ual:

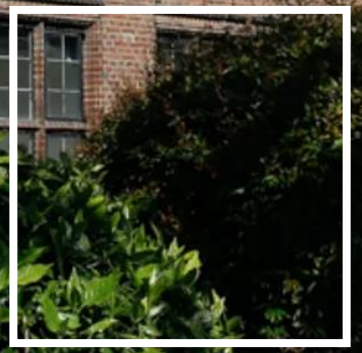
2:

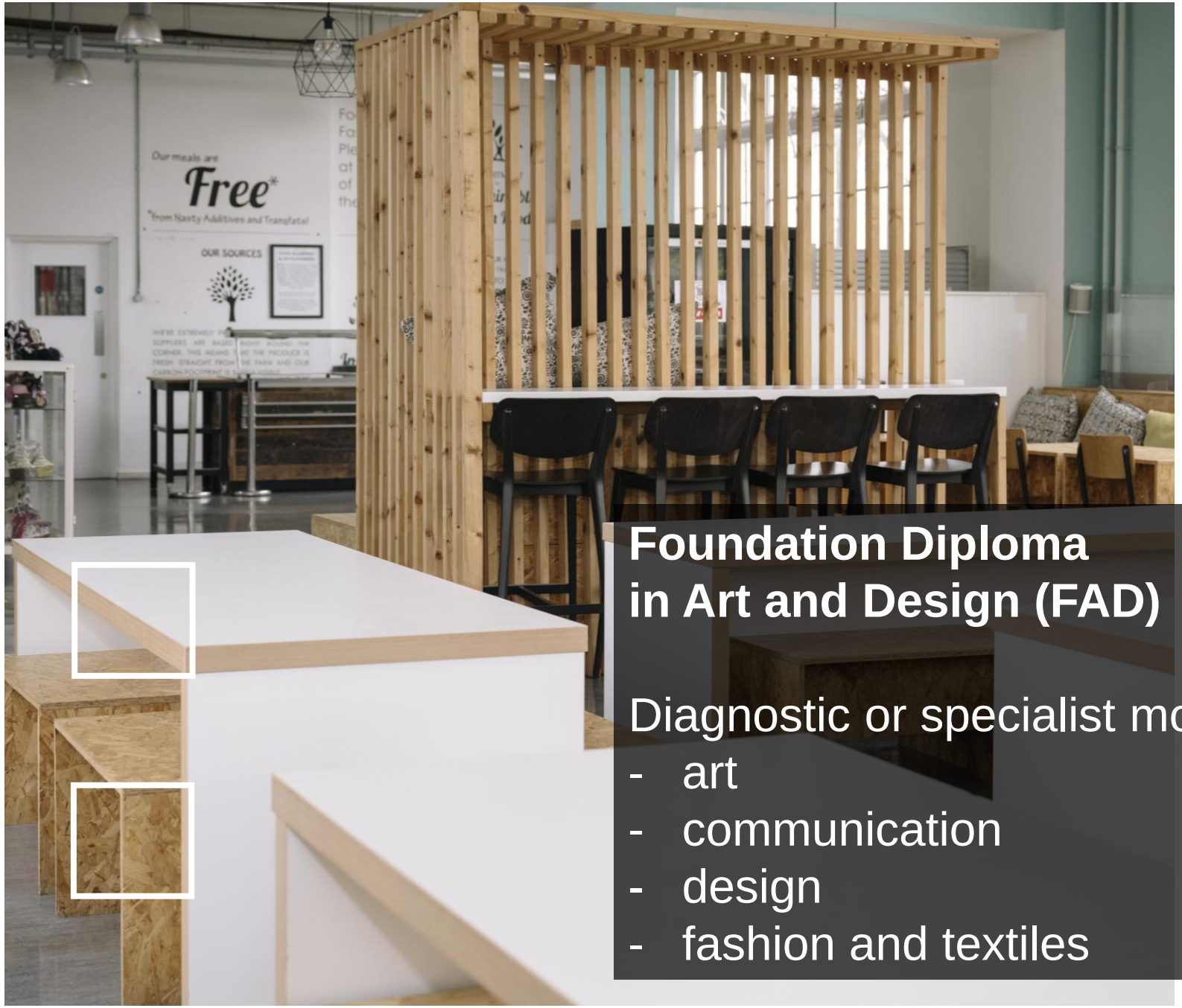
in the world for Art & Design

QS World University Subject 2024 Rankings

6 colleges
1 university
we are ual:

Pre-degree Studies at Lime Grove





Foundation Diploma in Art and Design (FAD)

Diagnostic or specialist modes:

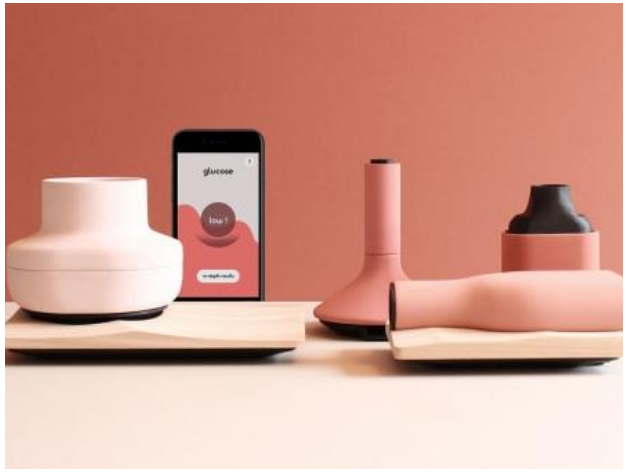
- art
- communication
- design
- fashion and textiles

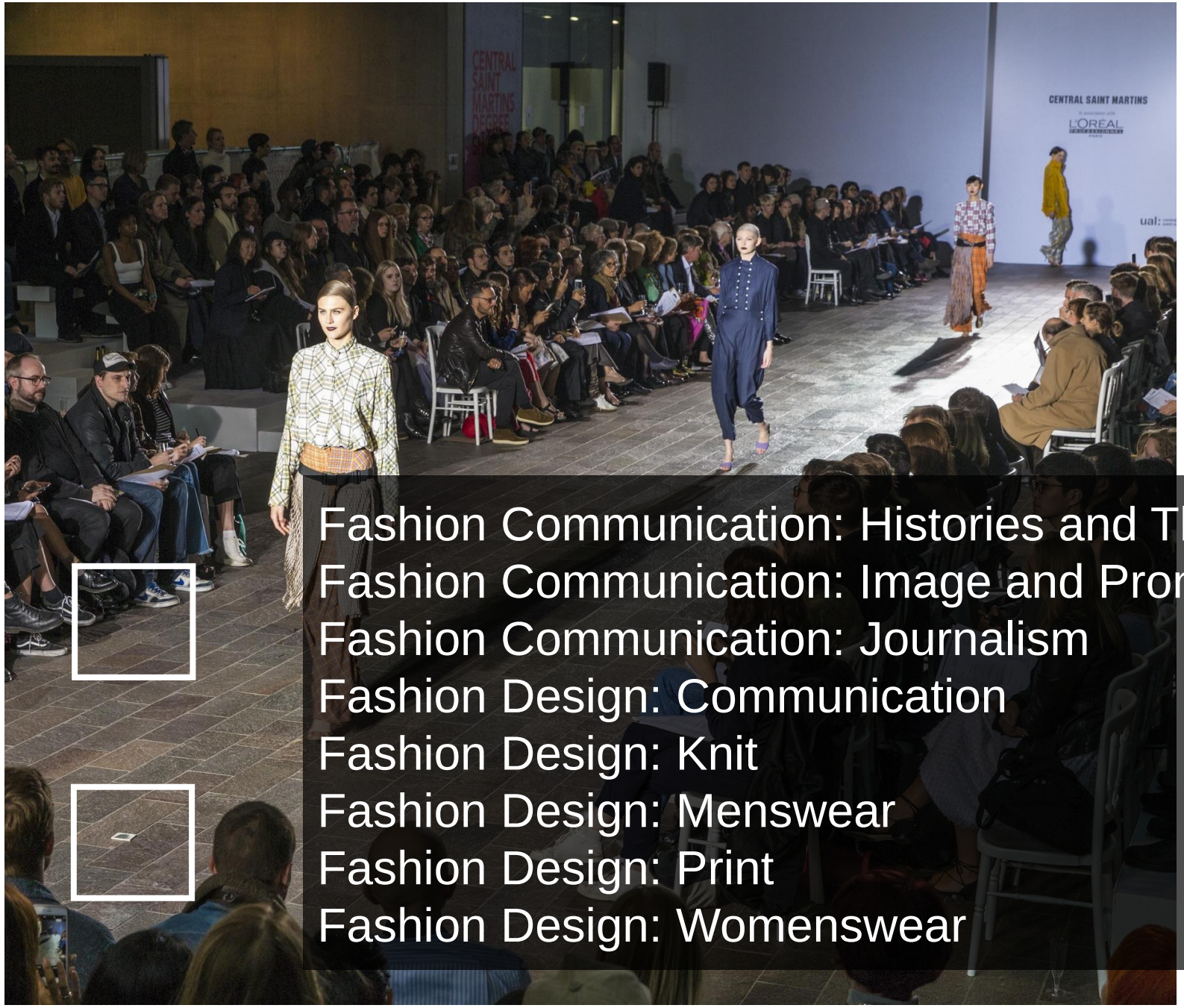
Camberwell College of Arts

Fine Art: Computational Arts
Fine Art: Drawing
Fine Art: Painting
Fine Art: Photography
Fine Art: Sculpture
Graphic Design
Illustration
Interior and Spatial Design

Central Saint Martins

Architecture
Ceramic Design
Culture, Criticism and Curation
Fine Art
Graphic Communication Design
Jewellery Design
Performance: Design and Practice
Product and Industrial Design
Textile Design





Fashion Communication: Histories and Theories
Fashion Communication: Image and Promotion
Fashion Communication: Journalism
Fashion Design: Communication
Fashion Design: Knit
Fashion Design: Menswear
Fashion Design: Print
Fashion Design: Womenswear

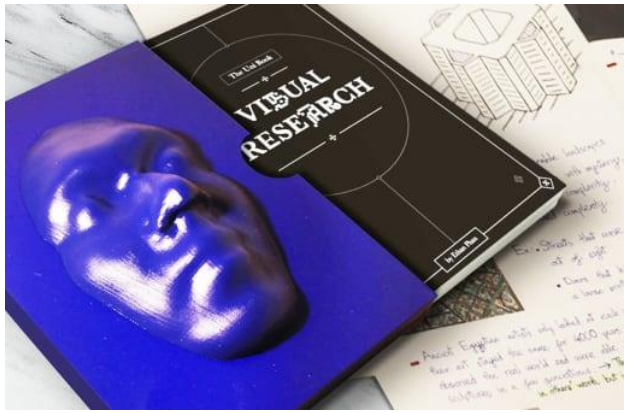
Chelsea College of Arts

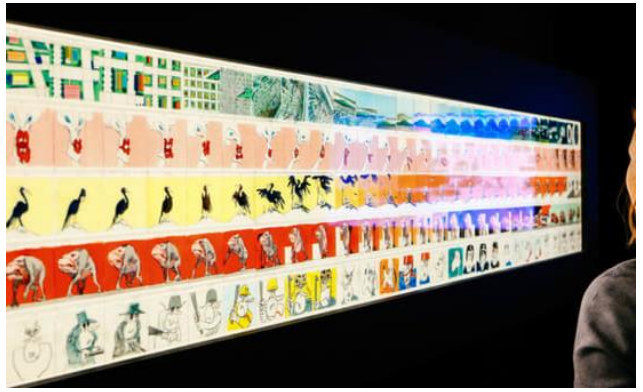
Fine Art
Graphic Design Communication
Interior Design
Product and Furniture Design
Textile Design

London College of Communication

Design School

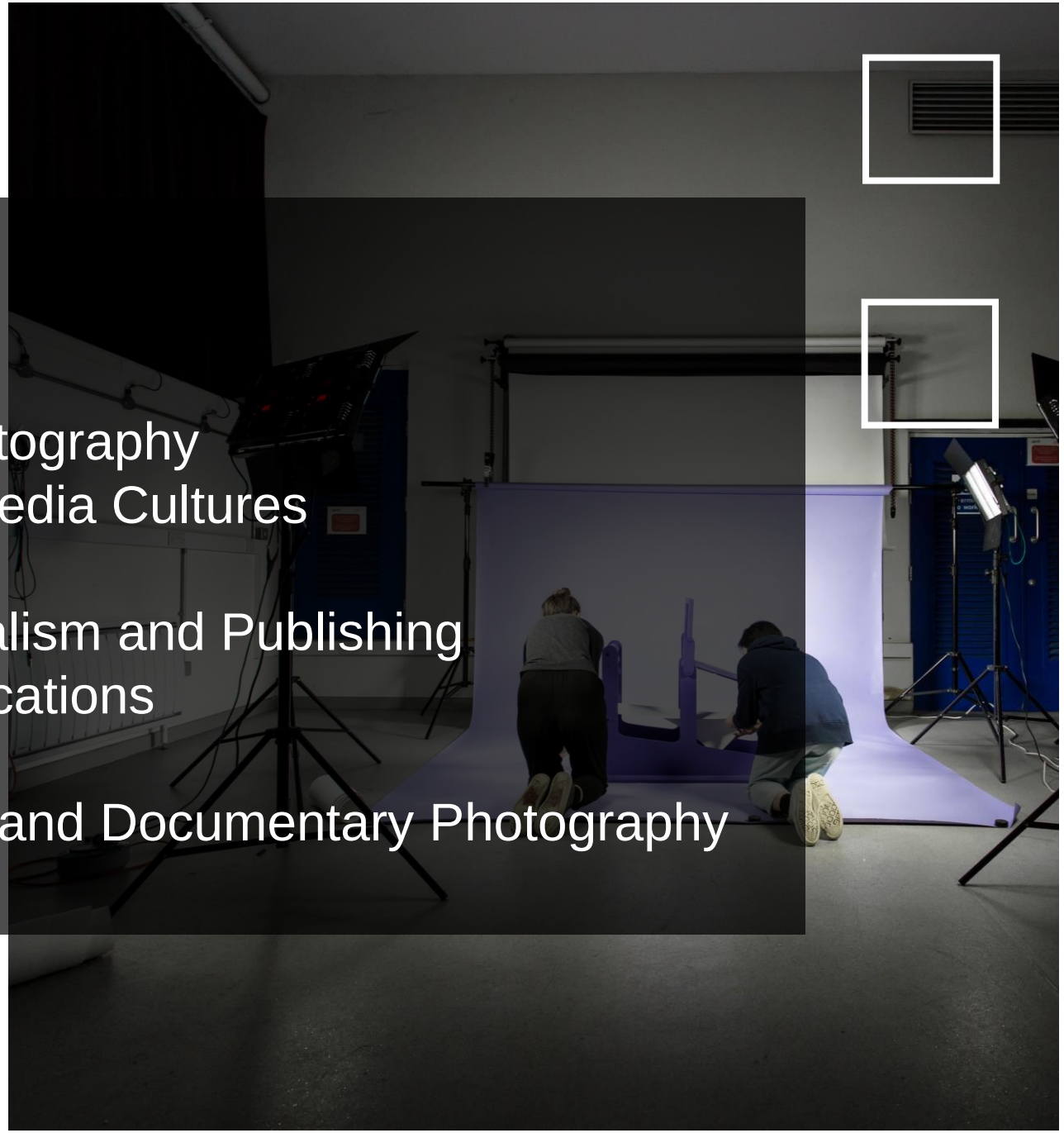
Design for Art Direction
Design Management
Graphic and Media Design
Graphic Branding and Identity
Illustration and Visual Media
Interaction Design Arts
User Experience Design

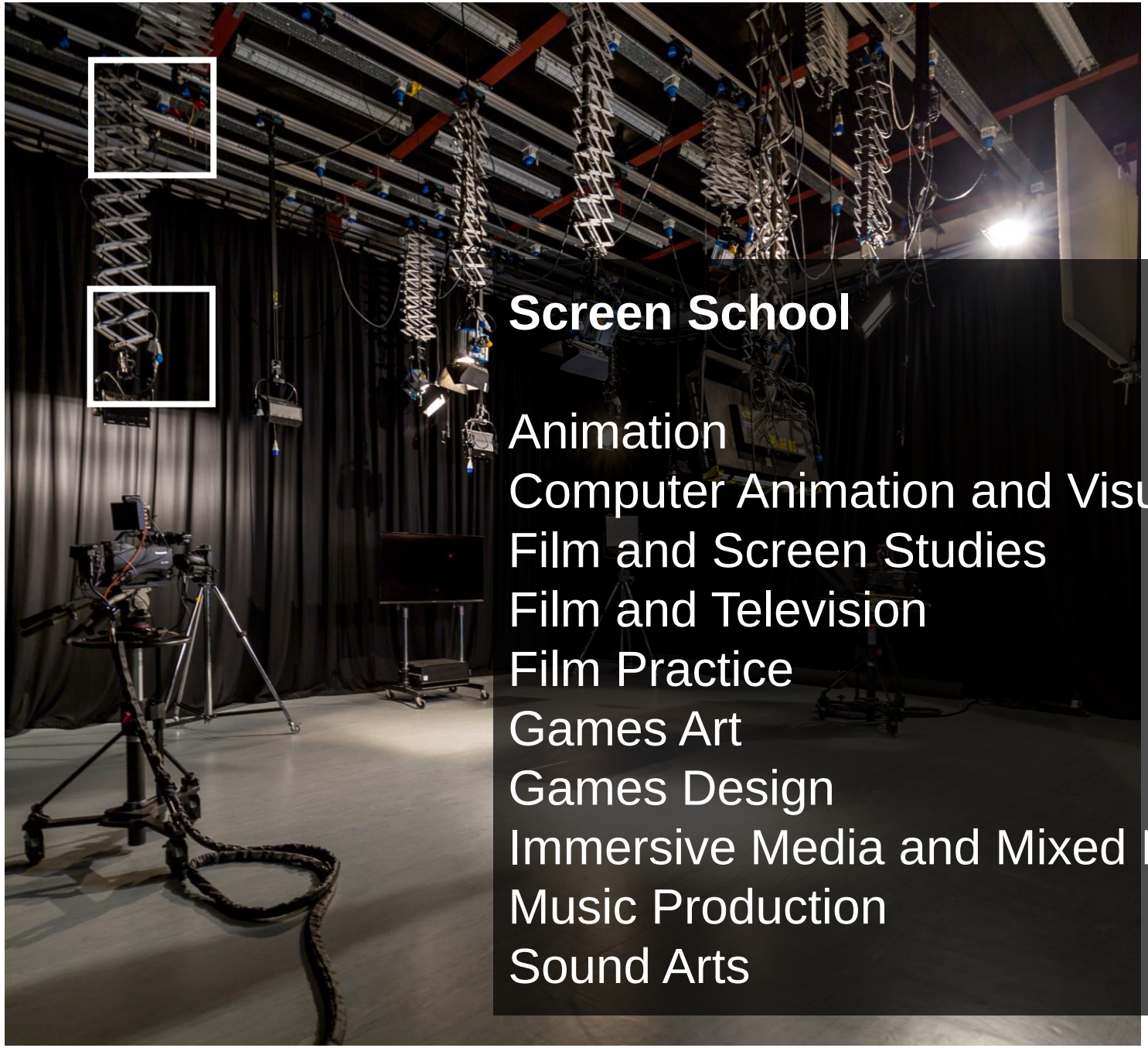




Media School

Advertising
Commercial Photography
Contemporary Media Cultures
Journalism
Magazine Journalism and Publishing
Media Communications
Photography
Photojournalism and Documentary Photography
Public Relations

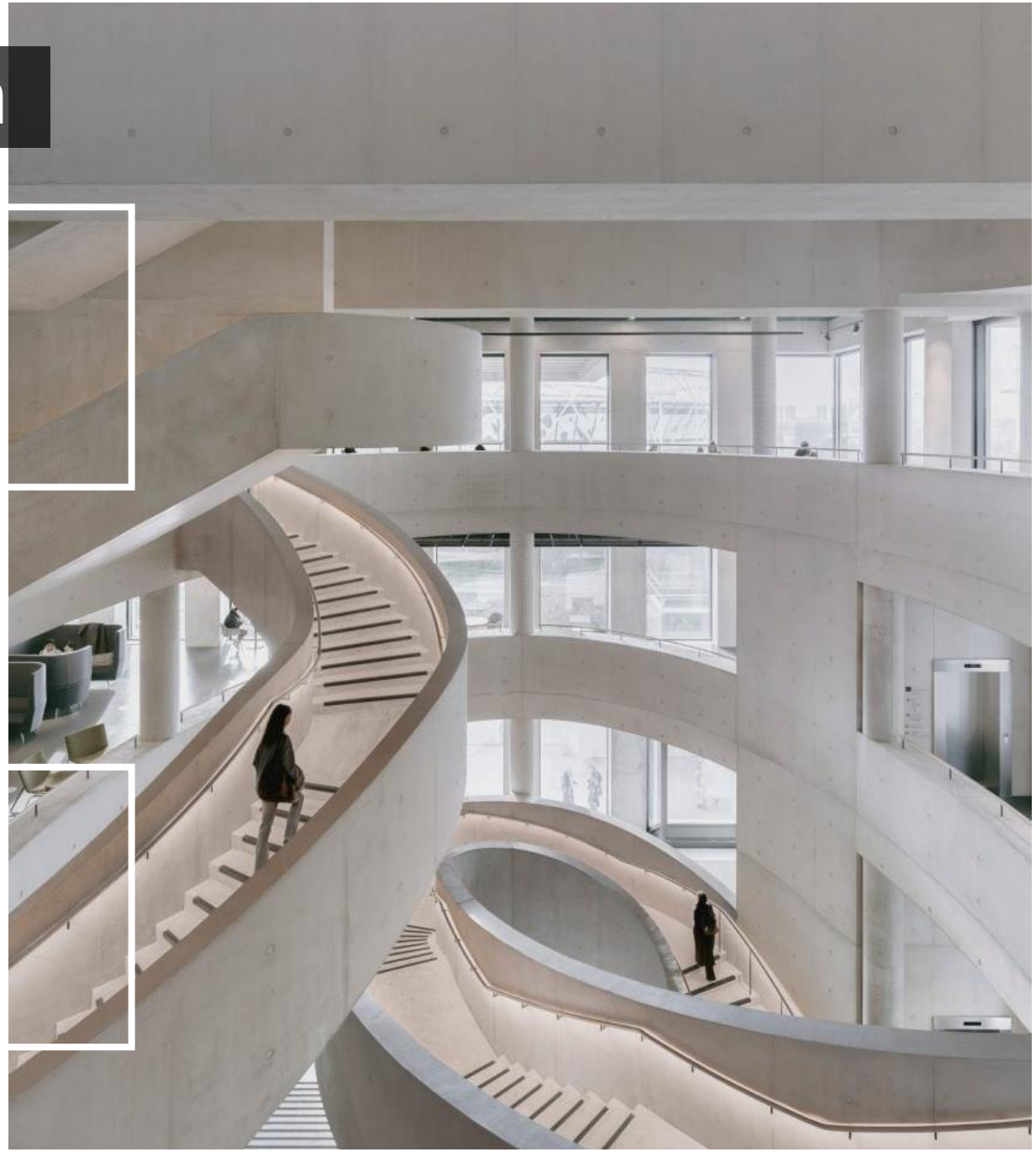




Screen School

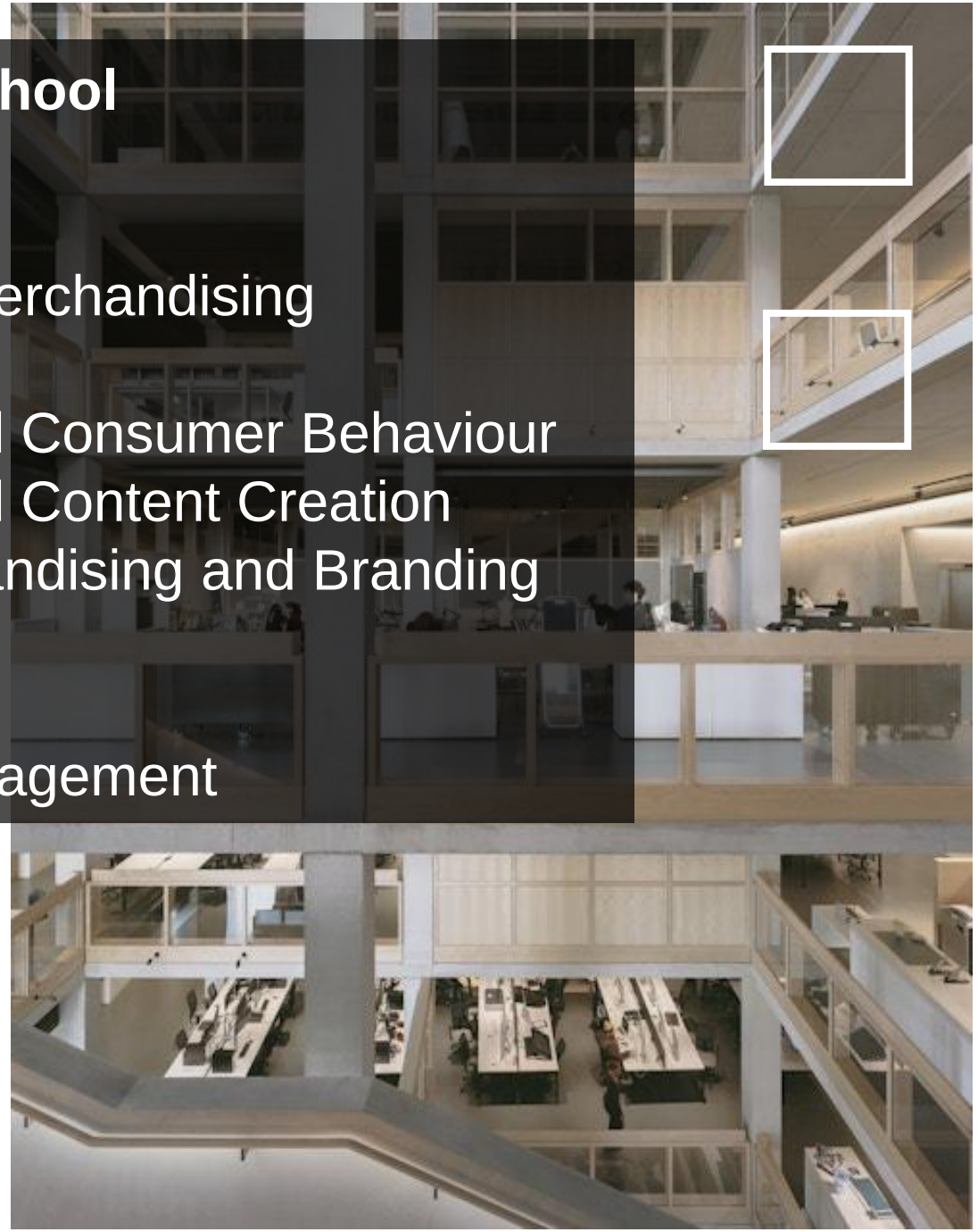
Animation
Computer Animation and Visual Effects
Film and Screen Studies
Film and Television
Film Practice
Games Art
Games Design
Immersive Media and Mixed Reality
Music Production
Sound Arts

London College of Fashion



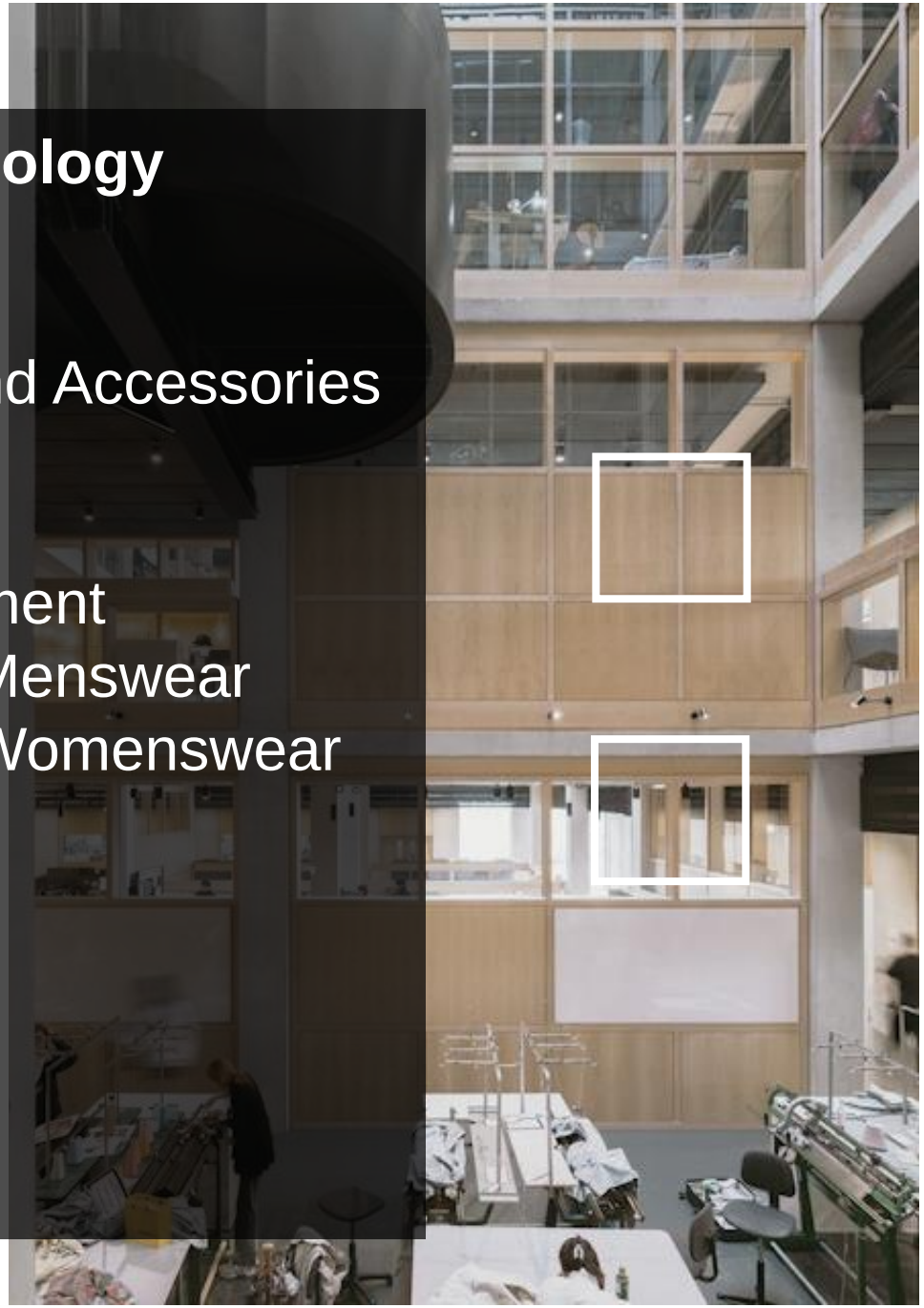
Fashion Business School

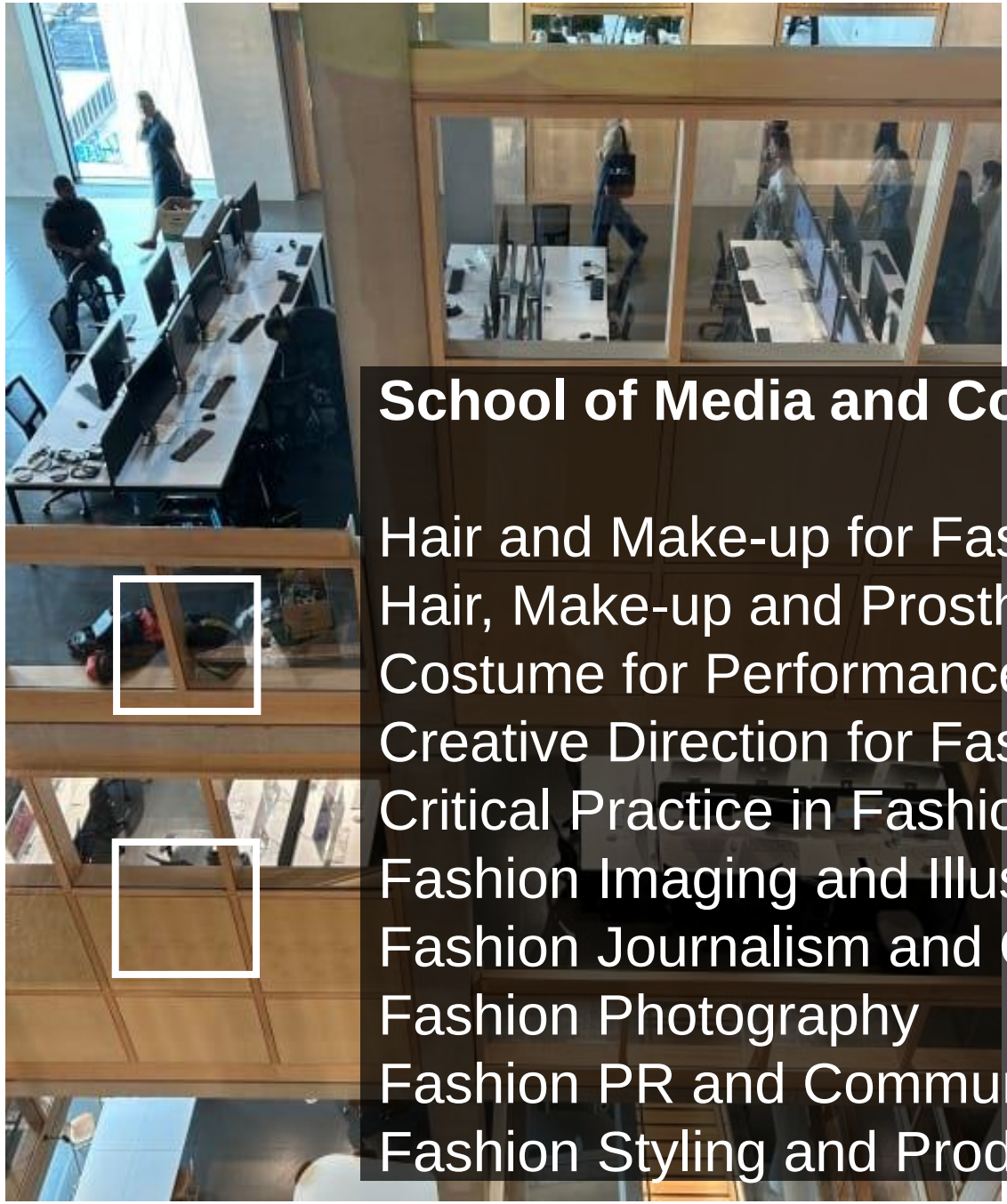
Cosmetic Science
Fashion Buying and Merchandising
Fashion Marketing
Fashion Marketing and Consumer Behaviour
Fashion Marketing and Content Creation
Fashion Visual Merchandising and Branding
Fashion Management
Psychology of Fashion
Strategic Fashion Management



School of Design and Technology

Bespoke Tailoring
Cordwainers Fashion Bags and Accessories
Cordwainers Footwear
Fashion Contour
Fashion Design and Development
Fashion Design Technology: Menswear
Fashion Design Technology: Womenswear
Fashion Jewellery
Fashion Pattern Cutting
Fashion Sportswear
Fashion Textiles: Embroidery
Fashion Textiles: Knit
Fashion Textiles: Print





School of Media and Communication

Hair and Make-up for Fashion
Hair, Make-up and Prosthetics for Performance
Costume for Performance
Creative Direction for Fashion
Critical Practice in Fashion Media
Fashion Imaging and Illustration
Fashion Journalism and Content Creation
Fashion Photography
Fashion PR and Communication
Fashion Styling and Production

Wimbledon College of Arts

Acting and Performance
Costume for Theatre and Screen
Creative Technical Theatre
Production Arts for Screen
Technical Arts for Theatre and Performance
Theatre Design

Zone 1

Central Saint Martins

King's Cross 7-min

Chelsea College of Arts

Pimlico 5-min

London College of Communication

Elephant & Castle 2-min

Zone 2

Camberwell College of Arts

Denmark Hill 15-min

London College of Fashion

Stratford 15-min

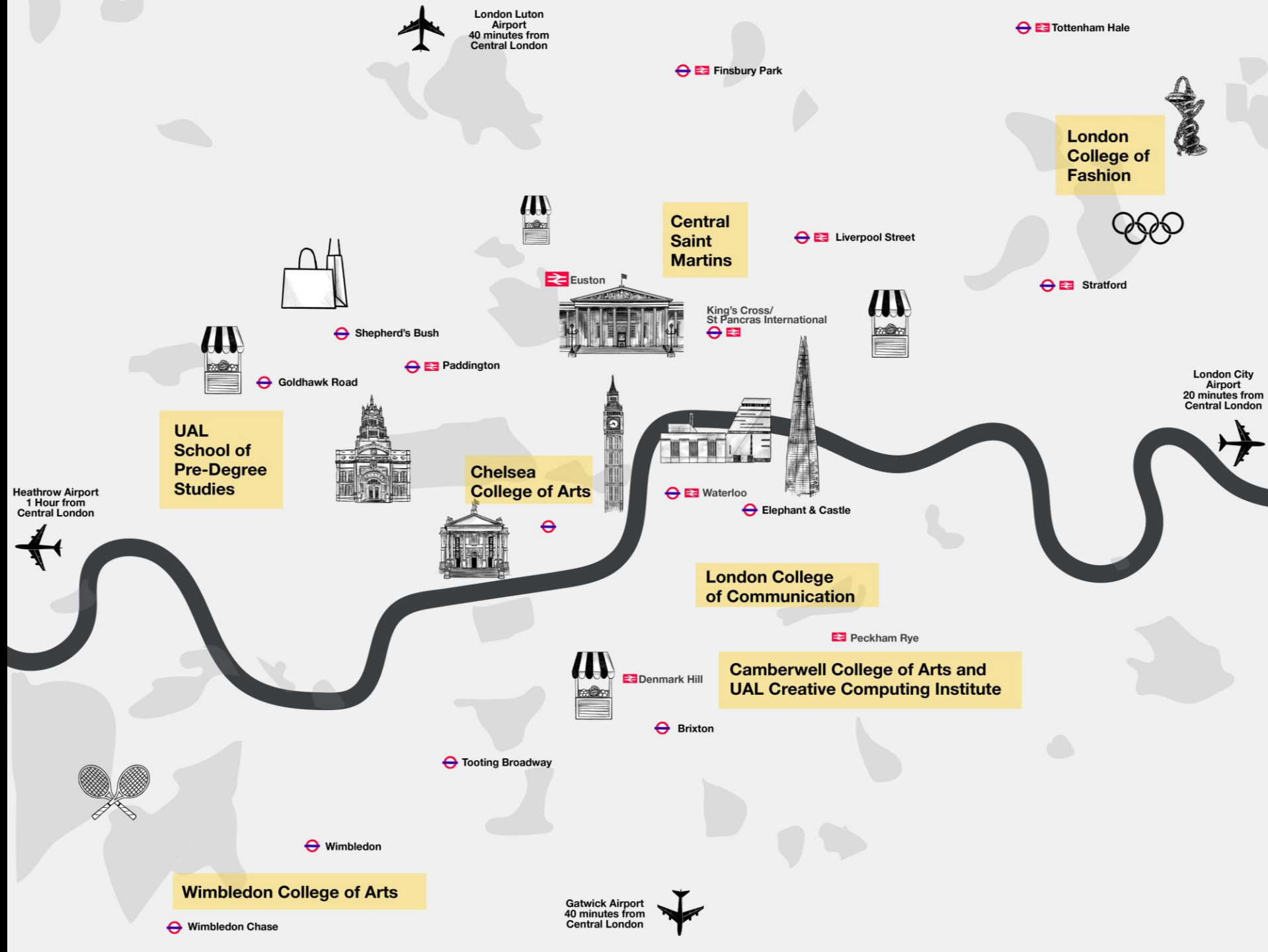
School of Pre-degree Studies

Goldhawk Road 5-min

Zone 3

Wimbledon College of Arts

Wimbledon 15-min



Choosing a university

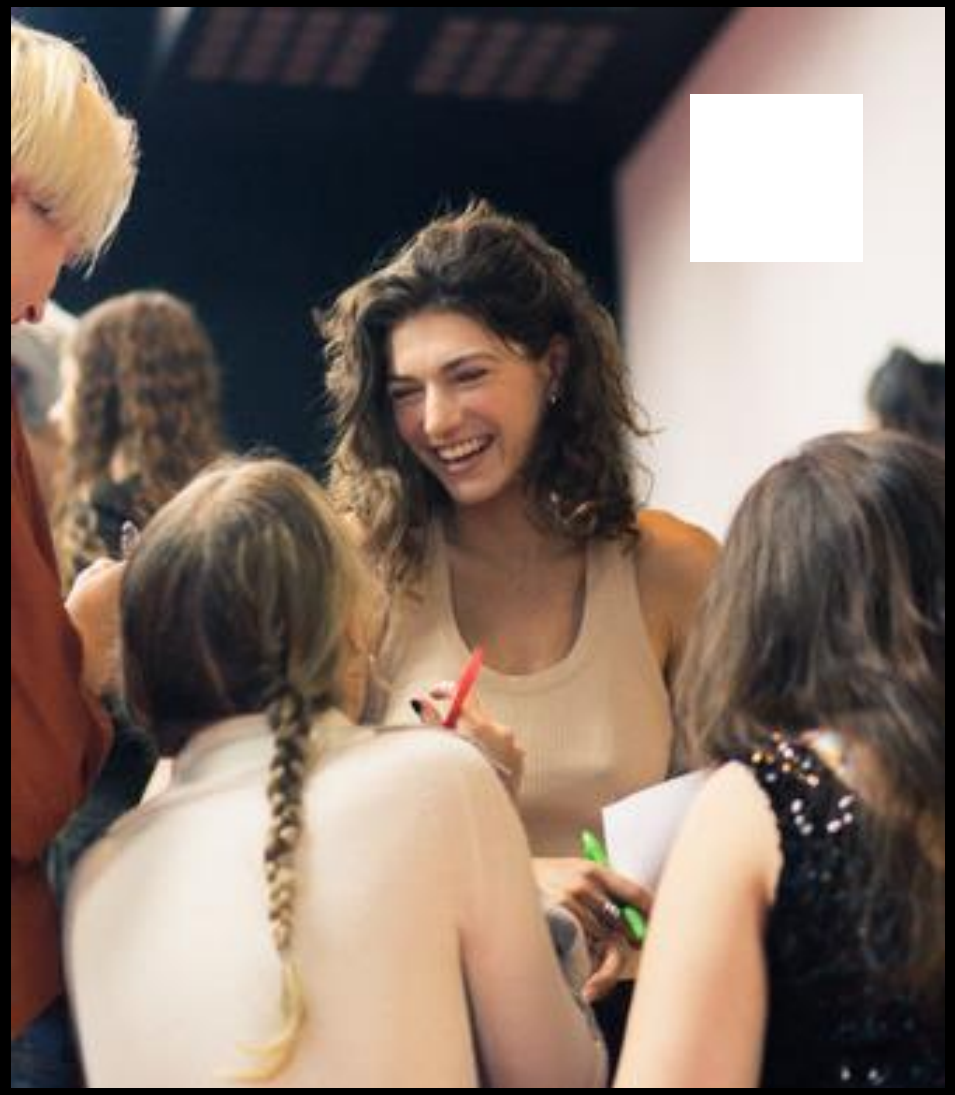
- There more than 1500 creative degrees taught at 338 institutions in the UK.
- Attend HE Exhibitions such as UCAS Discovery to get an in-person overview.
- Gather prospectuses at events or order online.
- Explore both familiar and new courses.
- Sign up for open days, campus tours, webinars, and degree shows.
- Follow blogs and social media accounts.

we are ual:

Supporting your wellbeing

Dedicated Student Services teams offers free and confidential support, including

- Free counselling and mental health advice.
- Adjustments and specialist support for disabled and neurodivergent students.
- Free screenings and assessments for Specific Learning Differences.
- A Chaplaincy Service offering pastoral and spiritual care to students.
- Quiet spaces across UAL including multi-faith rooms and wellbeing rooms.
- Art therapy groups, support groups and wellbeing workshops.



Supporting your creative career

- A dedicated Careers and Employability team provide one-to-ones and workshops.
- Free resources and training modules.
- Seed funding and bursaries available to set up your own business.
- Exhibit and sell your work in UAL’s ‘not just a shop’ or tradeshows.
- Arts Temps provides flexible creative work to students, paying the London living wage.

Supporting your creative future

No. 1
in UK for starting and running a business.

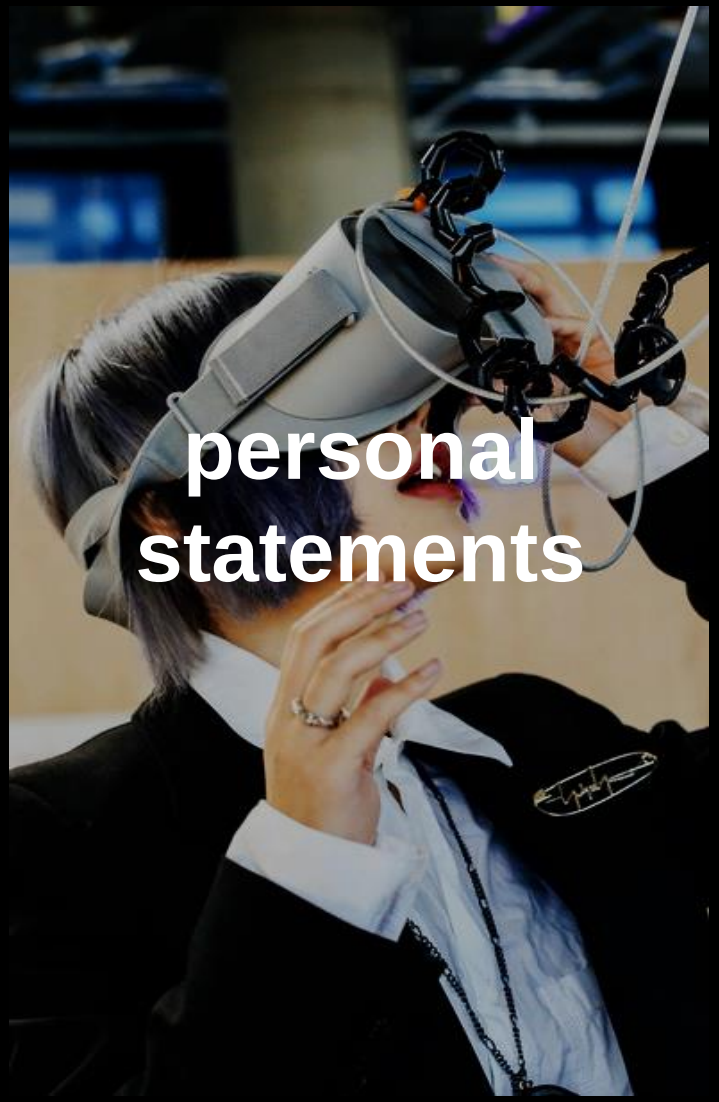
1 in 5
graduates in business leadership roles.

1 in 4
are freelance or have their own business.

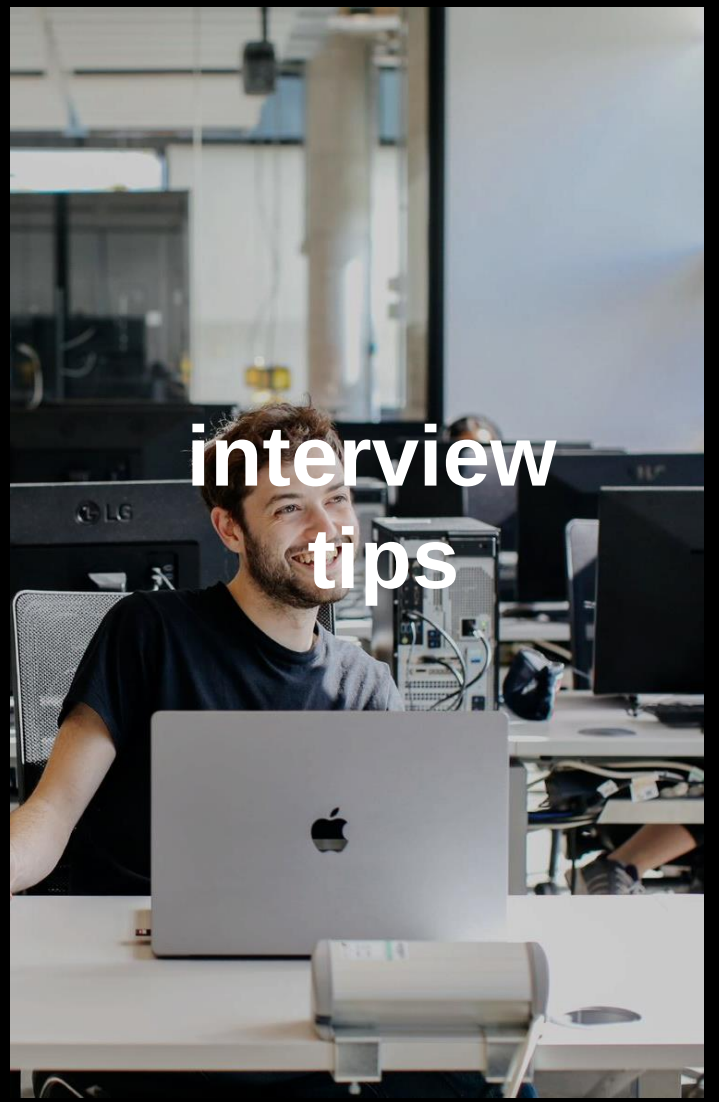
- Our graduates are in every part of the creative and cultural sectors, from heads of global businesses to Turner Prize and Oscar winners.
- A higher percentage of UAL's graduates go on to found or co-found their own business than any other UK university.*
- UAL is also placed top 2 in the UK for graduates entering business leadership positions.*
- UK top 15 university for industry connections.

*Capitalontap.com, Entrepreneurial Universities 2021

Next:


personal statements

how to develop a portfolio of work


interview tips

What we ask for

- A personal statement: all courses require this.
- A digital portfolio: for art and design-based courses showcasing examples of your work.
- Showreels: for courses such as film and animation, to be included as part of a portfolio.
- Written examples: some writing based courses may request you to complete a written task.
- Other evidence: some courses may ask for specific content such as acting or computing.

Check course pages for specific requirements.

the personal statement

A personal statement is a bit like a pitch. It’s an opportunity for you to **share your story** and explain why you’re a good match for a subject. Whether you’re applying to a course which asks for a portfolio or not, the personal statement is **the place to use your voice**.

the portfolio

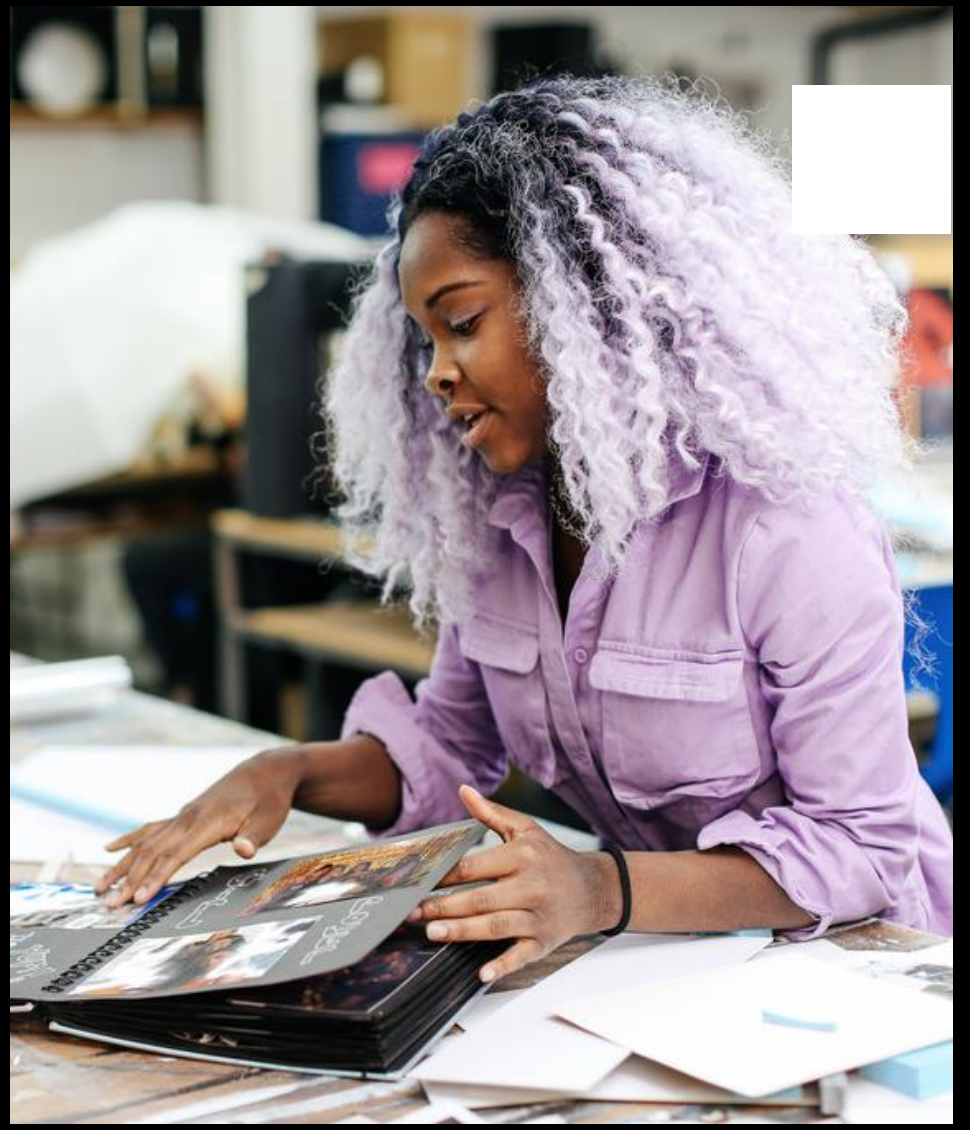
We like to think of a portfolio as a window into your own unique world through which we can see your **skills**, **personality** and **potential**. It’s a collection of your work demonstrating how your creativity has developed over a period of time.

What should a portfolio contain?

A portfolio is a collection of your work to date, ideally from the past two years. It's a **unique, visual representation of you**.

It should contain **3 - 5 projects** demonstrating:

- Your interests, inspirations, research and responses.
- Experimentation with different materials, reflecting on how these have shaped your ideas.
- For UG: demonstrate a refined use of subject-specific techniques to support your ideas.
- Your final outcomes and any work-in-progress.



Think of your portfolio as a series of visual stories.

Take us through the following stages:

research → development → outcome

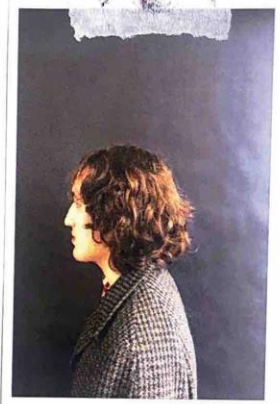
Research

- Show us which subject areas you have explored, discovered, and been inspired by.
- Research can be grouped under themes that you have identified.
- Include initial / primary research, mind maps and your personal responses to your findings.
- Include secondary research from other artists and designers. Sources should be credited. For UG applications in particular, analyse the relevance of these reference points for your own research.

Question and response

SENTIMENTALITY?

yes, as a WHOLE.



Camilo Cobian

WHAT IS SENTIMENTAL TO YOU?

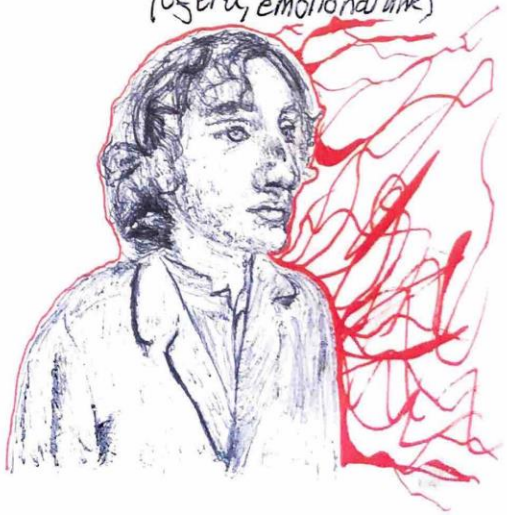
my relationships with people

stuffed animal [ramón]

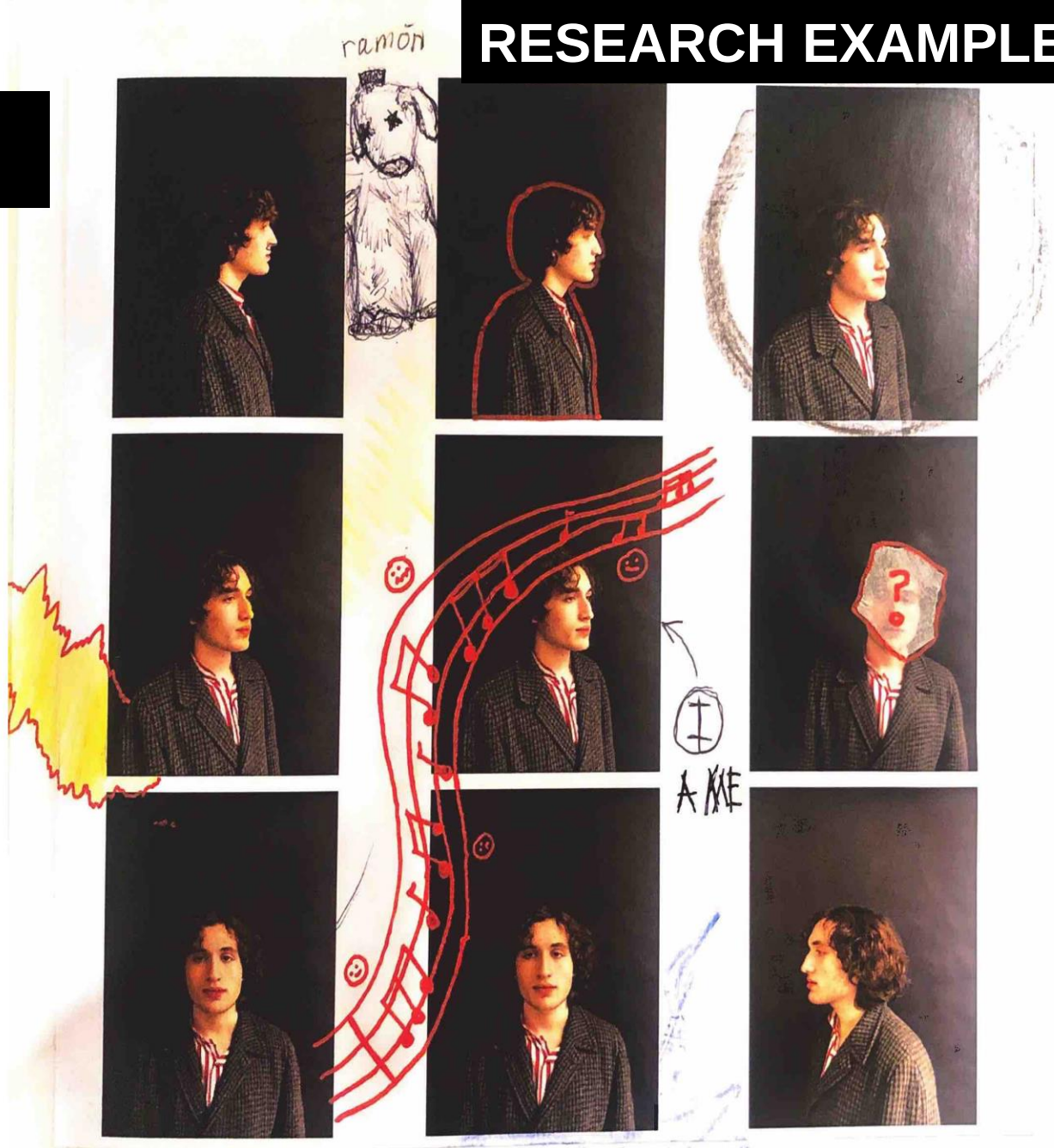
music growth and change (opera, emotional link)

WHERE DO YOU FIND BELONGING?

recent feeling of belonging, opportunity to be myself, moving to London and course. combat imposter syndrome.

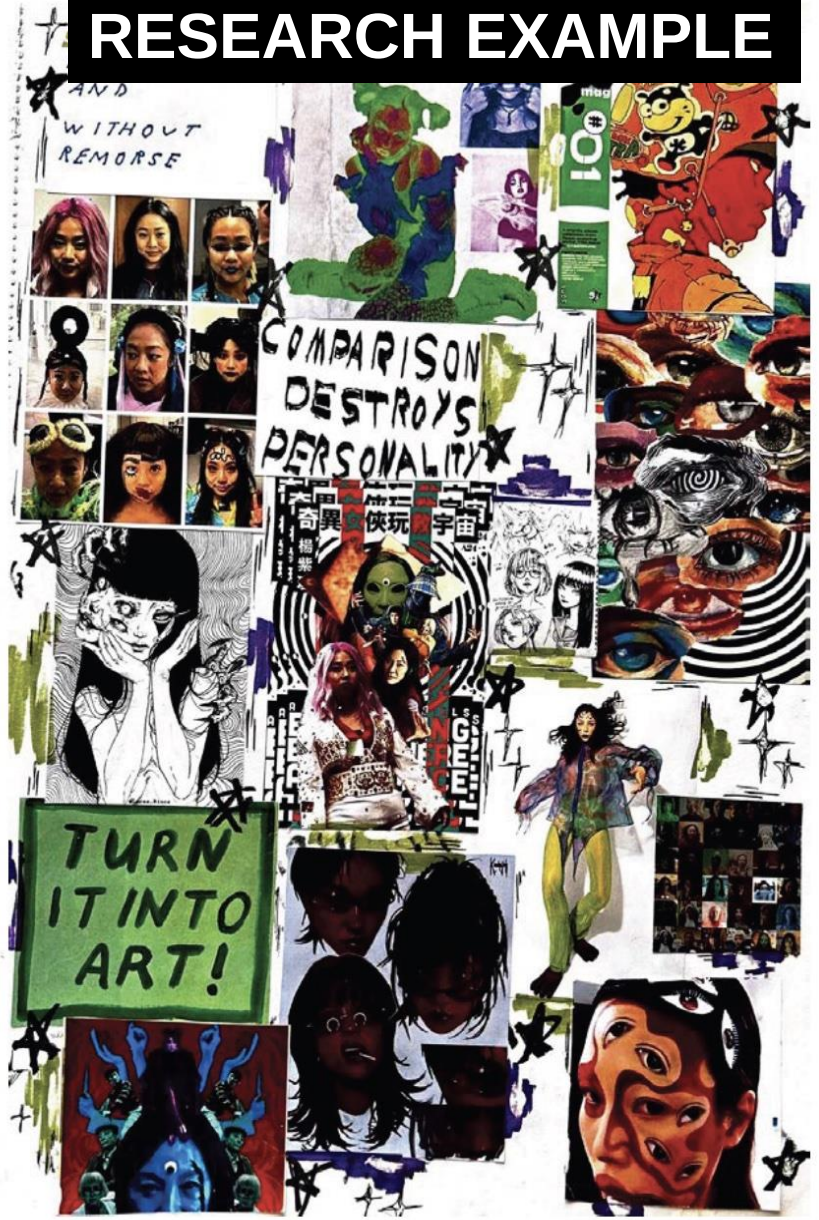


RESEARCH EXAMPLE

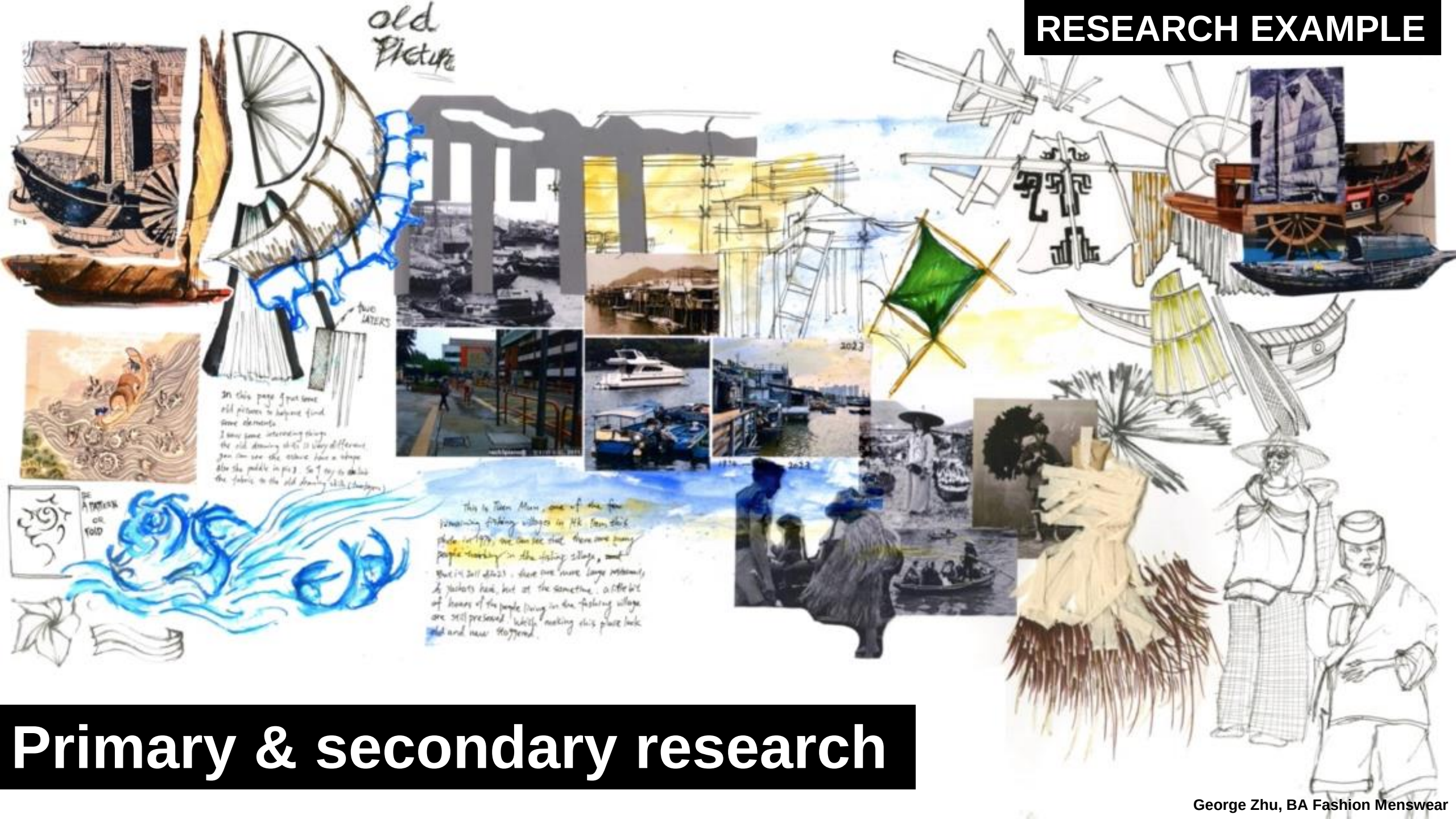


Gather inspiration and ideas

RESEARCH EXAMPLE

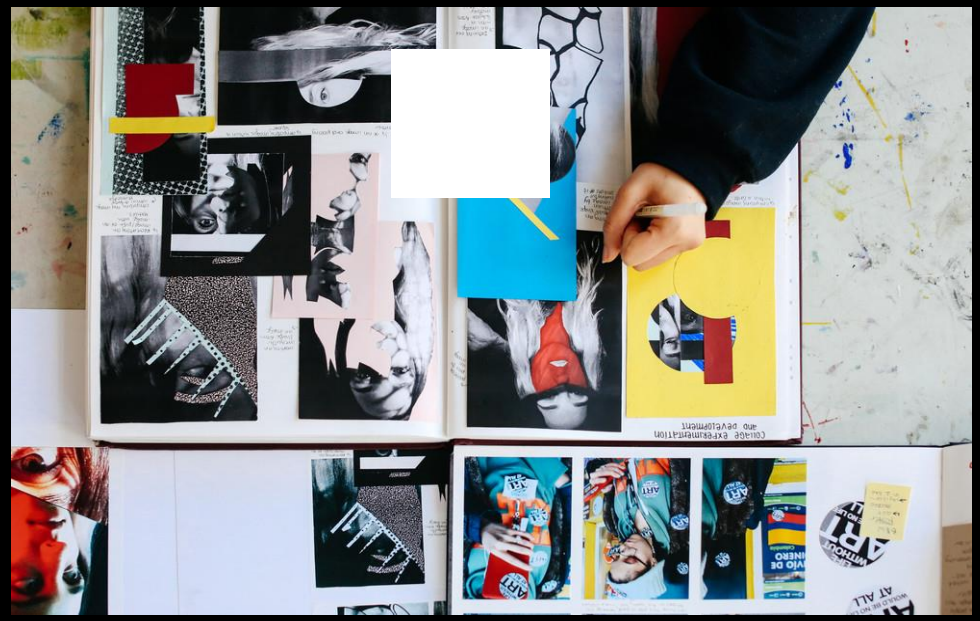


RESEARCH EXAMPLE



Primary & secondary research

George Zhu, BA Fashion Menswear



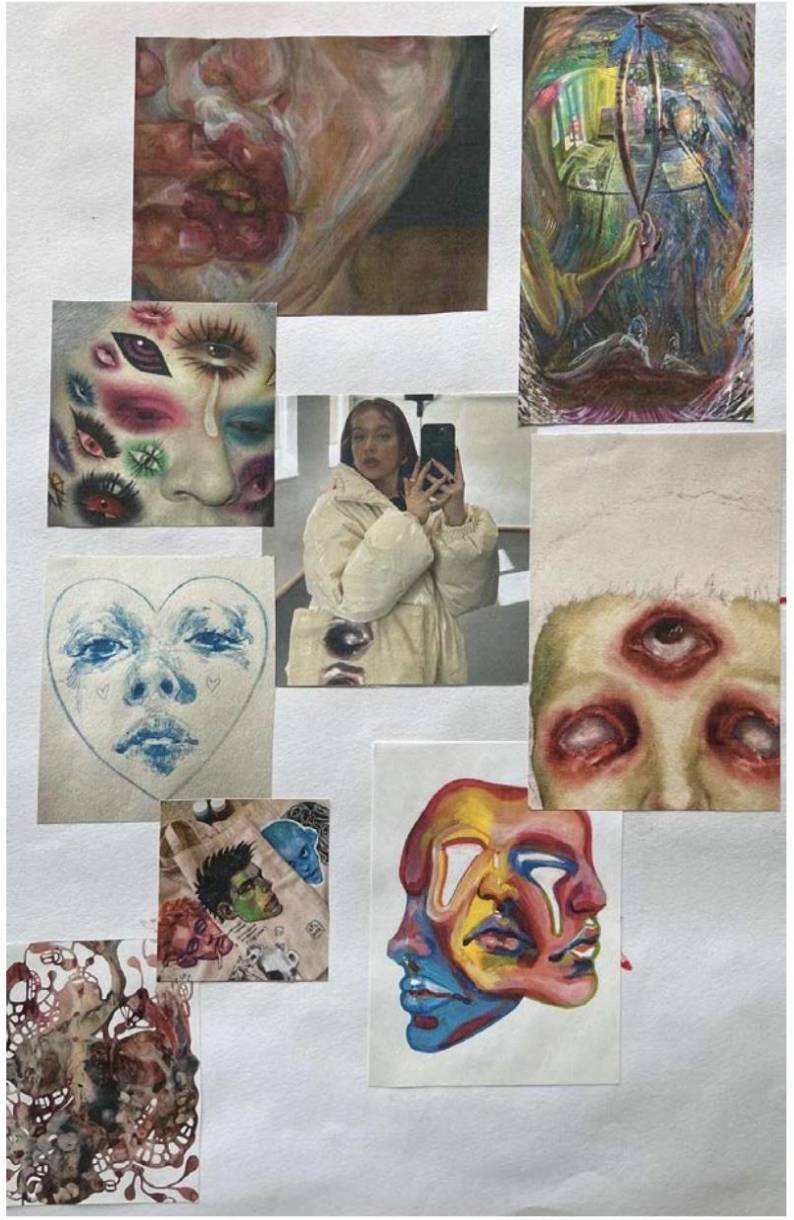
Cynthia Porta Fernandez, Foundation Diploma in Art and Design

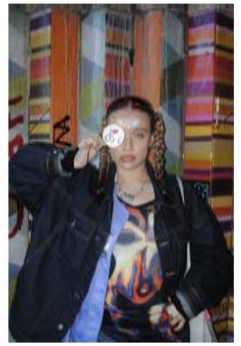
Development

- Show us the steps and stages that informed your creative decisions.
- Tell the story of each project from initial ideas to final outcome (or work-in-progress) using sketchbooks / visual journals.
- Demonstrate your learning journey for each project including experimentation, samples, prototypes, models and making processes.
- Add simple titles and notes on each page or ‘slide’ to help us understand your decisions. For UG applications, include your critical reflections on your creative process.

DEVELOPMENT EXAMPLE

Mood board





DEVELOPMENT

Mood board planning out styling, creative direction and makeup. Contact sheet with imagery from the final shoot to test lighting and photography.

Storyboards

DEVELOPMENT EXAMPLE

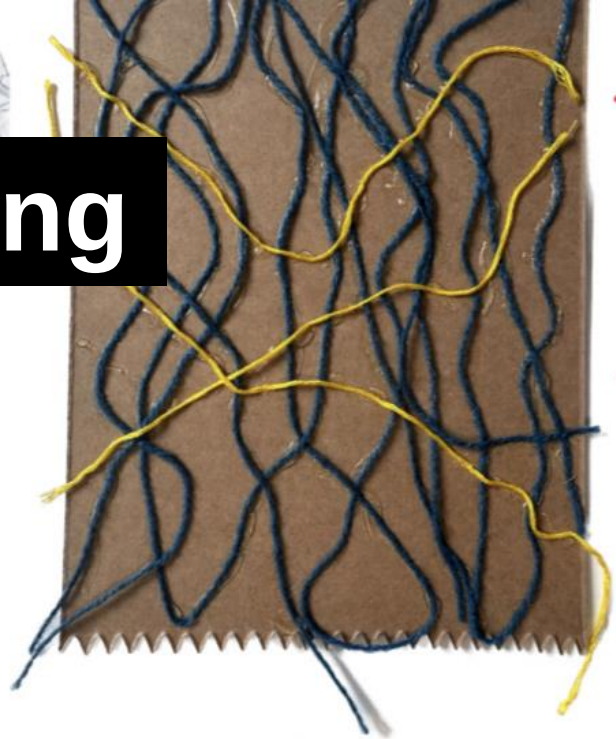
Problem Solving

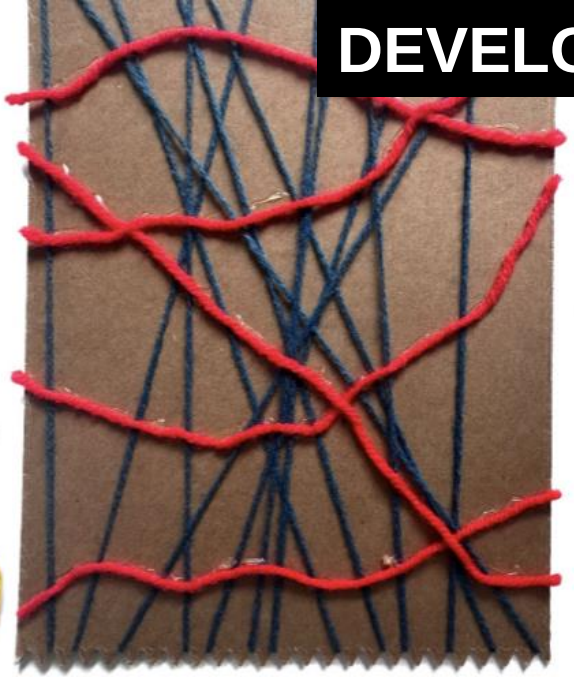
DEVELOPMENT EXAMPLE

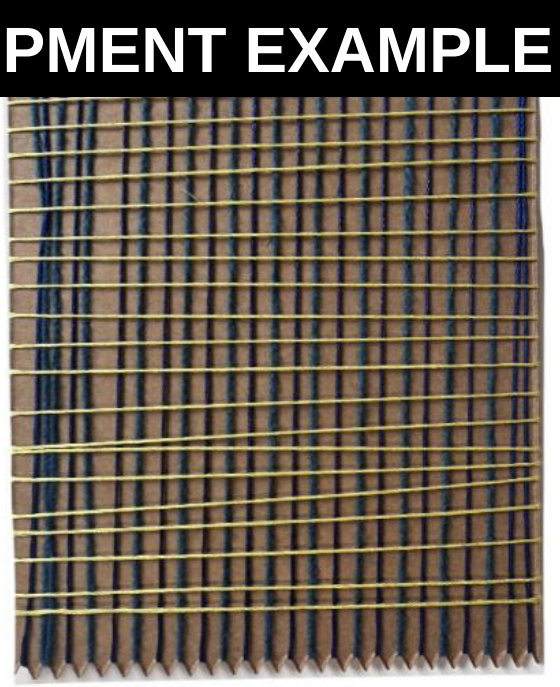
George Zhu, BA Menswear

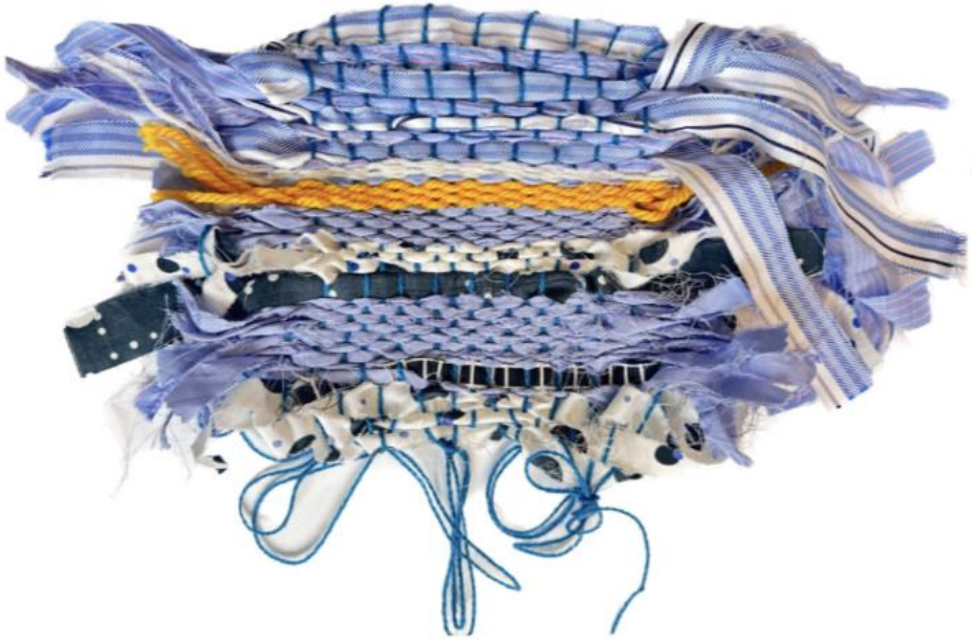
DEVELOPMENT EXAMPLE

Materials testing









Outcome

- Present final outcomes of your projects clearly, using clear photographs and/or scans.

- Photography tips:
  - Use natural light and turn on AWB (auto white balance) rather than flash.
  - Use white/neutral background.
  - Show work in context e.g. ‘in-situ’, or on body.
  - If it is large-scale, include dimensions within the captions to show scale.
  - Consider additional close-ups to show details.

- Show the materials you have used.

- For UG applications, reflect on how the distribution of the work affects the way it is received.

Rose Frankland, Foundation Diploma in Art and Design

Different perspectives

OUTCOME EXAMPLE

Marta Durikovic, BA Fashion: Womenswear

Present 'in action'

OUTCOME EXAMPLE

Merrie Elisabet Wells, Foundation in Art and Design

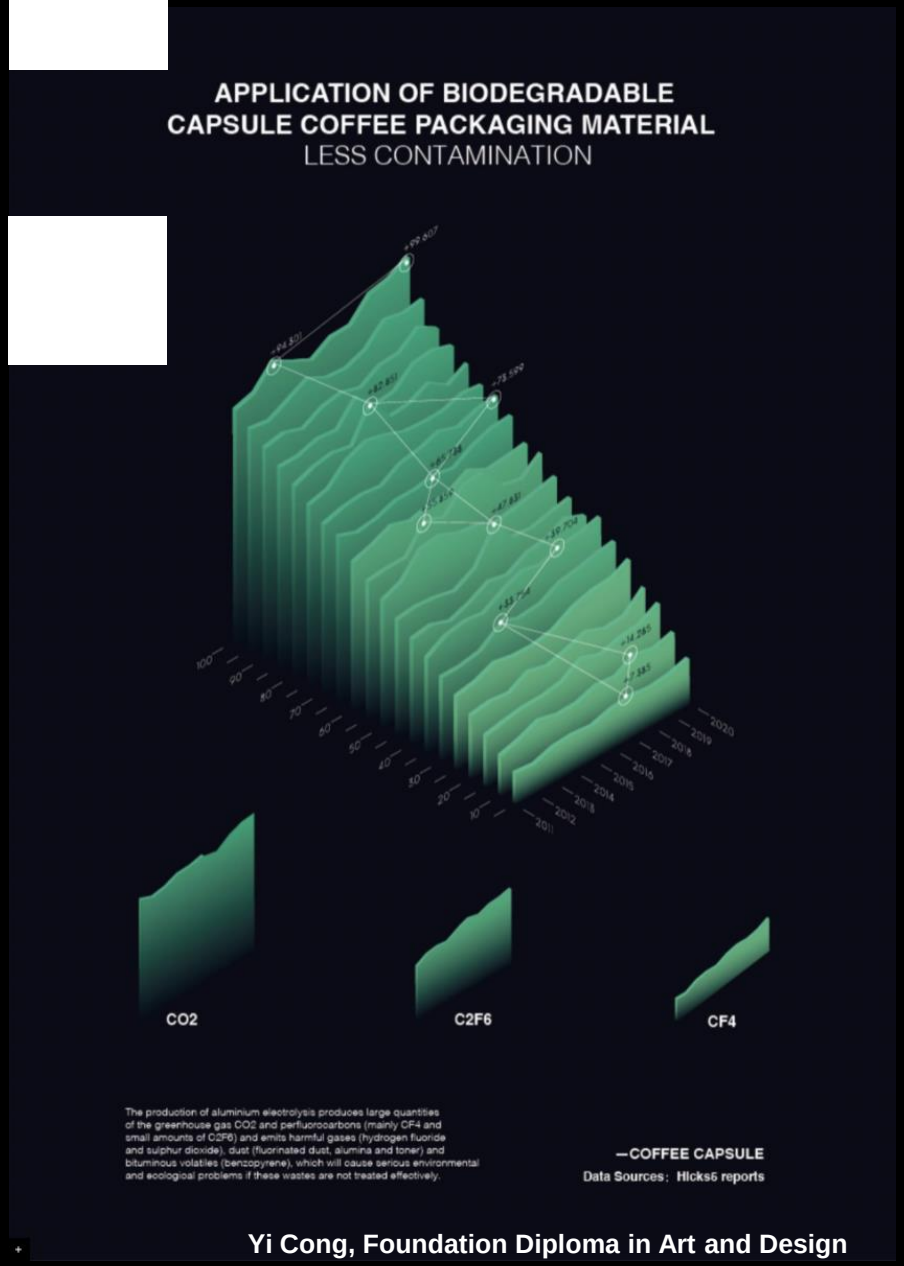
OUTCOME EXAMPLE

Clear photography

presentation advice

Tomoko Suwa-Krull, MA Photography, London College of Communication

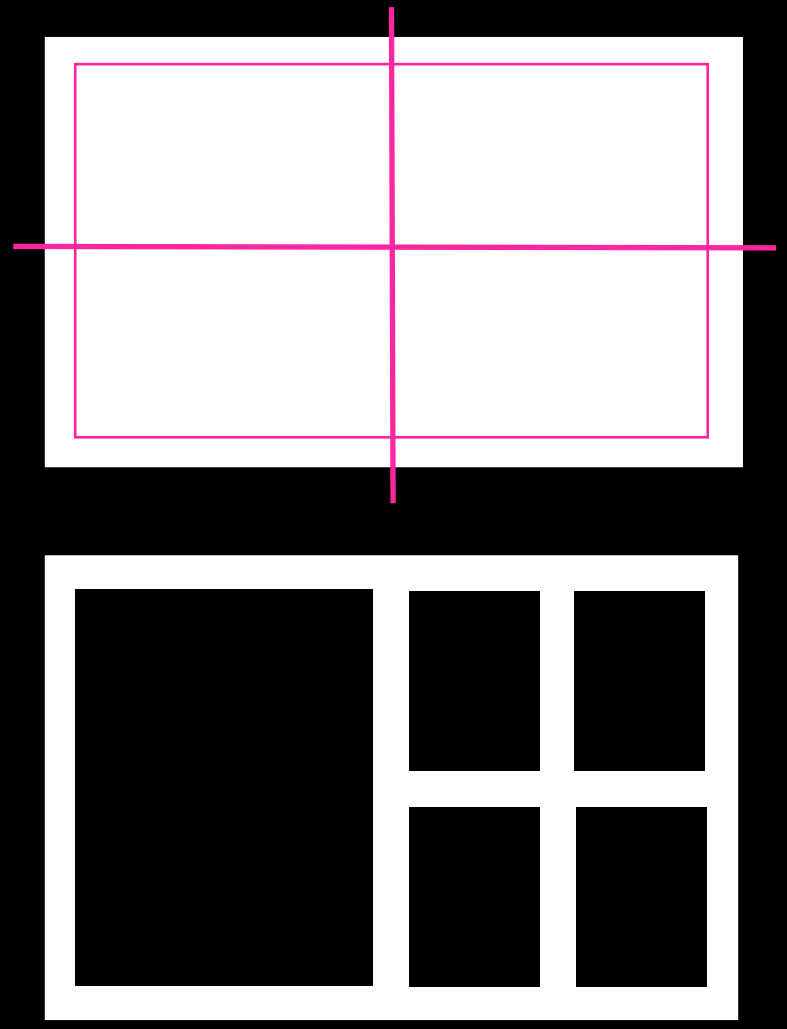
Evidencing digital skills



Yi Cong, Foundation Diploma in Art and Design

- You may use screen grabs to show evidence of digital processes.
- You can embed short moving pieces or include hyperlinks to animations, films and interactive work, within the portfolio pages.
- If including moving image, edit each piece down to 30 seconds. Include stills and storyboards.
- Use caption and annotation to demonstrate your technical expertise.
- Indicate which software / technologies you have used for specific work.

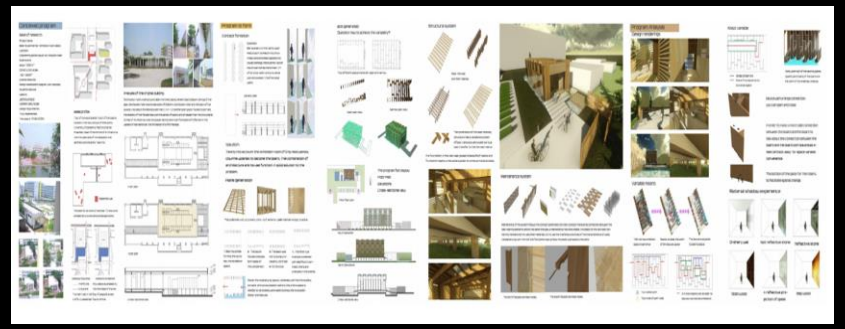
Using a grid to layout a page



- We will view your portfolio on a computer screen, which is in a ‘**landscape’ format**. Think of each page as a sheet of A4 landscape paper, and arrange your work with this in mind.
- A grid is an invisible guide that helps you lay out your pages clearly and consistently.
- Keep spaces and margins consistent. This will help you achieve a professional presentation.
- White space is an important presentation tool. Don’t crowd your pages and give your work ‘breathing space’.

Things to avoid

- Chaotic presentation (unless it is important to the project!)
- Dominant backgrounds detracting from the work.
- Unnecessary decoration – don’t use fancy templates offered by certain software.
- Too much text – the portfolio is for showcasing visual work, not essays or long pieces of writing. Avoid ‘fun’ fonts.
- Too much information on a page in a long, thin ‘letterbox’ format. It’s too small to view properly.



Uploading your work

You will be asked to upload a digital portfolio via **PebblePad**.

- You will be emailed when each course you have applied for is ready for you to upload your portfolio.
- You will receive details of the submission deadline and the number of images / pages to upload.
- Some courses may request you to complete a specific task as part of your PebblePad submission.
- Text in PebblePad can be edited and hyperlinks can be included.
- Once you have finally submitted the work, it cannot be changed.

the interview

Interviews are an amazing opportunity to find out more about you and why you want to study with us. It's a chance to vocalise **your enthusiasm** and talk about **your aspirations**. While we will ask you questions it's certainly not about tripping you up or putting you on the spot. Think less interrogation, **more conversation**.

Interviews

- Not all courses require an interview.
- Interviews take place online on Microsoft Teams for approximately 15-20 minutes.
- An opportunity to talk about your work and express your point of view.
- Discuss your interests and experiences of your chosen subject, and your opinions.
- Explain what you want out of the course and why you wish to pursue this industry.

ual:

Open Events

Event recordings

Unibuddy

Travel Bursary

Graduate showcase

Register your interest

arts.ac.uk

Helen Elizabeth | Fine Art: Printmaking