

BHASVIC

**Guide to
Higher Education &
Employability
21-22**

Creative Arts

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See also the HE Subject Guide for English, Drama, Film & Media

What to ask on any Creative Arts open day

Aspiring painter, illustrator, photographer or designer? Print out and use our list of open day questions when you're on a visit to a university or creative arts college.

About the course

- How much contact time do I get with my tutor / lecturers?
- What is the split between theory and practical work?
- What range of modules is available to me?
- Will there be any public presentations / exhibitions of my work?
- Do I get to specialise in my second or third year?

Equipment and facilities

- How much should I budget for the cost of materials and extras?
- Is there an on-campus shop to buy art supplies? Is this shop reasonably priced?
- How good are the printing facilities at the university / college?
- Is there studio space where I can work? How much time will I need to spend in the studio each week?

Placements and field trips

- Is there any opportunity for placements / field trips? Do I have to organise my own or will I have help?
- Is there chance for cross course collaboration or group work?
- Do companies take interns from this course?

Assessments

- How many items of coursework are there?
- What is the split between exam / coursework / group work / presentations?
- Do I need to complete a dissertation or research-based project?
- Graduate prospects
- How does this course help me get a job?
- Does the university have contacts within the industry?

Admissions

- How do I apply – through Ucas, or via another means (for example, Cukas or directly)?
- What are your top tips when putting together in a portfolio?
- What are you looking for from students during an interview or audition?

Dance

Dance degrees cover a wide range of styles, from ballet to street dance. Courses at performing arts schools prepare you for a career as a professional dancer or choreographer and are highly competitive. For these you would need experience of multiple dance styles and possibly even singing or acting abilities. Other university-based courses have a broader scope - including community arts, dance teaching and dance for fitness. Entry to most courses includes an audition.

Example degrees: Performance, Urban Practice, Professional Dance, Musical Theatre, Dance Education, Dance Science

- VOCATIONAL
- BA
- COURSEWORK-INTENSIVE
- PRACTICAL SKILLS
- STUDIO-BASED
- PERFORMING ARTS
- CHOREOGRAPHY
- MUSICAL THEATRE
- TEACHING

Example course modules

- Dance technique
- Choreography: improvisation and composition
- Contextualising dance
- Dance portfolio
- Critical lenses and identities
- Dance journalism
- Performance and place
- Bodywork
- Making dance work
- Dance in the community

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about dance

Teaching hours are vast. We are given both practical and academic teaching every week, with a great balance. The course is highly interesting, giving detailed information and methodology in respect to dance anthropology. It is very challenging but very enjoyable, engaging both the mind and body on a professional level. Assessments are usually choreographically taught and performed or created by us and performed, as well as written exams, such as human anatomy and anatomical correctness of the body.

3rd year, Kingston University

The contact time consists of both dance classes and lectures, but a lot more class than lecture. The classes are so much fun - it has been such an enjoyable first year for me. The end of semester assessments are a mixture of practical presentations, essays and portfolios, but you are given plenty of time to prepare for these, so have no fear! We have a performance centre with a fair few dance studios - you are never stuck for space if you want somewhere to dance.

1st year, Falmouth University

For a dance course, the programme is very theoretical - there are a lot of modules with practical elements, but theory is heavily weighted. Choosing the placement year to work in the industry for seven months was one of the best choices I have made. This course has taught me the range of career choices available with a degree in dance.

3rd year, University of Surrey

For a dance course, the programme is very theoretical - there are a lot of modules with practical elements, but theory is heavily weighted. Choosing the placement year to work in the industry for seven months was one of the best choices I have made. This course has taught me the range of career choices available with a degree in dance.

3rd year, University of Surrey

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- English literature
- Performing Arts

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Audition

BHASVIC information Sept 20 entry

In Sept 2020, BHASVIC dance students went on to study at specialist Conservatoires

Each year our Dance students receive places at the top Dance conservatoires, including The Rambert School of Ballet and Contemporary Dance, Trinity Laban, London Contemporary Dance School and the Northern School of Contemporary Dance. They also receive places at other prestigious training schools such as Bird, Laines and London Studio Centre.

Top 10 Universities/Conservatoires for Dance – Complete University Guide 2020

- **Surrey, Bedford, Bath Spa Chichester Falmouth, Roehampton**
- **Coventry, Middlesex, Bretton Hall, Winchester, Canterbury** – all very high student satisfaction scores
- **LIPA, Lewisham, De Montfort, University of East London, Wolverhampton**- all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Dance
- Dance & Education
- Dance Science
- Dance and Arts Administration
- Dance & Social Science

Employability

Most dance students supplement their studies by creating, producing and performing their own work. This allows you to develop skills in other areas of the performance process, including operations and administration - you can also develop marketing, ticketing and event management experience by working on your own projects. Other options include internships, community projects, teaching dance classes, volunteering at festivals, writing reviews and opinion pieces for dance blogs and websites or creating your own workshops that allow you to explore your own personal interests. Many dance graduates go straight into dance or choreography jobs, and there are good employment rates overall. Work in education, in schools and colleges, or as freelance dance teachers, are also common. Be aware that freelancing and self-employment is common, as are what is termed 'portfolio careers' – having several part-time jobs or commissions at once, and networking can be very important for dance students to find their first job, so be prepared to work on your people skills.

What employers like about this subject

A degree in dance should provide you with subject-specific skills that include an ability to communicate and influence an audience through performance; a knowledge of the history of dance and its effect on culture and the choreography, production, criticism and management of artistic performances. You can also gain useful transferable skills, including excellent communications skills, team-working, self-motivation and project management. Dance graduates are usually found working in the performing arts or education, but other industries, including arts administration, welfare, health, tourism and the fitness industry, also employ dance graduates.

Transferable skills

Teamwork, Technical ability, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to detail, Administration, Creativity, Discipline

Example careers

- Choreographer
- Community Dance Practitioner
- Costume/Set Designer
- Dance Performer
- Dance/Arts/Culture Officer
- Dance Company Education Specialist
- Dance Film Maker
- Dance Movement Therapist
- Dance Journalist
- Dance Lecturer or Academic Researcher
- Dance Photographer
- Dance Project Coordinator or Administrator
- Dance Producer
- Dance Science
- Dance Teacher
- Lighting Designer/Technical Production
- Management Specialist Notation/Choreology
- Pilates Instructor
- Press and Public Relations Specialist
- Yoga Instructor
- Youth Worker

Developing your skills

Most dance students supplement their studies by creating, producing and performing their own work. This allows you to develop skills in other areas of the performance process, including operations and administration - you can also develop marketing, ticketing and event management experience by working on your own projects. Other options include internships, community projects, teaching dance classes, volunteering at festivals, writing reviews and opinion pieces for dance blogs and websites or creating your own workshops that allow you to explore your own personal interests.

Personal statement advice: dance

Writing a dance personal statement? We asked admissions tutors the dos and don'ts of personal statements – and that means steering clear of clichés...

What to include in your dance personal statement

Convey your passion for dance: tutors really want to get a sense of your passion and love of dance through what you say in your personal statement. But demonstrate it with examples and experience, don't just say you're passionate. In fact, try to convey your passion without actually using the word 'passion'.

... minus the clichés: De Montfort University stresses the importance of not resorting to the clichés so many students come out with – like 'I was born to dance' or 'I come alive on stage'.

Evidence of your interest in dance: according to De Montfort, selectors want to see your 'genuine enthusiasm for all aspects of performance and an appreciation for each of the factors that contribute to it' along with some examples of how your own experiences or wider reading about dance have fed into this.

Relevant extracurricular experience: if you're involved in a dance group or you've had first-hand experience of planning and performing a production, for instance, describe and reflect on what you learned from this.

Your analytical abilities: tutors want to hear about performances you've watched and – crucially – how you've analysed them yourself or developed an opinion about the overall interpretation, or how a specific element of it made an impact on you and why.

Any wider experience of 'movement disciplines': For its dance and drama with physical theatre course, Edge Hill University is looking for you to demonstrate your wider experience of 'movement disciplines', which could include sport, martial arts, circus skills or 'dance in any style'. It could therefore add further impact to your statement if you can link any activities like these to what motivates you to study your chosen course.

https://web.ucas.com/ps_dance

<p>Dance</p> 	<ul style="list-style-type: none"> • One Dance UK; A guide to Careers in Dance. • Professional and vocational dance schools: CDMT • Dance courses within Higher Education: UCAS • Creative Apprenticeships in Dance. 	<ul style="list-style-type: none"> • One Dance UK • CDMT • UCAS • Creative & Cultural Skill • BHASVLE/Year 1 Dance/Dance Progression Routes
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Sources & Links

<https://www.unitasterdays.com/on-demand.aspx>

[One Dance UK | Careers Guidance - Free Dance Career Profiles - One Dance UK](#)

<https://www.onedanceuk.org/wp-content/uploads/2017/02/Careers-Guide-Digital-version.pdf>

[What can I do with a dance degree? | Prospects.ac.uk](#)

<https://www.theuniguide.co.uk/subjects/dance>

<https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/drama-dance-and-cinematics>

<https://www.brighton.ac.uk/studying-here/visit-us/open-days/ug-campus-open-days/2020/online-open-day.aspx>

<http://www.bristol.ac.uk/study/undergraduate/visits/open-days/subject-sessions/education/>

<https://www.ictheatre.ac.uk/courses/ba-hons-performing-arts/>

<https://www.ictheatre.ac.uk/courses/ba-hons-production-management-and-entrepreneurship/>

<https://www.manchester.ac.uk/study/undergraduate/manchester-live/subject-webinars/>

<https://www.plymouth.ac.uk/about-us/plymouth-on-demand/pod-performing-arts-at-the-plymouth-conservatoire>

Design courses (inc. Graphic Design)

If you enjoy art or design technology, have creative ability and a wish to communicate your ideas by producing visual images or design solutions, then a degree in design may be for you. There are a wide range of design courses to specialise in, including fashion, textiles, product and industrial, interior, exhibition, graphic, illustration, animation and digital. Whatever your preference, though, you'll need a portfolio of artwork that showcases your creative potential.

Example degrees: You can choose to study straight Graphic Design or focus on Graphic illustration, Graphic Communication for Graphics for Computer Games. Similar degrees may be in Advertising or Marketing

- VOCATIONAL
- COMMUNICATION SKILLS
- BA
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- STUDIO-BASED
- FASHION AND TEXTILES
- GRAPHIC DESIGN AND ILLUSTRATION
- PRODUCT AND INDUSTRIAL DESIGN
- 3D DESIGN

Example course modules

- Reflection, planning and presentation
- Design process to product
- Making contact with the industry
- Design communication
- Objects and experiences
- Materials and processes
- Critical analysis
- Product CAD
- Typographical skills
- Manufacturing technology and material culture

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about design

There are three key strands to the course design/manufacturing, business studies and historical and critical studies. In an average week you might spend a day learning how to pattern, cut and sew; have an individual tutorial about your design work; present a project to your class; spend half a day doing research; go to a lecture for business studies and work on a group project; do a drawing class; work on your project in the studio and attend a historical studies seminar. So you'll be busy and learn loads!

3rd year, University of Brighton

The studio sessions are really interesting and challenge you to come up with not just visually pleasing results, but also get you to look at the conceptual aspects and social/ethical implications of your design. There is a good mixture of independent and collaborative/group work, as well learning how to present and pitch your ideas to potential clients, something you may dread at first, but honestly it gets easier!

1st year, Central Saint Martins, University of the Arts London

A-levels (or equivalent) usually required

- Diploma in foundation art and design
- Art or a design-related subject

Useful to have

- Design technology
- Photography
- History of art

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Portfolio

Employability

You can work for a variety of businesses, such as design consultancies and studios or branding specialists. You may be part of a team specialising in advertising design, including identity and event branding or corporate communication. Advertising and PR agencies also employ graphic designers to create positive images of organisations, individuals and products, and deliver imaginative solutions that generate sales or an increase in business interest. You could also work for a publishing company. Many publishers have moved into interactive and online products where you can use your skills to help with the design, production and marketing of books, magazines, newspapers and journals.

What employers like about this subject

A degree in design will provide you with subject-related skills specific to the design speciality or specialities you pursue. For example, a textile designer will work with fabric, a graphic designer with art. You will be trained to use technology such as CAD (computer-aided design), and you will learn how to

present and market designs. Students studying design gain important transferable skills such as the ability to study independently, set goals, manage your own workload and meet deadlines. Design students also develop project management skills and learn how to develop their creative ability.

Transferable skills

Researching, problem solving, project management, presentation skills, working to a brief, creativity, communication, IT skills, critiquing, teamwork, emotional intelligence

Example careers

- Designers (exact type depending on speciality)
- Marketers and advertisers
- Commercial artists
- Merchandisers and buyers
- Conference and exhibition designers
- Arts officers
- Exhibition designer
- Fine artist
- Interior and spatial designer
- Landscape architect
- Medical illustrator
- Multimedia specialist
- Photographer
- Stylist
- Urban designer
- UX designer

Local market information

The creative sector receives government funding in recognition of the large contribution to the UK economy, £20m government investment has been received by the UK creative industry, part of which will be used to create a Creative Careers Programme to highlight employment opportunities within the sector to schools and colleges. A new report entitled 'Growing the UK's Creative Industries' from the Creative Industries Federation was published in December. According to the report, one in eight UK enterprises are creative enterprises, which are collectively responsible for two million jobs.

Sources & Links

[See end of guide](#)

Fashion & Textiles

Fashion degrees are very industry-focused; from day one of your course you will be preparing for your future career. There will be a lot of independent study to help you develop your own identity and voice, but you will have the chance to learn a variety of creative and technical skills, build up a professional portfolio and exhibit your work. You can study at a traditional university, an art and design school such as the University for the Creative Arts or a specialist fashion college such as London College of Fashion.

Example degrees: These are the broadest degrees on offer.

You will learn about every aspect of the fashion design process, from research and design development to garment construction and utilising media to present fashion concepts to the public. You will work in 2D and 3D and explore areas such as textiles, styling, photography, trend forecasting, pattern cutting, draping and fashion drawing/illustration. This will be underpinned by your study of fashion business and marketing, the history of fashion and its wider cultural context.

- PRACTICAL WORKSHOPS & DEMONSTRATIONS
- LECTURES & SMALLER GROUP SEMINARS
- ONE TO ONE TUTORIALS
- GROUP CRITIQUES

Example course modules

- Core Skills: Fashion and Textiles
- Design Fundamentals
- Digital Designing for Fashion and Textiles
- Introduction to Visual Culture
- Consumer Insights and Analytics
- Social Media Marketing
- Contemporary Issues in Marketing
- Fashion Buying and Merchandising
- Fashion and Luxury Retail Marketing
- Fashion Entrepreneurship
- Fashion Marketing Major Project

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

Fashion work experience, industry projects, exhibitions and field trips

As the fashion industry is very competitive, universities encourage their students to engage with the industry whenever possible. This includes:

industry projects – most fashion students will have the chance to work on briefs set by well-known fashion brands, giving you the chance to work on a real project that the brand may well use

guest speakers – it is common for industry professionals to visit your university and deliver a lecture, presentation or workshop

field trips – this could include visits to factories, stores and museums as well as trips to famous fashion capitals, fashion weeks and international trade events such as Premiere Vision in Paris, Pitti Filati in Florence and IPSO Munich

competitions – you will be encouraged to enter competitions, such as those run by the British Fashion Council, to gain industry recognition of your work

exhibitions – universities will usually host a fashion show for their final-year students to exhibit their work. The event often includes a reception where you can network with press and industry contacts

work experience – several degrees require you to complete an internship as part of a module and students are encouraged to spend a year in industry between their second and final year.

'I would highly recommend a placement year,' says Emma, who now works as a buyer for Topshop. 'Mine gave me insight into the industry and experience that you just cannot get from a university course. It's also a good talking point in interviews, especially if you've worked with recognisable, well renowned names. One piece of advice I would give is to pick one high-end placement and one more commercial high-street option if possible. Both ways of working are so different, so it's really useful to see both sides. I worked for Aimee McWilliams, an independent designer, and Preen, a designer fashion brand.'

'My course has made me very analytical and a strategic thinker,' says Kayleigh, who now works in events management for TARGETcareers and its sister website TARGETjobs. 'Also, as nearly every module involved a group presentation, there was a lot of teamwork and it helped me become more confident. On top of this, I got a lot more creative and started using tools such as Adobe InDesign, Photoshop and Pinterest, which are great skills to have in many jobs.'

A-levels (or equivalent) usually required

- Diploma in foundation art and design
- Art or a design-related subject

Useful to have

- Textiles
- Photography
- Graphics
- History of art

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application

- Personal statement
- Portfolio
- Interview

Employability

The fashion industry is very competitive, and it can be difficult to find a job after graduating. Just having a degree is not enough, especially if you want to be a fashion designer. You'll need to do as much work experience as possible during your degree and, even then, it's common for fashion graduates to have to complete several internships before they land their first permanent job. Fashion internships in the UK are typically based in London so you'll need to be able to live nearby. You may be able to find opportunities in other large cities such as Manchester and Birmingham. Fashion internships are also often unpaid so if you can't get financial support or live rent-free with your family or a friend, you may need to be prepared to work a second job. While it's hard work, this isn't to say a fashion degree isn't worth it. If you are committed to breaking into the fashion industry, it will give you the best possible chance do so. Those with a non-fashion degree will find it difficult to compete with fashion graduates and will therefore need to study a postgraduate fashion degree.

What employers like about this subject

As the fashion industry is so competitive, lots of fashion graduates do need to find work in other industries. Fashion photographers and journalists, for example, could look for work in a different area, such as sport or food, although you'll usually need to study a relevant postgraduate degree and/or get some work experience in this area. Meanwhile, jobs in marketing, public relations and events management can be found in a number of industries, including charity, retail and the media, although, again, it may be difficult to land one of these jobs without some related work experience. If you've studied fashion design or fashion textiles, you could become a design and technology teacher at a secondary school or college if you are willing to commit to further study to train as a teacher. Alternatively, you could look at a different career altogether. Some jobs, such as retail management, are open to graduates from any degree discipline. However, not all jobs will list fashion as an accepted subject. This is because fashion degrees are very industry-specific and aren't as transferable to a range of careers as degrees such as history, business and English are. Depending on the career you're interested in, it's likely that you'll need to study a suitable postgraduate degree or get some good work experience.

Transferable skills

Researching, problem solving, project management, presentation skills, working to a brief, creativity, communication, IT skills, critiquing, teamwork, emotional intelligence

Example careers

- Fashion designer
- Garment technologist
- Pattern cutter
- Product developer
- Illustrator
- Stylist
- Writer/blogger/vlogger
- Journalist
- Photographer/filmmaker
- Studio manager
- Buyer

- Merchandiser
- Trend forecaster
- Visual merchandiser.

Local market information

The creative sector receives government funding in recognition of the large contribution to the UK economy, £20m government investment has been received by the UK creative industry, part of which will be used to create a Creative Careers Programme to highlight employment opportunities within the sector to schools and colleges. A new report entitled 'Growing the UK's Creative Industries' from the Creative Industries Federation was published in December. According to the report, one in eight UK enterprises are creative enterprises, which are collectively responsible for two million jobs.

Sources & Links

Careers with Textiles

<https://www.ravensbourne.ac.uk/courses/further-education/foundation-diploma-art-and-design-fashion-and-textiles>

<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-fashion>

<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-fashion-promotion>

<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-fashion-accessories-design>

Fine art

Would you like the opportunity to develop your ability to express yourself creatively through drawing, painting, printmaking, photography, sculpture, performance art or film? Fine art courses have a focus on studio-based experimental work. Graduates of this course may work as artists, photographers or designers, or in art galleries, museums or cultural organisations, teaching or arts administration. A portfolio of artwork to demonstrate your creative skills is usually an entry requirement for this course.

Example degrees: You can choose to study straight Fine Art or a closely related subject, for example Illustration, Printmaking, Painting & Drawing, Environmental Art, Sculpture. Also available are History of Art degrees

- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- STUDIO-BASED
- PAINTING
- DRAWING
- PHOTOGRAPHY
- SCULPTURE
- PERFORMANCE ART

Example course modules

- Exhibition and visual contextual research
- Themes and issues in contemporary art
- Understanding the visual
- Creative analysis
- Visual culture: design, style and identity
- Introduction to art theory
- Art, space and audience
- 2D art practice: painting, print, photography
- 3D art practice: sculpture, installation
- 4D art practice: film, video, performance

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about fine art

My art and design course is a very varied and flexible course, which caters for all individual needs and styles. Modules cover many different fields of design, ideal for gaining skills and an idea of future prospects. I've enjoyed the balance of written, research and practical work, which has mostly interested me and been reasonably challenging.

2nd year, University of Leeds

Teaching varies between lectures, crit groups and one-to-one help. The course teaches many different things - conceptual thinking (ideas generation), illustrated book, advertising and editorial work, life drawing, digital skills (using software such as Photoshop and Illustrator), animation, visual studies, colour and composition.

1st year, Falmouth University

I study fine art and art history. The fine art module options were photography, illustration, printmaking, painting and ISP. The art history lectures have been varied, interesting, and we have had many different lecturers, as well as talks by artists and many exhibitions set up by the School of Art. The lessons on drawing, painting, colour techniques, location sketching, capturing a sense of place in your art, proportion, tone, and many more aspects of creating art, have been absolutely brilliant.

1st year, Aberystwyth University

A-levels (or equivalent) usually required

- Diploma in foundation art and design
- Art or a design-related subject

Useful to have

- Photography
- Design technology
- History of art

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Portfolio
- Interview

Employability

Finding jobs in this sector is not always straightforward. Short-term possibilities are available on a competitive basis and are a means of becoming established. Roles include artist in residence, developing art-related activities in schools, hospitals and prisons, or bidding for fixed-term funding to carry out a particular project or commission. Many fine artists produce and market their own work. You can diversify by taking courses in art-related disciplines, such as graphics or teaching, or become a 'portfolio' worker, holding down several jobs to support your creative work. You can also apply for mainstream graduate jobs and training in a range of industries, such as banking, insurance, media and public relations.

What employers like about this subject

Students of fine art can expect to gain subject-specific skills including an understanding of different artistic techniques; the use of equipment and materials and the principles and history of art and art criticism. You can also develop useful transferable skills including communication, team-working, critical thinking, observation skills, and many courses also include an element of entrepreneurial training. Fine arts graduates can be found in industries including the creative arts, advertising, publishing, museums and galleries, libraries, design agencies, universities and the print industry.

Transferable skills

Researching, problem solving, project management, presentation skills, working to a brief, creativity, communication, IT skills, critiquing, teamwork, emotional intelligence

Example careers

- Art therapist
- Arts administrator
- Estates manager
- Interior and spatial designer
- Museum/gallery curator
- Museum/gallery exhibitions officer
- Multimedia programmer
- Stylist Artist (many different media)
- Arts curator
- Jewellery designer

Local market information

The creative sector receives government funding in recognition of the large contribution to the UK economy, £20m government investment has been received by the UK creative industry, part of which will be used to create a Creative Careers Programme to highlight employment opportunities within the sector to schools and colleges. A new report entitled 'Growing the UK's Creative Industries' from the Creative Industries Federation was published in December. According to the report, one in eight UK enterprises are creative enterprises, which are collectively responsible for two million jobs.

Sources & Links

[See end of guide](#)

Music

If you want to improve your performance skills, compose, conduct or learn music production techniques there is a wide range of music courses to choose from. You can study a variety of musical styles including classical (early to contemporary), jazz, popular music and electronic music. For performance courses you will usually need ABRSM grades in voice or the instrument(s) you want to study. Careers include professional musician, composer or conductor, teaching, music production and administration.

Example degrees: There is a wide variety of music-related degrees in which to specialise.

Increasingly popular is the production and technical and business side or you can choose to embark on performance based degree.

- VOCATIONAL
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- PERFORMANCE
- BMUS
- POPULAR MUSIC
- MUSIC PRODUCTION
- CONSERVATOIRE

Example course modules

- Techniques of tonal music
- Composition and theory
- Instrumentation, harmony and analysis
- Survey of western music: 900D AD to the present day
- New directions
- Musicianship
- Music composition
- Popular music studies
- Free improvisation
- Jazz studies

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about music

The music course is extremely varied and actually covers as many styles and genres as the real world would ask you to engage with. Essentially there are three strands: performance, composition and teaching (a unique course in itself). These then subdivide into popular, jazz, folk and classical music. You're expected to do extra work equivalent to the time spent in lectures doing your own self directed study and in the music department this can be achieved through the large quantity of practice rooms, each equipped with a piano.

2nd year, University of Chichester

In a typical week studying at Birmingham Conservatoire, you only have around nine hours of scheduled classes. This includes music history lectures, world music classes where you get to take part in practical sessions in samba, salsa, indian classical music and lectures about performance traditions. Some of these hours are taken up with department specific activities - strings/ woodwind/ brass etc. - and these hours will feature lectures or performances delivered by visiting tutors and professionals. Finally, you will receive one hour of individual tuition on your instrument each week. The rest of the time you are expected to spend on private practice.

1st year, Birmingham City University

There is about 15 hours of teaching per week. The course explored all aspects of music from the very old to the very contemporary, and the subjects covered are stimulating. The course is a little more performance and group-orientated than I had expected, and this could be a problem if you do not enjoy such things. Work is mainly practical (i.e. composition), with some essays, and there are no exams.

2nd year, University of Hertfordshire

A-levels (or equivalent) usually required

- Music
- Grade VII / VIII for your main instrument

Useful to have

- English
- history

Application checklist

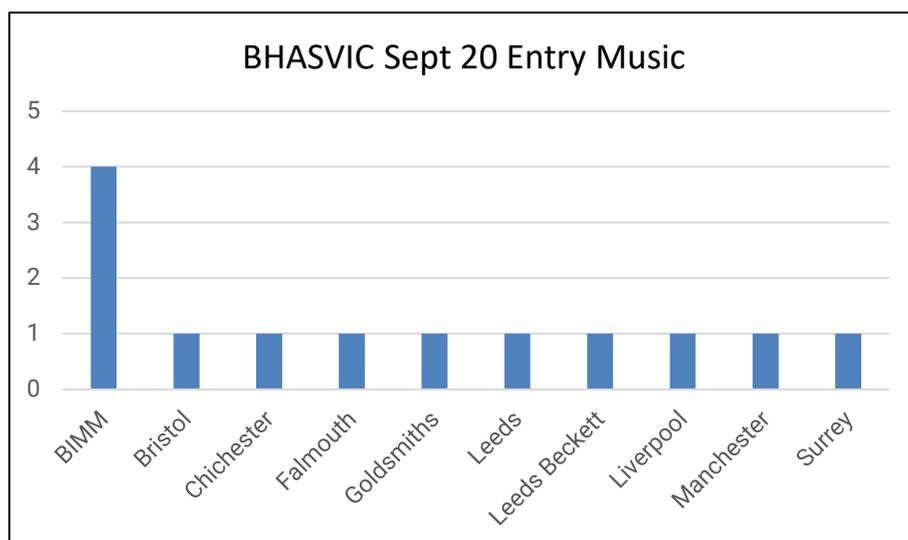
Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Audition
- Interview

BHASVIC information

In Sept 2019, almost half of our BHASVIC Music students went onto study Music at 11 different universities or conservatoires.

Students can study Music through a BTEC or an A level route at BHASVIC which are equivalent qualifications.



Top 10 Universities for Music – Complete University Guide 2020

- **Durham, Manchester, Cambridge, Oxford, Birmingham**
- **Bristol, Nottingham, Leeds, Cardiff** – all very high student satisfaction scores
- **Surrey, Royal Academy of Music, Guildhall School of Music & Drama** - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Professional Musicianship - Bass, Guitar, Drums or Vocals
- Music and Music Psychology
- Song writing
- Music Business and Innovation
- Music and Sound Recording (Tonmeister)
- Music Business
- Music
- Commercial Music
- Music Production
- Music: Creative Music Technology

Employability

Many music students find work in related fields and university and postgraduate study (usually continuing with music) is quite common and a lot of graduates go into music teaching, often as freelance or travelling music teachers of particular instruments. Obviously, many music students get work as musicians as well, or work as sound technicians and in similar technical roles. Music is important in advertising and so a lot of students go into this industry and management is also a popular job role for musicians. Because a lot of musician work is temporary or freelance, the most common way for new graduates to get jobs in music is through their own contacts, so learning how to make good use of networks and contacts might help in your career.

What employers like about this subject

Studying music can help you to develop subject-specific skills including the history of music and performance, a thorough knowledge of composition and a practical grounding in music performance - music degrees tend to have a strong practical element. Useful transferable skills you can gain from a music degree include communication, time management, project management, team-working, planning, performing under pressure and commercial awareness. The performing arts, education (both private tuition and in schools), events management, social and welfare, film and TV, advertising and computing industries all recruit music graduates.

Transferable skills

Teamwork, Technical ability, Memory and Concentration, Communication skills, Self-management, Performing under pressure - Organisation & Project Management

Example careers

- Musician (self-employed or contracted)
- Music tutor
- Music producer
- Arts officers
- Multimedia designer
- Sound technician
- Arts administration
- Sound engineering
- Community arts work
- Event management
- Radio broadcasting
- Radio production
- Media Industry work

Local market information

Studying music can help you to develop subject-specific skills including the history of music and performance, a thorough knowledge of composition and a practical grounding in music performance. The performing arts, education (both private tuition and in schools), events management, social and welfare, film and TV, advertising and computing industries all recruit music students. Personal statement advice: music

Personal statement advice: Music

Writing a personal statement for music? Whether your musical interests lie in performance or music history, think engaging, detailed, and relevant to strike the right note with music admissions tutors.

We asked music tutors what they're looking for (and what to avoid) in your personal statement – here's what they told us. For more personal statement advice, see our guide for everything you need to get writing.

What to include in your music personal statement

Where your musical enthusiasm lies: Dr Kirsten Gibson, music admissions tutor and programme leader at Newcastle University (an academic course), is looking for detailed, engaging examples of your

musical experiences, interests, and your academic and musical aspirations. These could lie in performance, composition, music history, analysis, ethnomusicology, or elsewhere...

Wider reading around music: for academic courses in particular, do mention additional reading you've done around the subject, including what you've learned from it. You should also be prepared to expand on this during an interview.

Extra-curricular musical activities: rather than reeling off a list of what you've done, try and write reflectively about the insights, skills, and knowledge you've gained from a select few experiences.

Why music: write clearly and engagingly about the subject and your reasons for wanting to study it at university level – this should naturally lead you to demonstrate your current knowledge, skills, passion, and suitability for the course.

Teamwork skills: the University of Bristol is also keen to see examples inside or outside of your studies where you've demonstrated your abilities to work well as part of a team.

Awareness of what different music courses cover: practical or academic, your statement should engage directly with the actual courses you're applying for. If you're applying to a conservatoire, do refer to the relevant advice on our website.

Engagement with a specialist area: there's also a wide range of music courses out there that focus on specific aspects of the industry, such as popular music, commercial, enterprise, composition, performance, production, technology, digital, media, journalism, theatre, songwriting, film music, church music, opera, jazz... The list goes on. If you're applying for a more specialist kind of course, then make sure your statement highlights some of your skills, knowledge, achievements, or experience that are relevant to that field. Remember to do this in a reflective way, not just with a list of things you've done.

What not to do in your music personal statement

Clichés: avoid the likes of 'music is my life' or 'music is a universal language.'

Replication: including information on additional music qualifications and grades you have is important, but put these in one of the qualifications boxes on your application form so you don't have to waste valuable space on it in your statement.

Ignore the course content: make sure your statement shows you've researched your courses carefully, to ensure that they suit your musical and professional aspirations. If it's a course that focuses on music production or technology, for instance, then your statement needs to talk about your practical and academic interests in these areas.

https://web.ucas.com/ps_music

[Write a personal statement for Conservatoire applications \(ucas.com\)](#)

Sources & Links

[Music Subject Guide | Why Study Music At Uni? | UCAS](#)

[Creative & Cultural Skills](#)

[Incorporated Society of Musicians](#)

[RSL Awards](#)

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[Creative Choices](#)

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Art and Design - <https://www.derby.ac.uk/departments/schools-colleges-liaison/digital-resources/art-and-design/>

<https://www.falmouth.ac.uk/courses>

Goldsmiths Music: <https://www.youtube.com/user/GoldsmithsMusic>

<https://artsoutreach.leeds.ac.uk/our-activities/online-resources/>

<https://www.liverpool.ac.uk/study/undergraduate/virtual-open-day/>

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<https://www.solent.ac.uk/prospectus/resources/2021-course-brochure-music-performance.pdf>

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Photography

Whether you are interested in creating still images (photography) or moving images (film) you will need to learn a mix of creative and technical skills. Photography courses include composing and taking photographs and digital or darkroom techniques to manipulate images. Film courses can include directing and camera work, sound and lighting as well as post-production techniques, such as editing, colouring and visual effects. Alternatively, on film studies courses you can study the history and social impact of cinema. **Example degrees:** you can specialise in a Photography degree, Marine, Fashion, Sports, Wildlife, Commercial, Press, Natural History

- BSC
- PRACTICAL PLACEMENTS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- STUDIO-BASED
- TECHNICAL
- FASHION AND TEXTILES
- DOCUMENTARY

Example course modules

- Production skills
- Creative ideas for film and television
- Film and television: history and contexts
- Storytelling for the screen
- Representation and construction in photography
- Society and media
- Professional and reflective practice
- The business of film and TV
- Portraits
- First fictions

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about photography

My degree in photography is quite specific compared to others and very independent in process. We have very few official lectures - usually once a week followed by seminars of discussion - for which we prepare with readings, summaries etc. beforehand. The guest lectures brought to our department (around four a semester) have all been exceptionally good, usually highly successful artists and photographers. Most of the work for us is fairly independent development of projects that is being discussed in regular weekly critique sessions together with project tutors and fellow students.

2nd year, University of Brighton

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- Photography
- Art
- Design technology
- Media studies

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Portfolio
- Interview

Employability

The most common jobs are in the arts are photographers, audio-visual technicians, operators and designers, as directors, as artists and as graphic designers. Training in presenting sound and graphics is useful in other industries as well, so you can find graduates in advertising, in business management, in events management and in web design and IT. Be aware that freelancing and self-employment is common in the arts, as are what is termed 'portfolio careers' – having several part-time jobs or commissions at once. If you choose to study at university workshops are often available in business and entrepreneur skills.

What employers like about this subject

The study of photography and film will help you to learn a range of subject-specific skills, including the use of audio-visual technology; how to plan, develop and realise creative works and a grounding in the theory of photography and/or film. Transferable skills you can gain from film and photography degrees include communication skills, commercial awareness, self-motivation and flexible and independent working, and these skills are sought after by employers from industries such as film, publishing, television, public relations, photography, design, computing, education and the arts.

Transferable skills

Researching, problem solving, project management, presentation skills, working to a brief, creativity, communication, IT skills, critiquing, teamwork, emotional intelligence

Example careers

- Professional photographer
- Broadcasting production assistant
- Interactive media designer
- Marketing assistant
- Multimedia web designer
- Advertising art director
- Digital marketer
- Film/video editor
- Media planner
- Visual merchandiser
- Web content manager
- Web designer

Local market information

The creative sector receives government funding in recognition of the large contribution to the UK economy, £20m government investment has been received by the UK creative industry, part of which will be used to create a Creative Careers Programme to highlight employment opportunities within the sector to schools and colleges. A new report entitled 'Growing the UK's Creative Industries' from the Creative Industries Federation was published in December. According to the report, one in eight UK enterprises are creative enterprises, which are collectively responsible for two million jobs.

Sources & Links

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<https://www.ravensbourne.ac.uk/courses/undergraduate/ba-hons-digital-photography>

<https://www.sussex.ac.uk/study/applicant/subjects/journalism>

Personal statement advice: photography

Whether it's an exhibition you've visited or an artist who inspires you, drawing on your photography influences is key to an impressive photography personal statement.

We asked photography admissions tutors what they're looking for in your personal statement – and here are some more of their top tips.

Showcase your creativity – in photography and beyond

'We want to see evidence of your passion for the subject, your engagement with photography, and all things creative outside of your studies. Tell us about exhibitions you've been to and magazines you read, or even relevant websites you subscribe to.' Peta Tatersall, Admissions Tutor – University Of Portsmouth

Admissions tutors want to understand what really fires your interest in photography, including wider cultural influences. Think about who inspires you – artists or writers as well as photographers – and how this has influenced your photographic choices and approach.

Dr Paul Cabuts from University of South Wales says photography is about communication, and that he's looking for students who have something to say about the subjects in their photographs, and who can also use photography to express ideas.

What to include in your photography personal statement

Online portfolio: do you have a portfolio showcasing some of your original work? Tutors are keen to know about this.

Relevant outside interests: talk about the ways in which you engage with the visual arts outside your studies – such as a gallery visit, or a particular exhibition that inspired you and why. Keep information you include about your interests relevant to the application.

Your flexibility: Dr Cabuts is looking for applicants to demonstrate an awareness that 'being successful in photography isn't just about taking a good picture.' He's looking for a range of skills 'which include those gained outside of the photography world,' including through volunteering or undertaking work experience.

Your engagement with the course: Geoff Buono at University Campus Suffolk wants to read about your photography interests, ambitions, activities, and achievements, as well as why you want to study the courses, future aspirations, what you expect from the degree, what you can contribute.

Independent thinking: David McGravie from the University of Hertfordshire likes to see 'evidence that you've done something off your own back, like books you've read, exhibitions that have informed your own practice, or photos you've taken that have gone beyond your own comfort zone.'

Keep your photography course preferences open

With a range of photography courses to choose from, some students specialise in fashion, advertising, editorial, documentary, or wildlife photography, while others might study photographic art, or opt for a broader curriculum spanning all of the above. Be mindful of being too prescriptive when it comes to specifying a particular photography genre in your personal statement.

According to Peta Tatersall at Portsmouth, 'If you've said you want to do fashion photography and have applied to a course with a broad-based curriculum (and high application numbers) you may find you've selected yourself out of the running for an interview. Photography is a very popular subject and places are competitive, so give yourself the best chance of multiple offers by keeping it open.'

David McGravie at Hertfordshire adds that 'if you meet the entry criteria, we will invite you to interview, but we will be hoping that the person we meet will bear out the person we saw in the statement.'

https://web.ucas.com/ps_photography

Personal statement advice: art and design

Art and design admissions tutors explain how your personal statement can serve as a taster of your creative potential (and your interview...).

What art and design tutors are looking for

'Stay on task, focus it, and try to get across your personality and your commitment and enthusiasm for the subject. I love to see some notion that you've done something off your own back, like relevant books you've read or exhibitions you've visited, and how this has informed your own practice. I'm especially impressed when applicants make reference to items they'll be bringing in their portfolio and write about their approach to a project and what their influences are. I find this very insightful and it makes us feel we really want to meet you. Giving us a sense of where you see yourself going in the future is great too.'

David Mcgravie | School Of Creative Arts Associate Dean – University Of Hertfordshire

The underlying message is that tutors want to know about you, your practice, your inspirations, and your aspirations, and for your personal statement to act as written accompaniment to your portfolio and performance at interview.

How to make your art and design statement stand out

Admissions tutors prefer to read personal statements that don't stick to a predictable formula – here are a few tactics to ensure yours packs a punch.

Focus on the course: Martin Conreen, design admissions tutor at Goldsmiths, University of London, urges applicants for design courses 'not to over mention art' but to stay focused on design. He also feels some applicants waste too much space on non-relevant factors like their sporting achievements.

Your influences: Martin adds he wants to hear who your influences are, why they inspire you, and 'how their work has resonance with your own, or with your own ideas'.

Examples of what inspires you: David Baldry, fine art course leader at University Campus Suffolk, echoes this: 'Tell us what inspires you. We want to know what contemporary art interests you, so talk about key artists or an exhibition that made an impression on you. We want to know how you respond to the world creatively, so talk about your experiences or projects you've developed independently. Also, edit it so it sounds punchy'.

Demonstrate your artistic ambitions: Alison Jones, fine art admissions tutor at Goldsmiths, is looking for 'interesting individuals who have a passion for art and a commitment to developing themselves as artists. Therefore, your personal statement should demonstrate an understanding of your own work, focusing on what is unique about your practice'.

Be original: starting your statement with a well-known quote – such as 'fashion is not something that exists in dresses only' – is inadvisable. 189 applicants quoted that exact Coco Chanel snippet last year, so it really won't make you stand out from the crowd.

It's all summed up nicely by Arts University Bournemouth whose advice is:

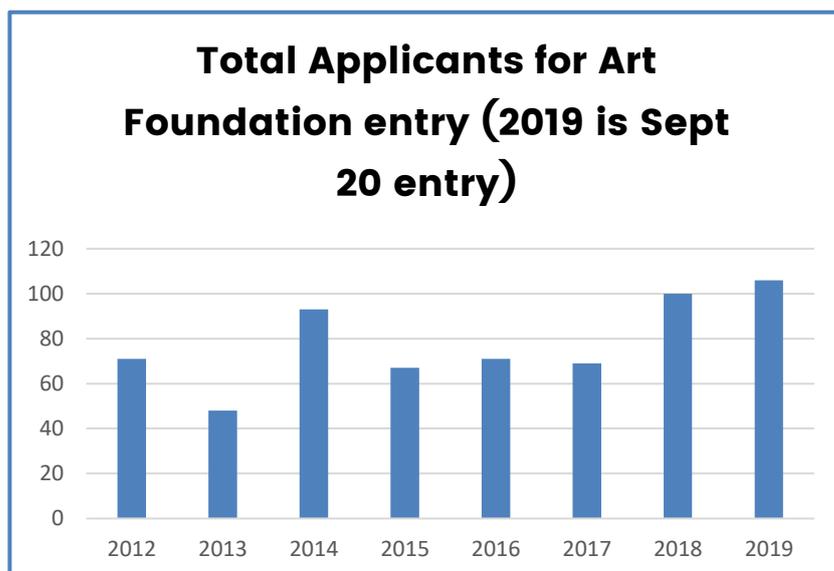
'Be focused on the field you're applying for (no scattergun approach), name artists or designers you admire, think contemporary, reflect on exhibitions or galleries or events you've visited, and don't think "I'll tell them at the interview" – put it in the statement!'

https://web.ucas.com/ps_art

Many of our students choose to take a one year Art Foundation level 3/4 Diploma (equiv. to 2 A levels) before embarking on an arts degree. Joining a Visual Arts tutor group in A2 to support them in their applications, this helps them explore the wide variety of arts degrees available.

Joining a Visual Arts tutor group in A2 to support them in their applications, this helps them explore the wide variety of arts degrees available.

Arts universities such as Falmouth, Bournemouth and Norwich specialise in Visual Arts courses.



Top 10 Universities for Creative Arts – Complete University Guide 2020

- **Newcastle, Loughborough, UCL, Lancaster, Brunel**
- **Bristol, UWE, Aberystwyth, De Montfort, Lincoln** – all very high student satisfaction scores
- **Kent, Bournemouth Arts, Falmouth** - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Advertising Design
- Animation
- Architecture
- Architecture (with placement)
- Architecture and Environmental Engineering (with Foundation Year)
- Arts and Humanities (with a foundation year)
- Computer Animation and Visual Effects (with Foundation Year)
- Computer Animation Art and Design
- Computer Science with Digital Technology Partnership (PwC)
- Computer Science with High-Performance Graphics and Games Engineering
- Creative and Cultural Industries: Fashion Promotion and Communication
- Design for Stage and Screen (Costume Design and Construction)
- Digital Arts Computing
- Digital Media and Communications
- Fashion Communication
- Fashion Communication with Business Studies
- Fashion Graphics
- Fashion Marketing
- Fashion Photography
- Games Art

- Games Arts
- Graphic Communication
- Graphic Design
- Graphic Design (with Foundation Year)
- Graphic and Media Design
- Graphic Branding and Identity
- Graphic and Communication Design
- Fashion Design and Technology – Womenswear
- Industrial Design and Technology
- Creative Technologies and Design (with a foundation year) Graphic Design
- Fashion Contour
- Interior Design
- Interior Architecture and Design
- Design for Branded Spaces
- History of Art
- History of Art and Italian (4 years)
- Illustration
- Interior Architecture and Design
- Journalism: Multimedia
- Media and Communications
- Media Communications
- Media Production
- Multimedia Journalism
- Multimedia Technology and Design with a year in Industry (4 years)
- Product Design
- Photography
- Photojournalism and Documentary Photography
- Marine and Natural History Photography
- Documentary Photography

Other routes

JUNIOR 2D ARTISTS (VISUAL EFFECTS) assist senior visual effects (VFX) artists with the integration of live action footage and computer generated imagery to create images for TV and film.

CULTURAL LEARNING AND PARTICIPATION OFFICERS plan and co-ordinate artistic and cultural education workshops and community engagement projects. **DIGITAL MARKETERS** define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer engagement.

ART THERAPISTS use art, drama or music to carry out therapy interventions to improve a person's mental, physical health and wellbeing.

PRODUCT DESIGN AND DEVELOPMENT ENGINEERS use engineering techniques to bring new products to life or redesign existing products.

There are many other apprenticeships you might be interested in:

- Furniture Design Technician
- Fashion Studio Assistant
- Floristry
- Photographic Assistant
- Puppet Maker

and many more!

Sources & Links

[GRADUATE PROSPECTS](#)

[WHICH? STUDENT SURVEY](#)

[HESA & HEPI-HEA](#)

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<https://learnliveuk.com/my-week-of-work/>

[Creative & Cultural Skills](#) – the National Skills Academy

[ScreenSkills](#)

[UKFT](#) – the UK fashion and textile network

<p>Visual Arts</p> 	<p>Each of our subjects Fine Art, Textiles, Photography and Graphics have a 'progression' section on the VLE</p> <p>In Fine Art for example there is: Guide to studying the arts at university. Job profiles. An animated village for research arts careers. Short films from some of the UK's leading creative professionals about how they got started.</p>	<p>BHASVLE/my courses/visual arts/fine art a level year 1</p>
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[Creative Choices](#)

<https://discovercreative.careers/#/>

UniTaster Days - [Webinars on Demand](#)

[Creative Journey](#)

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