**Applied for:** Advertising/Creative Advertising

**Offers received:**

University for the Creative Arts – 112 points

Leeds Arts University – 112 points

University of the Arts, London – 80 points

Falmouth University – Unconditional

The world of advertising and design is constantly changing and growing, creating exciting
challenges every day. This fast-paced industry gives the opportunity to create art for a
purpose which truly excites me. The prospect of working and being part of such a dynamic
industry is what has inspired my passion to pursue a place studying creative advertising. Not
only being able to have an impact on design but having the opportunity to develop my talents further by stretching and challenging my imagination with no boundaries also adds to my commitment to studying this subject.

Graphic Art at GCSE and A-Level have both had a significant influence in my decision to choose Creative Advertising. I enjoy working with different mediums to create posters, textile
designs, carrier bags and many other outlets used for advertising. The idea that hundreds if
not thousands of consumers will be able to see, touch and use my designs is a concept that
makes me actively seek ways in which I can learn and develop different skills, which in turn I
will use to create new art. However, the decision between Graphic Design and Creative
Advertising was not so straightforward. I am excited by Creative Advertising because I know,
through my experience of working in retail, that I am inspired by customer interaction to
provide a solution and create the best experience possible.

This experience working in retail has not only shown me that I love working with clients but
also working in a team. Teamwork is massively important particularly in this course. The
skills I have gained through Duke of Edinburgh, National Citizen Service and World Challenge opportunities will be invaluable when working with other people in the industry as a team, to create the highest quality end product.

New Zealand's 'World of Wearable Art' and fashion designers such as Alexander McQueen were huge early influences for me which I have since channelled into the idea of Art being used strategically throughout the advertising world. In 2016 I worked with Art Couture Painswick, a registered charity which inspires extraordinary wearable art and engages the community to create life-changing opportunities for aspiring artists. Throughout the week before the Festival of Wearable Art, I was tasked with a small team to create information leaflets and a social media campaign to promote the event, allowing me to have an insight into the creative advertising industry. As part of the event I designed, made and entered a piece of wearable art into the competition which gained me a bursary from James Holder (original designer and CEO of Superdry).

Growing up in a house that always has a buzz of people, hosting students from around the world and travelling to many places has exposed me to a wide range of cultures, which helped me win an award for International Relations. The idea of constantly meeting new people or 'networking' is natural to me and has led to meeting a wide range of diverse, interesting and amazing people. Networking is something that is key within the creative industry and has opened up once in some lifetime opportunities that have helped me gain experience within the creative field including web design at Montpellier PR, fashion design at Superdry HQ and costume design on some West End amateur productions. I believe this is important as you can never be certain which skills or knowledge you are going to need for the next brief; having experience and contacts in a plethora of fields, I believe, gives me an advantage within the industry.

James Holder told me "Carry on and you'll fly close to the sun, like Icarus" which inspired me
to pursue my passion in art and design in the hope that one day, through hard work and
dedication, I will achieve highly just as he did.