Mead Fellowships & Final Project Awards
ual:

Mead Final Project Award

arts.ac.uk/mead

Support for students who need extra finance to achieve their final major project.

Undergraduate students in their final year at UAL can apply by

Wed 27 November 2019

Christine Barry, ‘The Art of Others’, Mead Award 2018, Photo: Elle Haddad
• Introduction & house keeping
• Overview of the Mead Awards
• Developing your application
• The application form
• Judging
• Do’s and don’ts
• FAQs
• Your questions
Overview
Scott Mead

- Investor and philanthropist
- Photographer
- Trustee at The Photographers' Gallery in London and the Royal Academy Development Trust, Governor UAL
- Believes in helping creative students to achieve their potential
- Panel judge for the Mead Fellowships (but not the Final project awards)
Who can apply for a Final project Award?

Any undergraduates in their final year can apply, for funding to complete a final degree project.

Students can be of any nationality.

How much are these awards?

From £200- £2,500
What are the Final Project Awards for?

• The funding is to help you complete your final project (within the 2019/20 academic year)

• Can be in any creative discipline studied at UAL

• Deadline: Wednesday 27 November at 09:00 (am)
What will the Mead Final Project award fund?

Costs must be related specifically to the project.

Examples:

- Art materials and making costs (including fees for engaging extra artists/makers)
- Professional training/ specialist expertise and advice
- Software, web hosting, web design costs
- Licences and permissions
- Small items of equipment/ essential books and publications
- Promotional and marketing costs, printing
- Exhibition space, venue hire
- Travel and related costs (note: overnight accommodation is only permitted where absolutely necessary)
What will the Mead Final project NOT fund?

The award cannot be used for:

- Workspace/studio rental
- Subsistence/ living expenses

These restrictions apply:

- No more than 30% of award on travel/transport
- No more than 30% in total on equipment

NOTE: you will have to provide a strong case, and show that either of these costs are absolutely essential to the completion of the project
What will the MEAD awards NOT fund?

The awards **CANNOT** be used to pay for:

- Tuition fees
- Living expenses
- Capital purchases (e.g. major equipment, vehicles, property ownership)
- Elective study, degree placements and/or internships.

Applicants need to provide **a strong case for their whole budget**

Winners have to provide evidence of where the award has been spent.
The application process
Timeline – put the dates in your diary!

09:00 on Wed 27 November 2019
Application deadline

14 to 17 Jan 2020
Results sent out

By 14 Feb
Applicants receive individual feedback

Fri 31 Jan
Finalists present proposals to the panel

Mon 3 Feb
Finalists receive results

By 14 Feb
Finalists receive individual feedback
Developing your application
How do I apply?

1. Complete an application form (Word doc)
2. Make your application into a PDF doc
3. Upload onto the Wufoo platform

Both links are at: arts.ac.uk/mead
IMPORTANT TO KNOW!

• NB: Wufoo will not save for later – so the submission has to be completed in one go.

• You will get an on screen confirmation and an email within 10 mins – if you don’t get this, try again!

• SUBMIT YOUR APPLICATION WELL AHEAD OF THE DEADLINE

• If everyone applies at the last minute, the Wufoo system will crash!

• We cannot accept applications by email
Developing your application

What are the shortlisting panel looking for?

• Engage with the questions (in bullet points) don’t go off on a tangent
• Keep to the word limit
• Show creativity and flair, but back up any descriptive language with evidence
• Be clear about your project. What is it? And exactly how are you going to complete it? Why are you doing it? Who is your audience?
• Don’t be vague or mysterious
• Show that you can complete this project successfully
• Show how you will learn, and how this will contribute to your journey as an artist / maker
Applications should be:

- Original
- Feasible
- Exciting
- Clear and concise – do not exceed the word count (overlong applications will not be considered)
- Explain what this extra funding will help you achieve, and why you need it
What language will you use?

- Use plain English – avoid ‘art-talk’
- Don’t be vague – make your answers explicit, and answer the questions that are being asked
- Make it easy for others to trust in you and invest in your proposal

Check out the Hemingway App to help you write with clarity: [www.hemingwayapp.com](http://www.hemingwayapp.com)
Developing your application

Get rid of all spelling mistakes and any grammar errors or your application might be disregarded.

- Read, re-read, and edit your answers.
- Then print out your application and give it to someone else to proofread.
- To succeed as a creative it’s not necessary to have perfect spelling or excellent grammar. But it is important to show you have planned, are professional, and know how to ask other people for support when you need it.
The application form
The application form has set questions.

To get a high mark and increase your chance of being shortlisted you need to address them all, and be very specific.

Q1 your project
Q2 your skills and attributes
Q3 audience
Q4 impact of project
Q5 budget
**TITLE PAGE**

- **Award Applied for** – check that you have opened the Word application form for the Final Project Award.
- **Name** – include your first and second name, and those of all participants (if a team).
- **Project Name** – think about this. This the name of your Final project and can help or hinder your communication of it.
- **College, course, month & year of graduation**
- **Category** – You must select **only one**. Chose which best fits your project.
Categories: just choose ONE

- AI, digital, and interactive design
- Architecture/ interiors, spaces, conservation
- Fashion, design, tailoring, production
- Fine Art, 2D, 3D, photography
- Visual comms, graphics, illustration media, journalism
- Film, TV, animation
- Product, industrial, 3D, jewellery, textiles, materials
- Theatre, design, performance, acting, directing, writing
- Research (Mres/Phd)
- Business / management / enterprise, MBA
- Culture Criticism Curation
Q1. Describe your project (400 words max)

- What will you be doing/making for your final project?
- Does your project have a target audience/ is it designed for specific users?
- Why do you need the extra money?
- (optional) You may add up to 3 relevant images into this box
Q1. (continued)

This is entirely optional, and you will not lose any marks without images.

You may add up to three relevant images into this box, to help explain your project. If you do not have images about your project yet, please leave this box blank (images must not go onto another page).
Before answering Q2, read the Creative Attributes Framework, found here:

https://www.arts.ac.uk/students/student-careers/creative-attributes-framework-for-students
Develop your skills and strengths

Stay in touch
- [Sign up to the Careers and Employability newsletter](#)
- [Like us on Facebook](#)
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The Creative Attributes Framework is designed to help you develop the wide-ranging qualities, experience and behaviours to prepare you for the future and enable you to develop and sustain a rewarding professional life.

1. Making things happen
2. Showcasing abilities and accomplishments with others
3. Navigating change
Q2. What skills, attributes and experience do you already have, to help you successfully achieve this project? (300 words max)

- Please read through the Creative Attributes Framework, then give details about which attributes apply to yourself (give brief examples of evidence):
- How do you Make Things Happen through proactivity, enterprise and agility?
- How do you Showcase Your Abilities and Accomplishments through communication, connectivity, and storytelling?
- Navigating Change: how do you show curiosity, self-efficacy, and resilience?
Q3. What will your project add to the wider industry / sector / community that does not already exist? (300 words max)

- Is this a new idea, or a new way of approaching an old idea?
- How does it fit in with what has gone before?
- Have you identified a wider industry/sector/community that could be interested in your project, or has a need for it?
Q4. What will the impact of this project be on yourself and others?

(400 words max)

• How will you know whether the project is successful?
• What will you learn?
• How does this fit in with your current learning journey to date; where will this project take you to next?
• What will your audience/users take away from the project?
• Will there be any long term impacts?
• How will you be sharing news of your project?
Q5. My project budget - please give full details of your budget, in the template below (please adapt the expenditure titles to show your own specific costs)

<table>
<thead>
<tr>
<th>Income</th>
<th>Details / explanatory notes</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants/awards (you will use for this project)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Grants / awards (used for this project)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Other – own funds</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Other – please detail</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Other – please detail</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Amount requested from Mead Final Project Award</td>
<td>This figure will be the amount you need to make your income total exactly the same figure as your expenditure total (you can apply for up to £2,500)</td>
<td>£</td>
</tr>
<tr>
<td>Total income for achieving my final project</td>
<td></td>
<td>£</td>
</tr>
</tbody>
</table>
### Question 4 – your budget: expenditure

<table>
<thead>
<tr>
<th>Expenditure (you may wish to rename titles below)</th>
<th>Details / explanatory notes</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art materials (give details)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Engaging specialist artists / makers</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Extra training (not your UAL course)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Specialist expertise and advice</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Software, web hosting, web design</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Licences / permissions</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Small items of equipment</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Promotional costs, printing, marketing</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Language-related costs (e.g. translation)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Transport / courier costs (if necessary)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Essential books and publications</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td>Other (state what)</td>
<td></td>
<td>£</td>
</tr>
<tr>
<td><strong>Total costs for achieving my final project</strong></td>
<td></td>
<td>£</td>
</tr>
</tbody>
</table>

**NB:** this figure must be the SAME total as your income
What happens next?
If you are selected as a Finalist, you will present your project in a verbal ‘pitch’ on Friday 31 January 2020.
The Judges panel
What the judges are looking for?

- Originality and credibility
- Do you have the skills and commitment?
- Can you manage and complete your project successfully?

Your presentation

- 10 minutes to convince the judges, 5 minutes for questions
- Important to make an impression and be enthusiastic
- They are not expecting experts!
Do’s and don’ts
Do:

• Use the process of making your application as a valuable learning experience

• Use your application as an opportunity to showcase your skills, aims and suitability

• Imagine you are a Judge, handing out your own money as awards. What would you be looking for?

• Say things with impact – revise and refine what you write. Use as few words as possible to make your point (always comply with word count)

• Ensure all basic information (name, email address, etc.) is correct

• Show your application to someone else. Ask if they have any questions – or spot any errors
Don’t:

• exceed the word count
• provide an email you rarely check, or a phone number you don’t often use
• email a question to us on the Friday or weekend before the deadline. Emails will be answered in office hours (Monday to Friday only)
• forget to correct your spelling mistakes!
• add in items which would be unreasonable to support, or an unrealistic budget (– do you really need that penguin chorus?)

Please do NOT be despondent if your application does not go through to the Final. It does not mean your project lacks merit.

Remember: arts fundraisers submit applications to various sources, and become more successful with practice.

For arts funding see: http://www.arts council.org.uk/ Don’t give up!
FAQs
Q. I am spending a year out working in industry before my final year, can I apply for a MEAD Scholarship now?

• No. You need to apply next year, when you are actually in your final year
Q. Who will own the IP of my work?

You own the IP, but you also grant us rights to reproduce materials free of charge.

Here is the IP statement from the Award Agreement that you will sign, if your application is successful:

‘We acknowledge that You will own all rights in any materials produced for or relating to the Project, including any Intellectual Property Rights.

You hereby grant us a non-exclusive, worldwide, royalty-free perpetual licence to reproduce any materials relating to the Project as We may reasonably require from time to time for marketing and publicity purposes. We may also share information with other funders, government departments, regulatory agencies, partners and others with a legitimate interest in public funding.’
Q. I missed the deadline, can I have an extension?
Q. Can I add extra information to my application?

No. In the interests of fairness (and for practical reasons), we do not accept late or revised applications, after the deadline.
Q. Do I have to use the application form on the website - or can I structure my own application?

• You absolutely must use the application form provided and stick to word limits

• This is to ensure that all applicants have the same fair chance to explain their project.

• Please submit your application as an attachment via the Wufoo form. It must be in **pdf or word format only** so we can open it.
Q. Can I apply for the full amount of £2,500 for a Scholarship or £10,000 for a Fellowship, or does it have to be less?

• You can apply for any amount between £200 and £2,500
• Only apply for the amount you need – cost it up carefully
• Check that your budget matches the amount you apply for.
• Note that the award you apply for will be the total and only amount you receive. Awards cannot be increased at a later stage.
• **NB: Awards are discretionary, and you may be offered a different award to the amount requested in your application. If so, you will be required to submit a revised project budget.**
Q. My project could fit into different categories, should I still only choose one?

Yes. Choose and tick ONE category only.

Aspects of your project may also fit into another category – but choose the ONE main category that describes the project.
Q. Can I submit additional material such as more images, or links to information online?

No, we will only consider your completed application form with the information requested. Shortlisting panels do not have time to look at websites and social media sites.

You can only upload one attachment to the Wufoo submission form – and this should be your application (as a Word or pdf document).

If you are selected as a Finalist, you can bring in samples, show a video or other images.
Q. If I get a Final Project award, can I still apply for a Fellowship next year?

• Yes, but you cannot get both Mead awards in the same year
• All applicants are encouraged to apply for Fellowships as recent alumni (you are eligible up to 1 year after graduation).
And finally, if you’re successful....
If you’re successful...

- Send regular updates to the Projects Coordinator
- Keep within your signed Mead Awards Agreement
- Inform the Coordinator if your project changes at all
- The funding is given in one up-front payment
- Completion report submitted **not more than one month after your degree show / project hand in**
- Keep in touch and help others… MEAD winners network…come back and talk about your experience
Your questions?

Facebook: /CareersandEmployability
Twitter: @CareersUAL
Instagram: careers_employability
Vimeo: /careersandemployability
Thank you and good luck!