**YOUR CREATIVE FUTURE**

Career Preparation

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NUA is proud to work in partnership with 

**BA PHOTOGRAPHY**

**ZIRONG ZHU**

WE ARE GOLD

University Guide.

UK top 10 for teaching quality –standard in the UK.

is outstanding and of the highest

(TEF). That means our teaching

Teaching, learning and student

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**A BRIEF MEETING TO FEEDBACK**

**INTERPRETING DEADLINES AND BILLION GENERATED**

from the UK’s creative industries in 2017

DELIVERING A BRIEF SHOWING ATTENTION HANDLING CUSTOMERS

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**MEGAN GRINHAM**

WINNER OF CHILDREN IN NEED TSHIRT DESIGN COMPETITION,

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**JOE BRENNAN**

BA ARCHITECTURE

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**Gordon Beckett**

Design Editor, The Sunday Times

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**Keith Chapman**

Creator of ‘Bob the Builder’

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**Print Designer, Cath Kidston**

Sally Wood

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**Sony Computer Entertainment**

Senior Producer,

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**Training Lead, MPC**

Ian Murphy

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**MEGAN GRINHAM**

WINNER OF CHILDREN IN NEED TSHIRT DESIGN COMPETITION,
87% 
CREATIVE OCCUPATIONS ARE HIGHLY RESISTANT TO AUTOMATION WITH 87% OF CREATIVE WORKERS AT LOW OR NO RISK.
INTERDEPENDENT REVIEW, 2017

78% 
THE CREATIVE SECTOR BOASTS THE HIGHEST LEVEL OF EDUCATION, WITH 78% HOLDING DEGREES, COMPARED TO AN AVERAGE OF 32% ACROSS THE UK WORKFORCE AS A WHOLE.
PROSPECTS LUMINATE, 2018

This guide will encourage you to think differently about creativity. Sometimes it’s about the big ideas, boldly expressed. Sometimes it’s harder to see – the hidden techniques and mastercraft skills that combine with a great idea to make something stand-out. The truth is, we’re all creative. As children, one of the first things we do is pick up a crayon and start to draw. As adults and young people, we’re all taking photographs and capturing video clips. Some people go further into creative coding or make 3D objects. For some, even what they choose to wear is a creative expression: telling the world this is who I am with flair and their own visual style. You’ll see signs of creativity everywhere you go, everyday.

So how are you creative? How do you express ideas in words, pictures, objects, materials or sounds? The chances are you’ve already had thousands of creative ideas in your lifetime – you’ve just never thought of it that way. Realising these traits are the first steps to being part of a much broader creative community that really matters. Here’s why…
3 million jobs

...in the creative economy and growing twice as fast as the rest of the UK workforce. That’s 1 in 11 jobs in the UK.

JOE BRENnan
BA ARCHITECTURE

DCMS, 2018 & 2016
“Each year we see amazing talent from NUA’s final year students which wows our industry and media guests.”

NICOLA HITCHENS
COMMUNICATIONS AND SPECIAL PROJECTS DIRECTOR, GRADUATE FASHION FOUNDATION/GRADUATE FASHION WEEK

MEGAN GRINHAM
WINNER OF CHILDREN IN NEED TSHIRT DESIGN COMPETITION, WON AN INTERNSHIP POSITION AT GEORGE CLOTHING
KEY CREATIVE SKILLS PROFILE

Profile is a nationally award-winning game developed at NUA with help from the creative industries. Students playing the game learn how to build a strong personal statement and curriculum vitae (CV) by thinking about the skills and knowledge they have gained.

Winner of Employability and Entrepreneurship category at the Guardian University Awards
£101.5 BILLION GENERATED
from the UK’s creative industries in 2017
DCMS 2018

WE ARE GOLD

Teaching, learning and student outcomes at NUA are gold-rated by the Teaching Excellence Framework (TEF). That means our teaching is outstanding and of the highest standard in the UK.

UK top 10 for teaching quality – The Times and Sunday Times Good University Guide.

NUA is proud to work in partnership with Take Your Place to help young people with little or no experience of university explore the world of higher education.

takeyourplace.ac.uk
“The career preparation NUA provides for students is proven by the number of graduates who have passed through the doors.”

Gordon Beckett
Creator of ‘Bob the Builder’ and NUA graduate

“The NUA Media Lab and the state-of-the-art equipment for students are unbelievable. I could be walking around a top animation studio.”

Keith Chapman
Creator of ‘Bob the Builder’ and NUA graduate

“Recruitment is a challenge for every business but links forged with NUA are invaluable.”

Rupert Kitchen
Partner, LSI Architects

“It’s incredibly helpful for students that NUA arranges talks from professional artists and designers.”

Sally Wood
Print Designer, Cath Kidston and NUA graduate

“NUA’s VFX course promises to bring together technology and creativity in new ways to ensure students have the skills and abilities for whatever the future industry will throw at them.”

Ian Murphy
Training Lead, MPC (Moving Picture Company)

“NUA students have been a revelation. They take to work quickly and show professionalism and enthusiasm.”

Mark Green
Senior Producer, Sony Computer Entertainment

HANNAH GORDON-SMITH
BA PHOTOGRAPHY
Norwich University of the Arts is committed to developing our students’ creativity, professionalism and employability. Our students get to hear from experts from industry - and famous names from fashion to film and photography including Aardman, Cath Kidston, Topshop, MPC, Artist Cornelia Parker, Penguin Books, the BBC, Nickelodeon, Architect Will Alsop, Photographer Tim Flach...

**PLATFORM**
We run an initiative to encourage business start-ups. Students are supported by workshops and industry mentors to make their creative ideas a reality.

**CAREERS CENTRE**
Our employability service looks to support students and NUA graduates. Advice includes: individual career guidance, interviews, drop-in short information & advice sessions. We highlight internships and job vacancies, networking events, postgraduate and teacher training options, and planning for self employment amongst other services.

**COMPETITIONS AND AWARDS**
NUA encourages students to get the credit they deserve by supporting them to enter their work into a variety of industry-linked competitions. Year-after-year students gain national recognition for their outstanding work. Recent successes include:

- Association of Photographers
- Adobe Design Awards
- Penguin Book Design
- Bafta Video Game Awards
- D&AD New Blood Pencil

**IDEAS FACTORY**
The Ideas Factory at NUA is home to studio space for creative businesses and start-ups. It also supports our own business consultancy for external clients. This allows NUA students to work on real world projects whilst earning a wage and boosting their professional portfolios.