

We have put together some prompt questions to help applicants to creative courses generate relevant content for the UCAS Personal Statement. Creative courses (e.g. Fine Art, Design or Architecture) often look for a **very** different statement than non-creative courses (e.g. Maths, Law, Medicine). Think carefully about what is **relevant** in a personal statement for creative courses.

We would recommend that you try to cover all of the following points in your UCAS Personal Statement for creative courses:

- why you are interested in the subject area
- the materials, methods and processes you use to make work
- the ideas behind your work
- information about extra-curricular or independent creative activities you've taken part in
- your experience of independent / studio-based / peer learning
- exhibitions or museums you've been to see which have informed your work
- books you have read and been influenced by
- any other **evidence** that you are well prepared to undertake a degree in this area
- what you hope to learn from the course / which sort of career you would like to pursue

Covering these points will help to give admissions selectors a much stronger sense of your suitability for the course. Consider carefully how much information you are actually communicating in what you write. It is imperative that you make meaningful statements rather than surface statements. We've given an example of each below:

- Surface Statement – 'I like to draw.'
- Meaningful Statement – 'I use a variety of materials to record what I see from primary sources and I prefer using charcoal because I think it allows me to make more gestural marks.'

Remember, the tone of your UCAS Personal Statement should be positive and factual.

Prompt Questions

Try to write at least one paragraph in response to each prompt question. Doing this, and then adding all of the paragraphs together into one document will give you a first draft that you can begin to edit from further.

1. Why are you applying to study a creative course at University?

2. Why do you want to study this particular course or specialism?

3. Clearly state at least 3 aspects of this particular course, subject area or institution which have encouraged you to apply.

For example:

- Studio working environment
- Quality of work you've seen at Degree Show
- The facilities available to students
- Course structure (explain what the course structure is)

- City the Institution is situated in (why is this important to you)
- Work or career prospects (show that you know where graduates from this course go)

For this answer, you need to very carefully read the information published online about the courses you are applying to and mirror it in your statement to show you have done your research. For example:

From the website: "The programme promotes a culture that recognises teamwork and interdisciplinary peer learning as well as independence as essential elements in the effective practice of Fashion Design."

Mirrored back: "One of the reasons I am so keen to study Fashion Design is because I know it will give me the chance to develop my collaborative and independent working and making skills both with other Fashion Design students and students from other discipline areas."

4. Explain the content and structure of any extra-curricular/independent/Widening Participation activities you have participated in and tell us what you have learned from your involvement.

This is where you can provide evidence of your preparedness to study at University. Have you worked in a studio environment before? If so, where and what was it like for you? How did it affect the way you learned?

What do you do in your own time, outside of all prescribed course work which proves that you are committed to improving your creative skills?

5. Tell us about the materials, methods and processes you use to make work.

Do you draw from life? Do you make things in 3-dimensions? Do you knit, weave or embroider on fabric? Do you make really large scale work? Do you take photographs? Are they research or work in their own right? Do you explore colour, texture or shape? Do you abstract images? Do you play with text? Do you illustrate stories? Why and how do you use your sketchbooks?

6. Tell us about the ideas, concepts and research that underpin your creative work.

Do you look at books about Art, Design or Architecture? Where do you find them? Tell us which ones you've found really helpful and why. Do you make notes about what you read and collect images in a sketchbook?

Talk about at least one historical and one contemporary artist/designer/architect that have influenced the materials, methods and processes you use to make work.

Tell us about the exhibitions you've been to see in the last year. Which were most influential for you and why?

6. What are your creative strengths? What would you like to improve on?

e.g. 'I would like to develop highly specialist skills which I've not had access to yet, particularly lithography, which I have seen other artists use very successfully.'

7. What do you hope gain from the course? Do you have any specific work/career ambitions?