

ual:

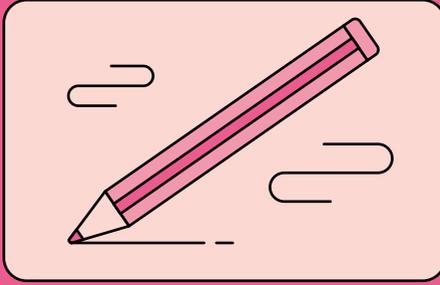
Application



Writing

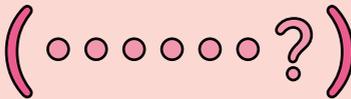
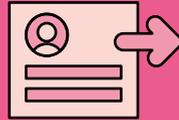


Learning Guide

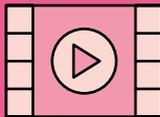


Application Writing

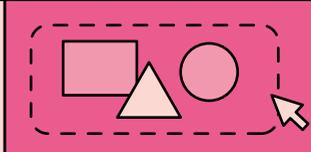
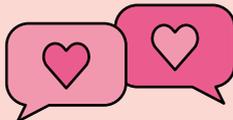
Learning Guide



.....
Careers & Employability
Empowering UAL students
and graduates to make a
living doing what they love



.....
arts.ac.uk/careers
.....



Content	What and Why?	3
	Making It Accessible	3 - 4
	IP Insight	5
	The Basics	6 - 7
	Set Yourself Apart	8
	Checklist	9
	Resource Guide	10 - 11

What and Why?



Application forms are a type of assessment used by employers to determine which candidates they will shortlist for a role. You may be asked to include your CV to accompany the form.

Application forms are important as they give you an opportunity to give examples on the relevant and relatable experience, knowledge and skills you have that make you the ideal candidate for the role.

Making It Accessible



It is important to consider how easy it is for others to understand and access what you are communicating to them throughout your professional journey. Thinking SCULPTURE is our way of ensuring we embed accessibility creatively.

When writing and sending your application to employers or clients, you will need to make sure it is accessible to employers and recruiters.

Making It Accessible



Think **SCULPTURE**

Structure – does it flow?

Colour and contrast – is it clear?

Use of images – have you used a caption?

Links – do they work correctly?

Plain English – can you understand it?

Titles – is it laid out clearly?

User testing – have others reviewed it?

Review – check their feedback

Edit and fix – make any necessary changes

You should also consider

- **Document format**

Check if the employer would like applications to be sent in a particular format or size.

- **Document name**

Save your application as 'Your Name / Company Name / application' so it's easily identifiable.

- **Accessibility**

Make your document more accessible by avoiding the use of bright colours or a font size smaller than 11pt.

IP Insight



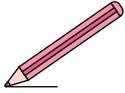
When uploading your projects from your portfolio or your full portfolio to any online platform, always take into consideration your Intellectual Property (IP) rights.

Carefully consider which projects you want to show, if you worked on them collaboratively, can you tag those you worked with?

If you are adding any media to accompany your experience, consider who has rights to and owns the final project outcome.

Find out more information on IP: creativeip.org

The Basics



Write your answers in a draft word document first. If the application form is to be sent as an attachment, a tip is to work on a draft word document first, then copy and paste your final answers to the file you will send back. If the application form is in a portal, you can use a draft word document to ensure you do not lose any work or submit incomplete or draft answers by mistake.

Content

Understand what you're being asked – you have to answer the question you are being asked, rather than finding space to tell the employer what you feel like they should know.

Check the word count. It gives you an indication into how much information the application as a whole requires for each question.

Take cues from the language they use in the job description, person specification and their questions when forming your answers.

Keep the focus on you. Be conscious of not using “we” when speaking about teamwork – use “I” as the application is about you. What did you do in the team? How did you support your customers or clients?

Use positive language. Avoid statements like: ‘I think my experience is a good fit’. Instead focus on writing with conviction ‘my experience is a good fit’.

Structure

Write concisely and succinctly. Think about using CAR (context, action, result) or STAR (situation, task, action, result) to structure your paragraphs when responding to the questions.

Give examples that show how you achieved success. Your application form answers should offer an additional layer of information to the achievements you have listed on your CV.

Your application form should expand on the bullet points in your CV and explain how you applied your experience, knowledge and skills to achieve success.

Set Yourself Apart



Practice makes perfect. It may seem time consuming but filling out example application forms or different types of application forms is the best way to practice your CAR or STAR writing technique.

Review past application forms. Are there application forms you previously submitted? Revisit those applications and apply the learning in this guide to consider where you can improve.

Give yourself time. Take note of the application deadline and set a target to have it completed before the deadline. This will give you an opportunity to get to it proofread by a peer, or to get application support and feedback from the Education and Support Team by emailing careers-support@arts.ac.uk.

Checklist



- Be specific**
Have you understood the question and provided a response which answers it explicitly, and includes information and examples the employer is asking for?
- Tailor every time**
Have you referred back to the job description, person specification and your CV to select the most relevant and relatable examples of your experience, knowledge and skills?
- Be concise**
Have you used either the CAR or STAR writing technique to ensure you are writing concisely and within the word count limit?
- Check!**
Have you given yourself enough time to proofread your application answers?

Resource Guide



If English is an additional language to you, you can access language support and development services via UAL's Language Centre: <https://www.arts.ac.uk/study-at-ual/language-centre/english-language-development-for-ual-students>

If you need support proofreading, use free, inbuilt services such as Microsoft's spelling and grammar checker. Alternatively you can download browser extensions like Grammarly, ProWritingAid, Ginger. They will do a similar job, however most are only free for a trial period.

Writing successful applications - <https://www.prospects.ac.uk/careers-advice/applying-for-jobs/write-a-successful-job-application>

Tips for grant applications - <https://www.artshub.co.uk/news-article/career-advice/covid-19/sabine-brix/how-to-write-a-successful-quick-response-grant-application-260668>

Completing a successful job application - <https://career-advice.jobs.ac.uk/jobseeking-and-interview-tips/jobseeking-tips/completing-a-job-application/>

9 tips for completing job application forms - <https://myfuture.edu.au/career-articles/details/9-tips-for-completing-job-application-forms>

The graduates guide to job application forms - <https://targetjobs.co.uk/careers-advice/applications-and-cvs/271309-the-graduates-guide-to-job-application-forms>

