

Section 1

What to do before you apply

Why is preparation important?

You need to show the tutors that you are serious about art and design so your preparation is important. There are two main areas you can look into before you apply: where to study and what art and design is all about.

Where and what to study

This is important because:

- art and design courses can differ considerably from one university or college to another;
- tutors will ask why you've chosen this course so you need to give them a good answer; and
- you might find that what you thought was your dream course or college just isn't right for you.

So you need to:

- go to open days and end-of-year shows, and look at students' work;
- talk to current students; and
- read prospectuses and look at websites - ours is www.arts.ac.uk.

About art and design

This is important because:

- the tutor will ask what current artists and designers you like;
- you can use your research to give you ideas for your own work;
- you can keep a record of your research in your sketchbook and add it to your portfolio; and
- tutors want students who know about current trends without having to copy them so show your awareness in your sketchbook!

So you need to:

- research contemporary artists, and see their work first-hand if you can;
- collect magazine cuttings and photos;
- copy work by other artists and designers into your sketchbook as research; and
- visit galleries if you can – not just the big ones, but small ones too – or look at their websites if you can't get to them.

Useful websites and art galleries in the UK

Admission to many of these art galleries is free.

- www.yourcreativefuture.org - careers in the creative industries.
- www.24hourmuseum.org.uk - DCMS national virtual museum.
- www.tate.org.uk - Tate Galleries, Liverpool, London and St Ives.
- www.photonet.org.uk - The Photographers' Gallery, London.
- www.serpentinegallery.org.uk - Serpentine Gallery, London.
- www.nationalgallery.org - National Gallery, London.
- www.thelowry.com - The Lowry, Manchester.
- www.nationalgalleries.org - Scottish National Galleries.
- www.glasgowmuseums.com - Art Galleries in Glasgow.

This is section 1 of 11 sections.
For the full set of sections, please visit our website at www.arts.ac.uk

Photography equipment
at Gamberwell College of Arts

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DESIGN LONDON COLLEGE OF COMMUNICATION
LONDON COLLEGE OF FASHION