

ual:

Understanding

Your

Skills



Learning Guide

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

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What and Why?



What are skills?

It's helpful to think about this term expansively. So consider your

- 'Hard' or technical skills – e.g.: Photoshop, welding
- 'Soft' or interpersonal skills – e.g.: Communication, teamwork
- Attributes – e.g. Proactive, entrepreneurial
- Knowledge – e.g. Web design, teaching
- Experience – e.g. Management, research

Why do I need to know?

It is important to recognise the skills you already possess as well as the ones you do not yet. Understanding this will enable you to value your knowledge and expertise as well as assist you forming a clearer idea of your potential career path.

Making It Accessible



When creating and adding sections to your profile for your followers and prospective employers to see, you will need to make sure it is accessible to everyone.

Try to remember SCULPTURE:

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

IP Insight



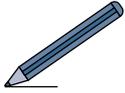
When uploading your projects from your portfolio or your full portfolio to any online platform, always take into consideration your Intellectual Property (IP) rights.

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



'Skills' is a broad term that can encompass a range of things, including skills, knowledge, attributes and behaviour.

The focus should be on reflecting, connecting and articulating – what do I know? What have I learnt? How do these skills relate to what employers or industry are looking for? How can I articulate this for different audiences?

It's important to think of your skills in the context of your own learning journey and where you want to go next.

Avoid measuring your skills by saying things like 'Photoshop - expert', 'social media – beginner'. These are arbitrary and often inaccurate value judgements.

To articulate and provide evidence for skills, craft stories that demonstrate your ability to do something effectively.

Think about transferrable skills, consider all your experience i.e. being part of a sports team, babysitting etc. What did you learn in these roles? If you're looking to change fields, what skills would cross over?

Don't underestimate yourself, you might know a lot more than you probably give yourself credit for.

Don't forget to focus on your technical skills that are relevant to your area of expertise. This could be screen printing, typography, pattern cutting etc.

Set Yourself Apart



If you are applying for a specific job, always review the job description. This will highlight the skills required and requested for the position which you can then reflect back on your CV. Don't miss out on mentioning the skills they are clearly looking for.

Have a master list of everything you have ever done, not just jobs but projects, competitions etc. This will assist you in identifying your skills, selecting the appropriate ones to highlight and to craft your evidence stories.

You don't have to make a decision on your career now. It's common to have a broad skillset and do lots of different things – sometimes known as slashers, portfolio careers or multi hyphenates. It is also high valued in the creative industries, if someone wants to hire a graphic designer, but you can also do the product photography and write a press release then that's a benefit to the employer. A broad skillset is also a great asset for the start-up world too if that interests you.

Checklist



- Consider what you want to achieve**
Have you given real thought about your career or life goals? It's not always helpful to focus on abstract thoughts like "I want to be successful". So what does success look like? Doing good? Joining the best company in your industry? Being a millionaire? Creating products/stories? Travelling? Inventing a new way of working with ceramics? Being published?

- Think about how you work best**
Are you a morning person? Do you thrive in a team? Do you want to be a creative in a creative environment OR a creative in a non-creative environment? This may affect the type of roles that would be suited for you.

- Focus on your transferrable skills**
Often people sell themselves short by only considering the actual task they did i.e. Making drinks when working at a bar. If you are now looking to work in a gallery for example, you can look beyond the 'task' itself and focus on that it was a customer facing role which would be highly relevant. In this role you might have also dealt with complaints etc. Try to unpick each role to make them more relevant to your current goals.

**Resource
Guide**



