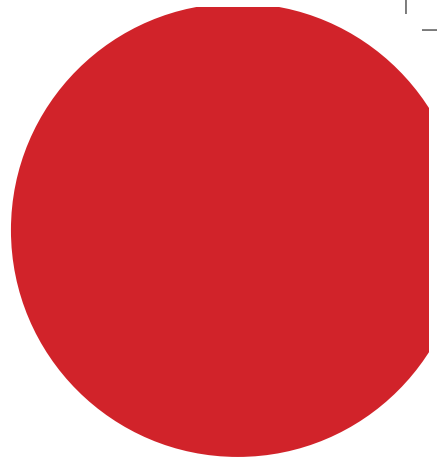


SELECTED EVIDENCE



QUOTES FROM STUDENTS

“Exposure to the professional world would help build confidence. Live briefs dont actually feel like a real connection.”

Student A - UAL

“Shows feel like more of an advert for uni’s rather than it being about selling work, or making connections with professionals. And the degree show is more of a celebration with friends and family.”

Student B - UAL

“There feels like a heirachy between students and professionals”

Student C - UAL

QUOTES FROM ALUMNI

“[Getting work after graduation] is impossible! There’s so many graduates and so little jobs. It’s been really hard.” Alumni A - UAL

“Lecturers should be honest and not say “Theres so much work out there” because its not true! We did have portfolio reviews with external people, but it was halfway through our FMP (final major project) so we werent really focussing on it. Either do it before or after the deadlines are taken care of.”

Alumni B - UAL

“[I] would rather be contacted by a person I remember, rather than a call-out from the uni. To be honest if I get a uni email, I just delete them without reading” Alumni C - UAL



QUOTES FROM STAFF

“Students find the transition difficult. They leave and don’t have access to equipment anymore.”

Staff at Institute 1 – Staff member A

“Industry contacts are given out, but they [students] are too nervous to reach out, they have a feeling of inadequacy.”

Staff at Institute 1 – Staff member B

“It would be good if they had an understanding of how to set up their own shows or exhibitions, to invite industry to”

Staff at Institute 2 – Staff member A

“We set up a faux interview system, or live briefs, but the status and hierarchy still exists. I think there’s a lot of intimidation”

Staff at Institute 2 – Staff member B

“They felt more confident in interview settings, but not in terms of contacting them [professionals] as collaborators, or equals.”

Staff at Institute 1 – Staff member A

QUOTES FROM STAFF WHO HAVE ORGANISED SIMILAR FAIRS

“The difference between ‘good’ work and ‘bad’ work is just preference, which could lead to bad feelings in the students who aren’t picked”

Staff at Institute 1 – Staff member A

“Selling their work alongside professionals would be good- being in a respected professional environment made the students feel part of something”

Staff at Institute 3 – Staff member B

“As a member of the public, the playing field is totally even- you can’t tell who is student and who is an established publisher”

Staff at Institute 4 – Staff member A

“Feedback from those that did take part, they met loads of people, and felt like equals. Even if they didn’t make money, it worked for them”

Staff at Institute 3 – Staff member B