

Creative Attributes Framework (CAF)

Student-facing statement (to be adapted as required by course teams)

Creative Attributes Framework: How your course will enable you to develop your unique attributes for employability and enterprise

Coming to university is exciting and new experience. While you are here we want to help you plan for your future. We run a range of services that help you to develop your practice, start a business, freelance or find a job related to your creative discipline.



In addition, you'll be developing your employability attributes through your course. The skills will enable you to develop your future career, whatever you choose to do. While studying and networking at UAL, you'll have the opportunity to reflect on what you want do next.

There are three aspects you should consider while planning your future. Firstly, how and what you can do to enhance your learning and experiences to situations outside UAL. This might involve collaborating with students outside your course, an internship or work experience, taking your practice out into the community, or getting involved in an industry-led project or social enterprise activity.

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During your course you'll have the opportunity to respond to briefs set by organisations outside University, or put on an exhibition or event. These experiences are excellent opportunities to learn about the working world and provide you with examples to point to when you're at an interview, or developing your portfolio. Above all, by engaging in these experiences you'll develop the ability to have an impact in the world and make things happen. These three attributes will help you to show that you have experience of **making things happen**:

- **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.

The next set of skills is what you do every day, communicating yourself and your work. This may be to a potential employer, someone who could invest in your business, or a possible client if you are going to freelance. In all these situations you need to know how to present your unique set of skills and abilities to others.

Communication is also a two-way process and it's also important to be able to listen and adapt your ideas to different settings. These three attributes will help you to be able to **showcase your talents to others**:

- **Communication** – the skills needed to present themselves, their work and their 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 their unique talents, abilities and experiences to others in an engaging manner.

Finally, we want to equip you with attributes and strengths that will help you throughout your whole career. We know the world is changing fast and that the pace of change is increasing. Technologies you're using today may soon be superseded. In the future, you will probably be solving problems that have yet to arise, using technologies that don't yet exist, in new and emerging areas of work. To thrive in this fast-paced, challenging world, we'll support you to develop attributes to support your ability to navigate this unknown future. We hope you will continue to develop these attributes throughout your life, wherever your path takes you.

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These three attributes will enable you to thrive throughout your future career and continue your **life-wide learning**:

- **Curiosity** – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.
- **Self-efficacy** – confidence in their 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.