

MA Design Management Application

Personal Statement advice

Your personal statement should be **maximum 500 words** and include:

- your **reasons for choosing the course**
- your **current creative practice** and how this course will help you achieve **your future plans**
- any **relevant education and experience**, especially if you do not have any formal academic qualifications / creative professional practice.

Where to begin?

First, ask yourself a few questions.

- Why **Design Management**?
- Why **UAL**?
- What **design leader and styles** inspire you?
- What **experience and skills** do you have?
- What are your **career goals**?
- How can **MA Design Management** help you achieve them?

7 tips for your personal statement

1. It's all about you. Your personal story is what makes you unique and stand out from the crowd.
2. Make it relevant. Talk about examples and experiences that match your course criteria.
3. What about extra-curricular activities? Do you do any volunteering or have any hobbies?
4. Structure as well as substance. Structure it carefully to create a clear narrative.
5. Watch out for errors. Ask someone else to read it to check for mistakes.
6. Practice makes perfect. You may need to write a few drafts before you're happy.
7. Read aloud. Before submitting your statement, read it aloud as a final check.