

Ploynita 0:00

Okay, my name is Ploynita Chokpaiboon, and I'm from Thailand, a really small and nice city called Chaing Mai and I come here to study MA Fashion Entrepreneurship and Innovation.

Academic Support 0:18

Tell me about your journey here. What were you doing before? And what was it like deciding you were going to come to the course?

Ploynita 0:26

Actually, back then in 2014, that time, I decided to come here for the short course called Study Abroad at LCF, I did enjoy the time very much. So after like, almost six months, I had to go back. And I feel like I haven't finished my job. So I decided to come here again. And then it took me like four years to come back for the MA. Because, I have a lot of thing to do, like my family business.

Academic Support 1:00

Did you study your degree, back in Thailand?

Ploynita 1:04

My first degree was in Chaing Mai University. And I did BA in Anthropology. That's like, very different than what I'm at now. But I think in that way, it helped me a bit in my journey, like my business plan and everything that changed me today.

Academic Support 1:29

I think it's really interesting that you've slightly changed direction.

Ploynita 1:34

Yeah.

Academic Support 1:35

Can you talk to me a little bit about how you felt joining a fashion course, having studied anthropology before?

Ploynita 1:43

I think for the creative side, I think I have been born to be really artistic. I used to be like, drawing all the time, since I was really little. So I think in my personal perspective, I think I always been curious, by things around me. So like, for the anthropology, I didn't like it at first. But now what I'm doing at the moment, I think that changed me to be person who think deeper.

Academic Support 2:19

And you mentioned leaving a family business behind. Talk to me about the decision to do the MA rather than stay in the business.

Ploynita 2:29

Actually, I have been born in the business family, so I grew up in Chinese and Thai family, and I'm the oldest one. So in my culture, I have to be expected to be the leader. So, that's why I think that has contributed mindset to be responsible for others. And then I always like to think about what I want to do because I have to be

responsible for everyone else, like for my sister and brothers. And then my family, we run a restaurant in Thailand, and my parents have been doing insurance business, so they want me to be financial advisor. That's very different. And it's been difficult for me. Because it's not my area at all, but I had to do it. But I did like four years before I came.

Academic Support 3:39

So that must have been a very interesting decision. So you try it out being a financial advisor?

Ploynita 3:44

Yeah, I try my best because I don't want to like to regret it later on. So like, I try my best. And they... actually no one was agreeing with me to come here to finish my degree because think I have everything that everyone might want to be in my place. And that put me a lot of expectation, because I always know what I want in my life like I want to come here. And it had proved that when I came in 2014 and I feel like deeply in my heart, I feel I am belong her. It caused me a lot to come. I was so nervous, because I leave like my comfortable life, easy life that I have everything, but I'm not happy. When I look back, and I feel when I travel or anywhere like outside of my country, I feel happy. I quite like put some stress in myself as well, and don't want to lose my goal. The first few weeks, actually the first day I came ...arrive here on July 20. And the moment that I come I few like, I'm home, and then for the first few weeks, for the first day, I didn't feel like missing my family or my country at all, that interesting. But I feel like I supposed to be here. And I met, I have met like many people. I mean, my classmate, and my friend that I have made here. So more and more, I think I understand why I have to wait for so long. And it's brought me here and because I have very clear direction, like what I want to do in my life. Every day when I live, and I learn more from the course, from the people. And I think that I know myself.

Academic Support 6:07

How did you feel about the work itself on course? Did you feel that you were ready to do it?

Ploynita 6:14

Yeah, I have been ready to do it. And because of that, there was some change in the course. And I feel like, if they I problems, I always look at the solution first. So I think, if I find something that may be, could be difficult for me, I always think that there would be a way out. That there will always be the way that I can go through. So I think if we have really open mind and to be visionary about things that it's not a big deal,

Academic Support 6:56

What has been difficult since starting?

Ploynita 6:59

For the first thing is the course has moved, I was meant to be in Holborn. The two weeks before the course has started, we moved to Statford. At first, I think that could be very painful for me, like hurts me. But if I look in the different angle, I realised that we have more chance than our students because we based in the

location called Plexal, and we surrounded by start-up business. So I think that the way of learning if we look around and we see, and I think that a good way to learn and to start from like, very early stage.

Academic Support 7:47

Tell me about getting your first project on the course?

Ploynita 7:49

For the first term, we have the unit called like Leadership for Entrepreneurship. And that helped me a lot of reflection of myself as a leader. Because we came from different countries, I think because of my background, I can bring my own experience to share with other and I can learn from them. So from the first, we have a lot of reflective report and we have to write about our own background, and how we got here and what we have done, and what are we going to take to move forward. That very helpful for me to setting up a goal, like in 5 year or 10 years.

Academic Support 8:38

You said before that you... your family didn't agree?

Academic Support 8:42

Yeah.

Academic Support 8:42

How do your family feel now about you studying here?

Ploynita 8:48

Since now, because I have proved that I never gave up on my dreams, I think it's in the very first month I got here, they understand and they accept, like, totally accept it. I can talk to them the way I think, like want they want to do, what about my plan, and they understand.

Academic Support 9:17

That's fantastic. Yeah, I'm so pleased for, thank goodness. Tell me about getting to know the tutors on your course.

Ploynita 9:24

I think because of my personal background and I have learned to meet people from different age, different occupations. So, because they have more experience in the industry, in the teaching, so I think we have to be respectful for them, because they know more. They also learn from me, and I also learn from them.

Academic Support 9:52

Tell me about tutorials. I'm interested to hear how you describe what they're like?

Ploynita 9:57

For the tutorials we were talking about our personal goal, for the project and for the course, and what I have been doing, and what do I need them to help. Sometimes we have like 40 minutes with the course leader. Then for the tutorial, I think, is really helpful, because we have to talk to them one on one. So, something may be

something that personal to my maybe it's just my own project that I don't want to bring it on the class, because maybe we do something else.

Academic Support 10:35

What's it like sharing your ideas, when you do have to share them with the class, when you're talking to other students about your work, what's it like?

Ploynita 10:42

If I compare to the first term, I was really not confident to share my idea. And then, I see I did things that I have improved. And to now I like to share my idea to my friend in the class, and like my presentation, my project. But because we have the peer review for last term, and we have to write about everyone, like individually and we have to pause, and then at the end, we see the feedback from what they wrote about me. I think that could help because I see the reflection of myself from someone else, rather than my family, my friends. So I think I have seen what I have to improve. So I take it.

Academic Support 11:31

And tell me about doing independent work?

Ploynita 11:34

From my own project, because I really committed to it, so I keep... like I think about it all the time. And I do research all the time, like, because I want to take it as my professional career. Because the commitment, that is very important, you have your goal, and you know what you want to do, and you know who you are. I think that very.. like... very important.

Academic Support 12:07

Has anything gone wrong for you in the course? Or tell me what's been the most difficult thing?

Ploynita 12:14

For the most difficult thing might be for the first thing, maybe the location, but now I gets used to it. And maybe it's work hard to get along with everyone at first. But when you have to work in a group, and sometimes you just stick to be like Asian students at first. I think that couldn't work if I take, similar keeping with the same people and the same friends. So I try to get to know, other students, other friends because they have their own expertise that's fairly useful for me because sometimes I'm didn't know what they know. And I learned from them. And we all really like happy to share what we have, what we know, we have to listen. We have a team project every single day, I think from the first term. I have a really small group of three students. And we did the project for team building. It's quite hard as well, to get along because two of the team, the other two, they are Chinese. And I was the only Thai. And sometimes they like they were talking in Chinese. And I feel like I was the outsider that moment. But yes, then I have to work with them for like, a month or two. And we tend to be more open as long as we have to work. And we have to find like the solution. And sometimes we have we lack of communication between the group. But I have learned that we have to speak out. And we know when we have the conflict, we just have to speak, yeah.

Academic Support 14:12

What advice would you give somebody who is about to start at UAL?

Ploynita 14:17

I think the first very important thing that... to know yourself, to know what you want, and to set your goal. And when you really come, you have to be open minded, because things can be changed all the time. And it change very fast. So if you can't accept that, like, you blame yourself, or you blame everyone else, you will never go through. And yeah just to be confident, to be ready for the challenge. Because it's all here and we have a lot of opportunities for student. And if you don't see, if you're just staying in your own world, you will never see it. It will just come out and get out of your comfort zone.

Academic Support 15:09

What do you think makes the most successful Masters student?

Ploynita 15:15

Because we have to be committed, because we have our own works and we don't have class every day. So if you like... loose your focus, you will be the follower. And that maybe that might bring you down, at the end. I think the first thing that you have to be responsible for your choice. And before you go through every process of the application, make sure you read through all the details and be prepared and also in the same way to be prepare to be maybe less expectation, because it might change and you have to be ready for it.

Academic Support 16:07

Thank you so much for talking to me. It's been an amazing story. I'm really pleased to have heard about it. You made such an exciting decision to come here.

Ploynita 16:16

Yeah, I like to share.

Academic Support 16:19

It's very kind. Thank you for your time.

Ploynita 16:22

Thank you