarding, character development.





## **DIGITAL CONTENT CREATION**

Used heavily in film VFX, television graphics, games, apps, attractions, and marketing.

These include skills such as graphic design, concept art, motion graphics.



## **3D MODELING, ANIMATION & VISUALISATION**

One of the most transferable disciplines across industries.

These include skills such as virtual production, rendering, character creation.





## **REAL-TIME & INTERACTIVE DEVELOPMENT**

Increasingly shared by games, apps, attractions, and virtual production.

These include skills such as user experience design, technical art, prototyping.



## **AUDIO PRODUCTION**

Shared across nearly every media/entertainment medium.

These include skills such as sound design, dialogue editing, voice-over production.





## **VIDEO PRODUCTION & POST-PRODUCTION**

Video Production & Post-Production  
Film, TV, streaming, marketing,  
attractions, and apps all use these  
workflows.

These include skills such as cinematography, editing, colour grading.





## SOFTWARE DEVELOPMENT & TECHNICAL PRODUCTION

Games, apps, attractions, streaming platforms, and virtual production all rely on software engineering.

These include skills such as programming, API development, database management.



## **THEMED ENTERTAINMENT & ATTRACTIONS**

Particularly relevant for theme parks, museums, immersive experiences, and location-based entertainment.

These include skills such as projection mapping, worldbuilding, guest experience management.





## **ENTERTAINMENT COMMUNICATIONS & MARKETING**

Often overlooked, but highly transferable between all sectors.

These include skills such as public relations, content marketing, audience analytics.



# EXAMPLE: CASTING

## VIDEO GAME CHARACTERS



Established actors are often cast to bring video game characters to life through physical performance captured using Motion Capture technology.

## VOICE OVER ARTISTS



Voice over artists are cast for numerous roles in everything from video games and advertising, to audio books, audio dramas and narration for digital apps.

## ACTORS FOR EVENTS



Many high-profile IPs use in-person tie-in events to promote new seasons of a show or a film release. Actors are cast to bring the story and characters of the IP to life for attendees.



# EXAMPLE: THEME PARK ROLES

## NARRATIVE STORYTELLING



Rides in major theme parks are often based on a specific narrative. The ride queue tells guests a story and they are immersed in the world of the ride which heightens their overall experience.

## CHARACTER & WORLDBUILDING



Major theme parks often take existing IP and use these to build extensive physical worlds for guests to visit, as well as rides which expand character narratives.

## GUEST EXPERIENCE



How guests interact with the world around them in a theme park can include everything from the design of the ticket, to merchandise design, and even the refreshments they buy.



# EXAMPLE: AUDIO PRODUCTION

## INTERACTIVE MEDIA



Interactive media relies on sound to engage audiences. Video games have extensive sound design and musical scores, but don't forget everyday engagement with digital apps audio.

## LIVE EVENTS



Audio and sound are integral to live events. Whether it's managing and recording live sound, or designing specific audioscapes to immerse audience in their surroundings.

## TRADITIONAL MEDIA



Before studying traditional media and understand its importance, sound is often overlooked, but it can be the difference between an average film and an outstanding film.



# UNIVERSAL PROFESSIONAL SKILLS

## Core Skills

- Project management
- Budgeting
- Vendor management
- Stakeholder communication
- Creative problem-solving
- Team leadership
- Presentation skills
- Client management
- Production planning

## Common Software

- Microsoft Excel
- Microsoft Project
- Notion
- Asana
- Slack
- Canva
- Zoom/Teams

# STORYTELLING & CONTENT DEVELOPMENT

## Core Skills

- Narrative design
- Story structure
- Character development
- Worldbuilding
- Scriptwriting
- Storyboarding
- Visual storytelling
- Audience engagement
- Interactive storytelling
- Transmedia storytelling

## Common Software

- Final Draft
- Celtx
- WriterDuet
- Storyboard Pro
- Miro



# DIGITAL CONTENT CREATION

## Core Skills

- Digital illustration
- Graphic design
- Motion graphics
- Asset creation
- Concept art
- UI/UX design
- Branding
- Typography
- Visual communication

## Common Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Figma
- Sketch

## Common Hardware

- Drawing tablets
- Colour-calibrated monitors
- Digital cameras
- Scanners

# 3D MODELING, ANIMATION & VISUALISATION

## Core Skills

- 3D modeling
- Rigging
- Animation
- Texturing
- Lighting
- Rendering
- Virtual production
- Environment design
- Character creation

## Common Software

- Autodesk Maya
- Blender
- Cinema 4D
- Houdini

## Common Hardware

- High-performance workstations
- GPU rendering systems
- Motion capture systems



# REAL-TIME & INTERACTIVE DEVELOPMENT

## Core Skills

- Real-time rendering
- Interactive design
- Gameplay systems
- Experience design
- XR development
- Technical art
- Prototyping
- User interaction design

## Common Software

- Unreal Engine
- Unity
- Godot

## Common Hardware

- VR headsets
- AR devices
- Motion tracking systems
- Touchscreen kiosks
- Projection systems

# AUDIO PRODUCTION

## Core Skills

- Sound design
- Audio editing
- Dialogue editing
- Mixing
- Mastering
- Music production
- Spatial audio
- Voice-over production

## Common Software

- Pro Tools
- Logic Pro
- Ableton Live
- Reaper

## Common Hardware

- Audio interfaces
- Studio microphones
- Mixing consoles
- Field recorders



# VIDEO PRODUCTION & POST-PRODUCTION

## Core Skills

- Videography
- Cinematography
- Editing
- Colour grading
- Visual effects
- Media management
- Compression and delivery

## Common Software

- Adobe Premiere Pro
- DaVinci Resolve
- Avid Media Composer
- Nuke

## Common Hardware

- Cinema cameras
- DSLR/mirrorless cameras
- Lighting kits
- Gimbals
- Video switchers

# SOFTWARE DEVELOPMENT & TECHNICAL PRODUCTION

## Core Skills

- Programming
- Systems integration
- API development
- Technical troubleshooting
- Database management
- Automation
- Cloud deployment

## Common Languages

- Python
- C#
- C++
- JavaScript
- TypeScript
- SQL

## Common Software

- Visual Studio
- Git
- Jira



# THEMED ENTERTAINMENT & ATTRACTIONS

## Core Skills

- Show control
- Interactive installations
- Projection mapping
- Ride systems integration
- Control systems
- Guest experience design
- Worldbuilding

## Common Software

- Disguise
- TouchDesigner
- Watchout
- QLab

## Common Hardware

- Projection systems
- Manual crafting
- Media servers

# ENTERTAINMENT COMMUNICATIONS & MARKETING

## Core Skills

- Public relations
- Social media management
- Community management
- Content marketing
- Brand management
- Audience analytics
- Event communications
- Campaign management

## Common Software

- Hootsuite
- Sprout Social
- Google Analytics
- Salesforce
- Mailchimp/Email Octopus



# DOWNLOAD OUR SKILLS & CONFIDENCE RATING RESOURCE

This resource is designed for students to rate their skills, confidence, and interest in specific transferable skills or disciplines.

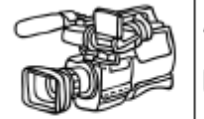
- Students who are already learning specific disciplines can complete the entire resource, or a specific area, to evaluate their level of skill.

**OR**

- Students who are yet to begin learning can complete the resource to evaluate their level of interest in specific skills and disciplines.

**DOWNLOAD OUR  
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CONFIDENCE  
RATING  
RESOURCE**

**CLICK HERE**

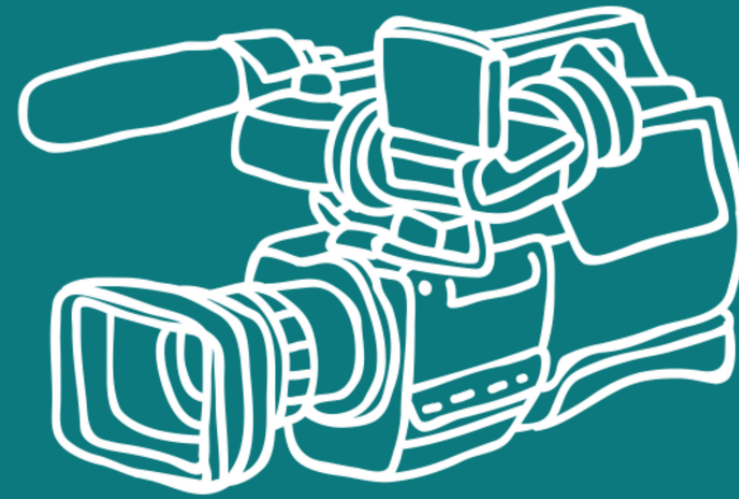


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### Universal Professional Skills

| SKILL                     | 1 | 2 | 3 | 4 | 5 |
|---------------------------|---|---|---|---|---|
| Project management        |   |   |   |   |   |
| Workflows                 |   |   |   |   |   |
| Budgeting                 |   |   |   |   |   |
| Vendor management         |   |   |   |   |   |
| Stakeholder communication |   |   |   |   |   |
| Creative problem-solving  |   |   |   |   |   |
| Team leadership           |   |   |   |   |   |
| Presentation skills       |   |   |   |   |   |
| Client management         |   |   |   |   |   |
| Production planning       |   |   |   |   |   |
|                           |   |   |   |   |   |
| SOFTWARE                  | 1 | 2 | 3 | 4 | 5 |
| Microsoft Excel           |   |   |   |   |   |
| Microsoft Project         |   |   |   |   |   |
| Notion                    |   |   |   |   |   |
| Asana                     |   |   |   |   |   |
| Slack                     |   |   |   |   |   |

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