

1 PROFESSIONAL AND ETHICAL CONDUCT

1.1 REPUTATION MATTERS IN THE CREATIVE INDUSTRY

In the creative industry, a professional's reputation is one of their most valuable assets. It influences job opportunities, client relationships, and long-term success. A good reputation is built through consistent ethical behavior, professionalism, and respect for others' work and time.

Since many creative professionals work in freelance or contract settings, word-of-mouth, client reviews, and professional networks can significantly impact future work opportunities. Maintaining professionalism helps build trust and positions creatives as dependable collaborators.

1.2 BE PUNCTUAL AND RELIABLE

Being punctual and reliable reflects respect for others' time and commitments. Meeting deadlines, showing up prepared, and communicating clearly when delays arise demonstrates responsibility. Clients and collaborators appreciate individuals they can count on.

For example, if a sound engineer is scheduled to record a live session at 10:00 AM, arriving on time and having equipment set up in advance reassures the client of the engineer's professionalism. Reliability is especially critical in environments with tight timelines, such as broadcasting, event production, or music releases.

1.3 RESPECT CONFIDENTIALITY AND COPYRIGHT

Confidentiality is crucial when handling sensitive material or privileged information. Professionals must not disclose unreleased content, business plans, or client details without permission.

Respecting copyright means recognizing ownership of creative work and not using or sharing it without authorization. This includes audio files, designs, scripts, and software. Violating confidentiality or copyright can result in legal action and severely damage professional relationships. For instance, leaking a client's unfinished film trailer without approval could lead to contract termination and reputational harm.

1.4 ETHICAL DECISIONS: RESPECT CLIENTS, AVOID HARMFUL BEHAVIOR ONLINE

Ethical conduct extends to all interactions—online and offline. Respecting clients means listening to their needs, communicating transparently, and delivering agreed-upon work. Ethical creatives avoid actions that exploit, deceive, or cause harm.

Online behavior is especially visible in today's digital world; making offensive posts, breaching professional boundaries, or spreading misinformation can quickly ruin credibility. For example, publicly criticizing a client or sharing a negative experience on social media can harm both parties and deter future business opportunities. Ethical behavior protects not only the individual's brand but also upholds industry standards of professionalism.