



Careers from Science consortium update

May 2008

The Future Morph test website is now available at www.futuremorph.org and we need your feedback.

The test site has opportunities to give feedback on every page and has been created to allow us to try out our approach to the content and to hone the style before the full website goes live in the Autumn. The design and layout of the site will change before the full launch and we will certainly be adding images and multimedia content to make it more appealing.

We would appreciate feedback on all areas but particularly the Discover Futures section. The articles in this section are the beginning of the topic area approach and allow users to explore how STEM is shaping our world and the type of jobs involved. We would like to know what you think of the approach these articles take and if you have suitable content we can pull in? The full seven topic areas we will be using are outlined overleaf.

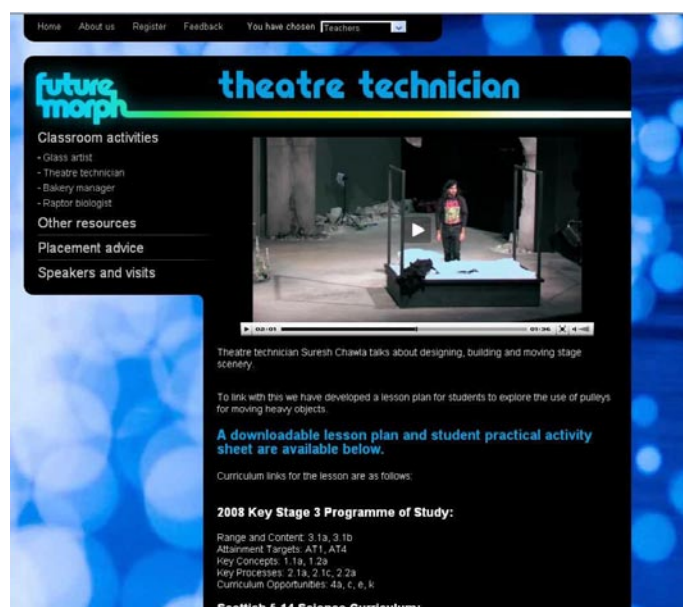
Do take a look at the videos for the first four classroom activities in the teacher section and we will also be adding the first interactive piece in the next few weeks. This is a simple animated quiz aimed at making 11-14 year olds aware of the range of jobs where science and maths can be valuable.

If you would like to show the site to school groups to gather their opinions that would be great, however, we will not be promoting it until the full version is launched. Many thanks to those who have helped shape the site so far with ideas and content. We look forward to hearing what you think.

Nicola Hannam, Project Manager



Future Morph home page



Classroom activities section

Future Morph topic areas

There will be a series of articles for each of these topic areas which will highlight developments in these areas and draw attention to the associated job roles; an article may appear in more than one topic area. There will also be an employment overview for each topic area, links to case studies and external content.

Each topic area will be expected to include examples for all areas of STEM including drawing attention to the importance of ICT and maths.

1. Health

Incorporates:

- **Medical healthcare** (i.e. the NHS, or private) e.g. dentistry, medicine, nursing, pharmacy, physiotherapy
 - **Personal health services** e.g. nutrition, speech and language therapy, chiropody, osteopathy, dermatology, opticians, hearing impairment, cosmetic surgery
 - **Administrative/support services** e.g. health service management, medical/health records, health informatics
 - **Medical & scientific research, technology and pharmaceutical industry** e.g. biomedical science, clinical research, health economics, regulatory affairs
 - **Social work and counselling** e.g. clinical psychology, psychotherapy, social work
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2. Lifestyle

Incorporates:

- **Sport, exercise and leisure** e.g. sports psychology, leisure/health centre management, gym instructor/trainer
 - **Fashion design and textiles** e.g. fashion/clothing design, jewellery design, textile design
 - **Personal effects** e.g. cosmetics research, hair colour science/research, beauty therapy, tattooing,
 - **Food and drink/hospitality** e.g. food technology, nutrition, health and safety, home economics, food journalism, restaurant/hotel management, brewing industry
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3. Entertainment/Culture

Incorporates:

- **Music** e.g. audio/acoustics engineering/technology, radio production, musician, conductor, singing, opera
 - **TV/film/theatre** e.g. broadcasting, filming, directing, production, special effects, stage/set design, animation
 - **Art & design** e.g. graphic design, art valuation, conservation work
 - **Media** e.g. journalism, photography, reporting, researching
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4. Nature

Incorporates:

- **Environmental issues** e.g. climate change, conservation, water and soil contamination, use of natural resources, waste management, sustainable development and air or noise pollution
 - **Natural history** e.g. archaeology, paleontology
 - **Space** e.g. astronomy, astrophysics
 - **Animals including birds and insects** e.g. conservation, veterinary science, RSPCA, ornithology, entomology
 - **Agriculture/cultivation** e.g. agricultural engineering, horticulture, botany, garden design, game keeping
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Future Morph topic areas continued...

5. Industry, Business and Finance

Incorporates:

- **Engineering** e.g. chemical, mechanical, electrical, nuclear, oil and gas engineering
 - **Building and construction** e.g. surveying, civil engineering, mining, architecture, construction management
 - **Transport (air, sea, road, rail etc.)** e.g. aerospace, automotive engineer, naval architecture, air traffic control, vehicle breakdown
 - **Manufacturing** e.g. production management, materials science, quality control
 - **Administrative, business and office work** e.g. business analysis, human resources, quality control, management consultancy
 - **Financial services** e.g. accountancy, statistics, insurance, mortgage and pensions advice, banking
 - **Marketing and advertising** e.g. account management, public relations, event and exhibition management
 - **Retail sales and customer services** e.g. sales management, human resources
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6. Education, Information, Communications

Incorporates:

- **Education and training** e.g. educational psychology, teaching, lecturing, careers advice
 - **Languages and information management** e.g. information science, interpreting, translation, librarian, museum work, cartography
 - **Media, publishing and journalism** e.g. journalism, proofreading, publishing, writing
 - **Information technology** e.g. computer games design, internet/web design, software development/programming, systems analysis, technical support, CCTV, data security
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7. National and International Government and Development

Incorporates:

- **Armed forces and Security/Defence** e.g. ballistics, forces, prison service, counter terrorism
 - **Police force and emergency services** e.g. criminology, forensic science, emergency services
 - **Civil, legal and political services** e.g. coroner, judge, law courts, civil service, trading standards
 - **International development/Non-Governmental Organisations** e.g. epidemiology, sociology, anthropology, economics, demography, aid work, charity
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