



The Creative Attributes Framework is a point of reference for how we talk about and develop enterprise and employability at **University of the Arts London**.

The Creative Attributes Framework (CAF) demonstrates how, through the curriculum, we empower students and graduates to develop ethical and wide ranging qualities, abilities and behaviours to prepare for the future and sustain a rewarding professional life.

UAL students successfully gain graduate level jobs, start their own businesses or go freelance within the creative industries and beyond. The Creative Attributes Framework helps articulate and connect the curriculum to professional practice, demonstrating how UAL students continuously develop and prepare for their future.

The framework is divided into three capacities each of which is underpinned by three attributes. These attributes are in turn demonstrated through practices, skills, behaviours and abilities.

The framework sets out three capacities each underpinned by three attributes:

1 Making things happen

We support students to practice and apply their learning in a variety of situations, during their studies, in the workplace and in the community.



Proactivity – the initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.



Enterprise - the mindset that takes measured risks and that perceives and creates opportunities, and the resourcefulness to pursue these opportunities in an ethical and sustainable way.



Agility – the ability to embrace rapid change and retain an open mind.

2 Showcasing abilities

We support students to collaborate and connect with others, to communicate their ideas and form narratives around their practice as well as develop the ability to listen and receive feedback.



Communication – the skills needed to present your work and ideas, to inspire others and respond to feedback.



Connectivity – the ability to collaborate with others, create networks and develop and contribute to communities of practice.



Storytelling – the ability to demonstrate your unique abilities and experiences to others in an engaging manner.

3 Navigating change

We equip students to manage ambiguity, thrive in uncertain futures and develop confidence in their abilities and the resilience to navigate change.



Curiosity – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.



Self-efficacy – confidence in your abilities, and the ability to respond positively in various situations.



Resilience – the willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty and rejection.



You can now explore, learn and develop creative attributes online by logging into the new online tool **MyCAF** which is located in Careers and Employability Moodle pages.

The Creative Attributes Framework has been developed by UAL Teaching, Learning and Employability Exchange in collaboration with academics, students and industry representatives.