



# Art & Design Foundation Courses



# Why be an artist / designer ?



The creative industries generate £115.9bn in gross value added (GVA),  
**nearly 6% of the British economy,**  
**and employ 2.3 million people**

The PEC has long made the case for the importance of the creative industries as a knowledge intensive, innovative sector, **growing at twice the rate of the overall economy**. For example, we have highlighted how many creative businesses are already investing in research and development (R&D) and how emerging technologies like AI may offer commercial and artistic opportunities to the sector.

16 March 2023

[https://pec.ac.uk/blog\\_entries/the-pecs-response-to-the-2023-spring-budget/#:~:text=Creative%20Industries%20as%20an%20innovation,to%20the%20country's%20status%20internationally](https://pec.ac.uk/blog_entries/the-pecs-response-to-the-2023-spring-budget/#:~:text=Creative%20Industries%20as%20an%20innovation,to%20the%20country's%20status%20internationally)

# The jobs of the future will need creative thinkers

According to [UUK's recent Jobs of the future report](#), "analytical thinking and creative thinking are the most important skills needed by employers globally" as AI, automation and digitalisation become more and more important to business.

That might seem like a paradox, especially if you've heard reports that these new technologies are making many creatives redundant. But actually, it makes perfect sense. Because the areas of creative work that this new tech is replacing are primarily the mundane, boring stuff. For instance, we no longer need designers to spend hours painstakingly removing an object from an image in Photoshop because Photoshop can now do all that automatically at the touch of a button.

However, it's truly creative thinking that even the most advanced AI still doesn't come close to; only humans can provide that. **So, it's the ever-expanding AI industry and the larger tech world that will require a massive influx of fresh creative minds over the coming years.**

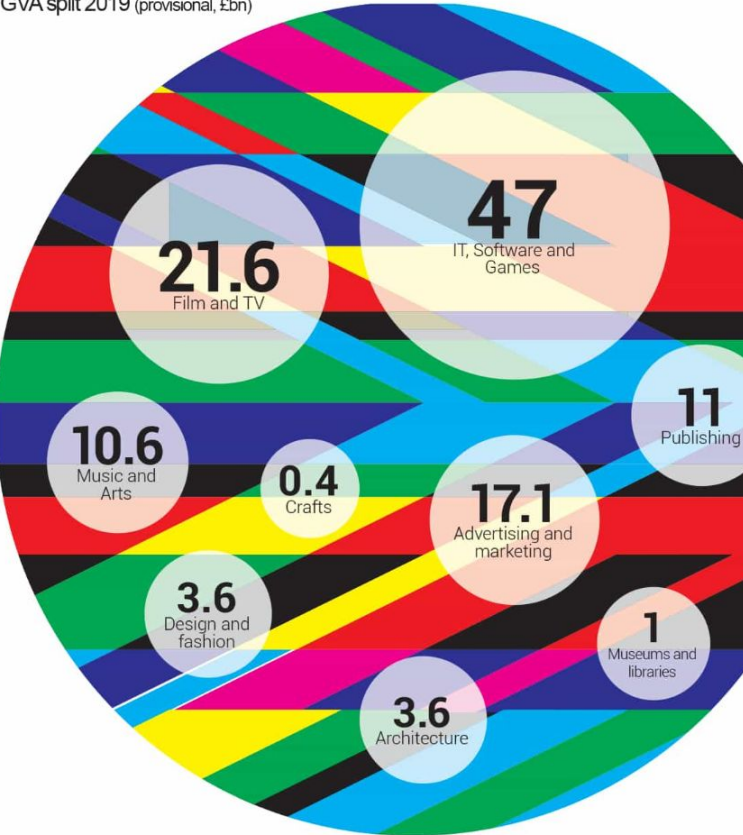


**The UK will need over 1.2 million business services associate professionals, including professionals in advertising and marketing, by 2035.**

5 March 2024

<https://www.creativeboom.com/features/the-jobs-of-the-future-will-need-creative-thinkers-and-ai-is-feeding-that-demand/>

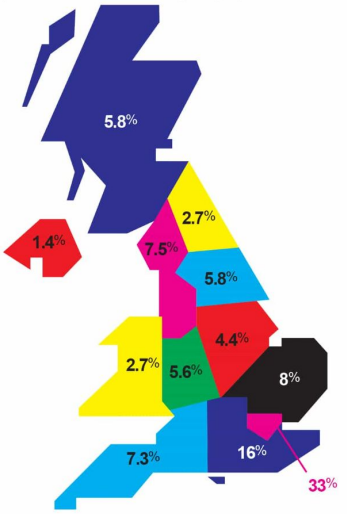
GVA split 2019 (provisional, £bn)



# The UK Creative Industries 2019 JOBS

Jobs  
**2.1** MILLION JOBS TOTAL  
**61k** NEW JOBS IN 2019  
**2.7x** JOBS GROWTH OF UK AVERAGE

Proportion of UK creative industries jobs by region in 2019



UK Creative Industries Workforce 2019



[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

Source: DCMS, April 2020

# Creative Industries Employment 14% Above Pre-Pandemic Level

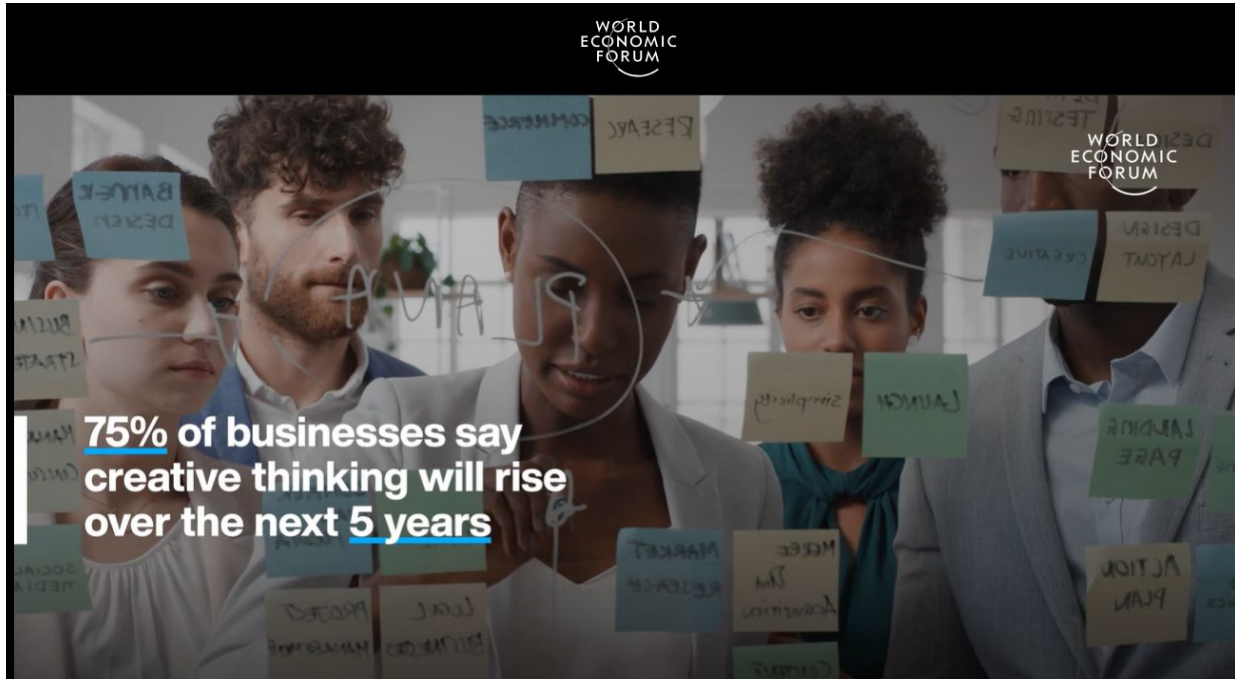
**There were 2.4m filled jobs in the UK creative industries in 2022 – a 14.1 per cent rise since 2019 which is well ahead of the average 0.6 per cent increase across all UK jobs.** The figures were compiled as part of the Economic Estimates published for the industries covered by the UK government's Department for Culture, Media & Sport (DCMS).

Despite the negative impact of COVID and other factors on employment in the music and performing arts, fashion and crafts, **overall job creation in the creative industries was more than 20 times faster than the UK average across the whole three-year period.**

SEPTEMBER 27, 2023

<https://www.thecreativeindustries.co.uk/facts-figures/creative-industries-employment-14-above-pre-pandemic-level>

# These Are the 5 Most Useful Skills for the Jobs of the Future | World Economic Forum



**A creative education can give transferable skills that are highly valued by employers generally.....**

7 Soft Skills You Need to Grow Your Career

# Soft Skill Examples



Emotional Intelligence



Team Player Attitude



Growth Mindset



Openness to Feedback



Adaptability



Active Listening



Work Ethic



**Interpersonal Skills**

**Communication Skills**

**Problem Solving Skills**

**Self Awareness**

**Emotional Intelligence**

**Patience**

**Adaptability**

**Project Management**

**Teamwork and Collaboration**

**Conflict Resolution**

# Why study ?

**The creative industry workforce is highly educated, with graduates making up the majority of employees within most industries.**

72% of the creative workforce are highly qualified, i.e. hold a degree/ higher level qualification (Level 4 or higher) or equivalent

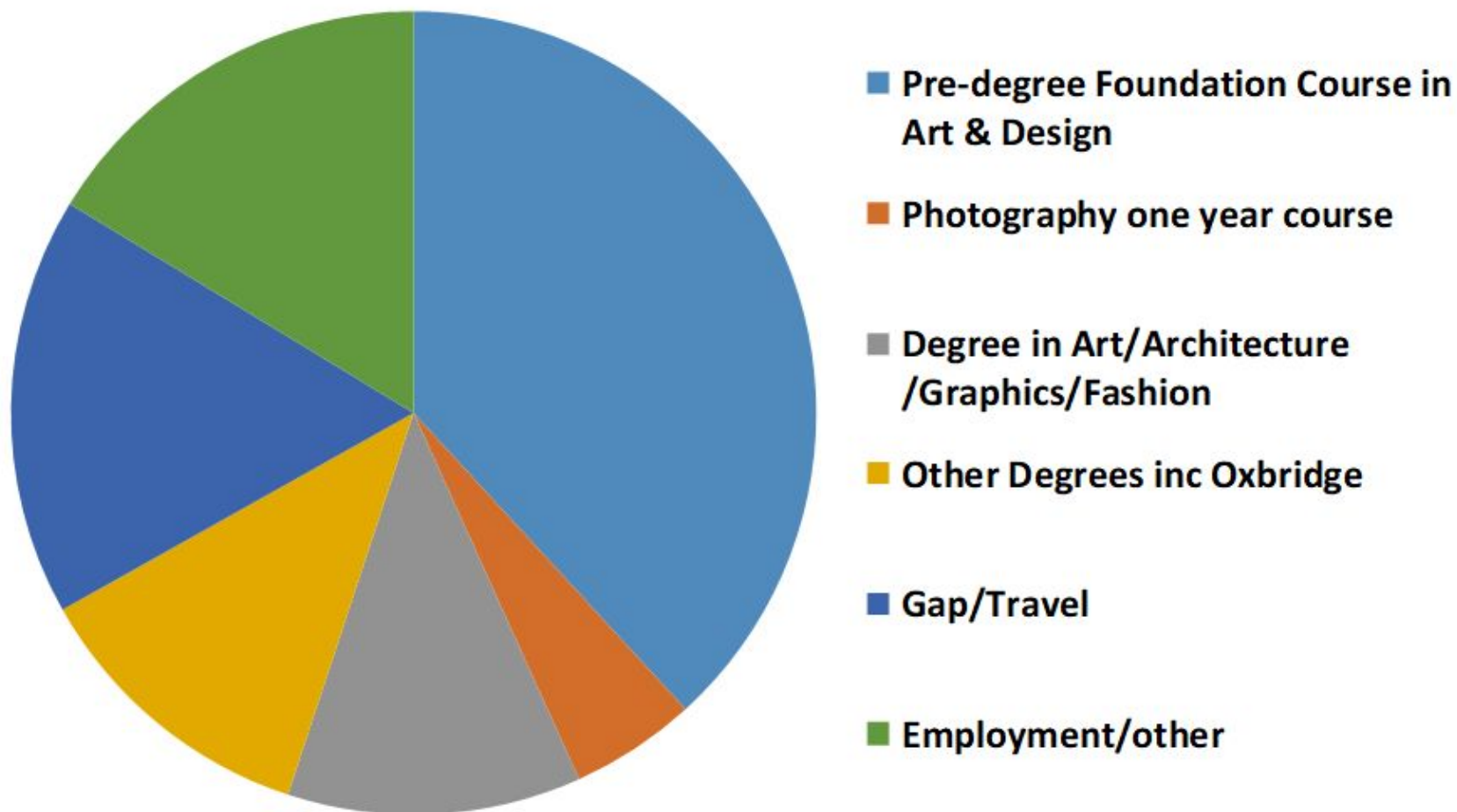
compared with 45% for the whole economy

**National Statistics on the  
Creative Industries** 28 June 2022

[https://pec.ac.uk/news/national-statistics-on-the-creative-industries#:~:text=Just%20five%20percent%20of%20those,these%20regions%20\(PEC%202021\).](https://pec.ac.uk/news/national-statistics-on-the-creative-industries#:~:text=Just%20five%20percent%20of%20those,these%20regions%20(PEC%202021).)



## Where do Varndean Visual Arts students go?



# Why do an Art Foundation Course?



- 1000+ Degree level art/design courses in UK
- The best degree courses prefer/include a diagnostic/developmental Foundation year
- **200 Foundation courses in the UK**

Taking an art foundation course in the UK doesn't preclude you from taking any degree you want but they are, of course, designed with students looking to pursue a career in the creative industries in mind.

**It is also worth noting that some arts degrees are four years in length, with a foundation year built-in.**

Some of the most common courses of study that students pursue after completing a foundation course in art are:

- Architecture
- Animation
- Fashion
- Film
- Fine Art
- Illustration
- Interior Design
- Product Design



# What happens on a foundation course ?



## **diagnostic**

Wide variety of skills / one week projects / broad range of practical work / group work / critical theory

## **pathways / specialist practice**

Choose from fine art, graphic communication

Illustration and animation, fashion & textiles or 3D

## **consolidating practice**

Folio workshops

Students work more independently / soft skills

Industry engagement projects / sustainability researching/preparing for progression to degree.

FINAL MAJOR PROJECT

an end of year public exhibition

# CHOOSING AN ART FOUNDATION COURSE



## LOCAL COURSES?

- **Brighton MET**

- <https://www.brightonmet.ac.uk/courses/art-and-design-ual-post-a-level-foundation-diploma-in-art-and-design-level-3/>

- **Northbrook MET (Worthing)**

- <https://www.northbrook.ac.uk/courses/art-design-ual-foundation-diploma-in-art-and-design-post-a-level-level-3-4/>

- **East Sussex College Eastbourne**

- <https://www.escg.ac.uk/courses/art-crafts-design/design/art-design-foundation-level-3-77009/>

- **East Sussex College Hastings**

- <https://www.escg.ac.uk/courses/art-crafts-design/design/art-design-foundation-level-3-76830/>



OR DO YOU WANT TO STUDY FURTHER AFIELD?

# MET

Formerly City College Brighton and Hove

- Many of our students do the **UAL Post A Level Foundation Diploma in Art and Design (Level 3/4)** - a one year full time course, but there is also a specialist Photography one year course and other courses on offer, including foundation degrees.
- for the UAL Level 3 Foundation Diploma in Art & Design the **UCAS points** are
  - Pass 80
  - Merit 96
  - Distinction 112



# MET

Formerly City College Brighton and Hove

This level is for students who have already achieved at least one A-Level at grade C in a related creative subject.

Apply online - Applications in before Christmas

## Entry Criteria:

- 5 x GCSEs at grade 4 or grade C, including Maths and English
- One A level or equivalent Level 3 qualification in a relevant creative subject
- A portfolio of your work.
- Entry to the course includes a portfolio review with the course leader.

The logo for MET (Metropolitan College of Art and Design) is displayed in large, white, bold, sans-serif capital letters. Below the letters, the text 'Formerly City College Brighton and Hove' is written in a smaller, white, sans-serif font. The background is a vibrant, abstract composition of colors including deep reds, magentas, pinks, and purples, with some darker, almost black, areas, creating a textured, painterly effect.

# MET

Formerly City College Brighton and Hove

## What we are looking for?

- Evidence of good drawing skills and a sound understanding of the formal elements; line, tone, colour, texture, pattern composition
- Ability to handle different media, techniques and processes
- Inventiveness and experimentation
- Ability to generate ideas and develop ideas from concept through to realisation
- Evidence of work that has involved students in design decisions and problem solving e.g. fashion, jewellery, textiles, costume, stage sets, prints, 3D design
- Sketchbooks and notebooks demonstrating a students ability to research, experiment and explore ideas through both visual and written approaches
- An interest in historical and contemporary aspects of art, design and general cultural issues
- Energy, self motivation, commitment and a genuine enthusiasm for the subject



# MET

Formerly City College Brighton and Hove

## The Interview process:

We have on average over 700 applicants each year

Applicants are invited to attend a 1-1 in person interview.

This will be with one of the Tutors, Curriculum manager or Head of Creative Industries

You will have a 20 minute interview where you will be able to discuss and present your portfolio of work and ask questions.

This will be an opportunity for us to talk to you about your work and interests.

700 applicants

For approx **200** places at brighton MET

+ approx **30** places at northbrook

# INTERVIEWS

Be prepared to answer questions like...

- Why do you want to do this course?
- What aspects of art and design do you enjoy?
- Why is art important?
- What was the last book you read?
- What inspires you to create?
- What artists are you interested in?
- What was the last exhibition you went to?
- What did you think of the work that won the Turner prize?
- What area do you think you want to specialise in?
- Discuss both your favourite and least successful piece of work.



# STEP-BY-STEP

## APPLYING TO ART FOUNDATION

- Begin researching courses / sign up for email alerts about open days
- Talk to year 2 students & art/design/photo teachers
- Use resources in the college Careers Library
- Contact Colleges / ask questions
- Visit Open Days and Summer End of Year Exhibitions
- Attend the Art Foundation talk at college (Oct/Nov)
- apply before xmas (though it is usually possible to apply later)
- folio/interviews – usually Feb/March (but can be earlier)
- Offered a place / accept your place / get your A Level grades needed
- Summer project - leading into the course starting in September.

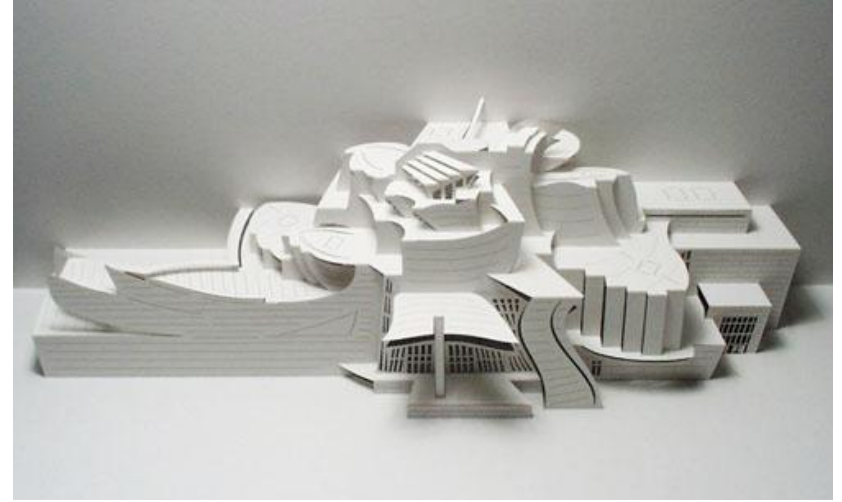
# Some courses will ask you to write an **ART PERSONAL STATEMENT**

- Why do you want a place?
- What can you say about your current projects?
- What exhibitions have you seen?
- Other interests/subjects that you can talk about
- What makes you an interesting student?

+ and/or be prepared to talk about these things at interview

# Architecture?

- route via an art Foundation course **or apply direct to degree** whilst at college, supported by your 3D design tutors



- Specialist portfolio projects often required by some degree courses

# Photography?

- **MET has a separate specialist photography course**

## Photography | UAL Foundation Diploma in Art & Design | Level 3

A year of photographic study that encourages inventiveness and exploration, enabling you to produce a sophisticated portfolio to progress to university or employment.

<https://www.brightonmet.ac.uk/courses/photography-ual-foundation-diploma-in-art-design-level-3/>

This level is for students who have already achieved at least one A-Level at grade C in a related creative subject.

Application process is similar, (though the photography interviews can be earlier than the Art Foundation ones).

Folios are usually photographic, though you might include design / art work if you have it, particularly if it includes photography.



# FINANCE



- No university-style tuition fees **if under 19 when the course starts**, but costs of materials must be met by you.

All 16+ (full-time) courses are free to UK residents who are under 19 years old on the 31 August of the year of entry.

you can find out more about costs and financial support by contacting the institution.

# GAP YEAR?

- Not sure about your future?
- Foundation Courses do not hold deferred places
- if you are applying during a year out -  
keep working on your art / adding to your portfolio!



# Progression after Foundation Course

- Apply to Universities through UCAS during Foundation Course
- Late March deadline for most Art Degree applications
- Foundation course tutors guide and advise on 1<sup>st</sup> & 2<sup>nd</sup> choices etc.

at GB MET - 98% of art foundation students that applied to degree courses got an offer from their first choice!



**ex varndean college student**

**Alice Gale-Feeny**

UAL Level 3 and Level 4 Diploma in Art & Design - Foundation Studies

‘The Brighton MET Foundation course was a pivotal year for me. At the time, I remember thinking ‘this is the best year of my life so far!’

# ex varndean college student Laurie Avon

UAL Level 3 and Level 4 Diploma in Art & Design - Foundation Studies



Laurie Avon completed his Foundation at GB Met in 2015 and went on to study Illustration at Kingston University and now works as a freelance illustrator in editorial and publishing. He is also a specialist lecturer in the illustration Pathway

# How can you get a place on Art Foundation.....



- Enjoy current courses
- Work hard!
- Visit exhibitions, galleries
- Do extra - opportunities like Life Drawing and Art enrichment
- Build a successful portfolio
- Do your research and work out what is right for you.



# Art & Design Foundation Courses

