



Showcase your creativity

Education UK Creative Arts campaign

Context

We want to showcase the UK's strengths in **creative** education through an online digital marketing campaign targeting our global audiences. This is a chance for you to show off the achievements of your **international students and alumni**, your creative courses and resources and creative campus life in general (e.g. fashion shows, summer degree shows, exhibitions, competitions, presentations). We want to show prospective students everywhere that the UK is the perfect place to begin their journey to a successful career in the creative industries.

To participate in this campaign just get in touch with Sophie Partarrieu: sophie.partarrieu@britishcouncil.org.

Campaign hashtag: #CreateUK

What format can I submit content in?

- Student stories (Check out our published stories [here](#)): An in depth interview with one student, asking them why they came to the UK, why they chose their course and why they are loving their experience. 4-5 high res images minimum showing the student at work, and their art/creative projects in the making, as well as their social life on campus.
- Alumni Stories (Check out our published stories [here](#)): These stories will show prospective students that your institution takes employability seriously. Alumni are the living proof that a UK education leads to a great career.
- [Graduate entrepreneur stories](#): 1 in 3 international students in the creative subjects want to start their own business. If your graduates are embarking on an exciting business venture, we want to know!
- [Working alongside your studies](#): a chance to show off the UK's excellent links to industry. If your students are undertaking outstanding apprenticeships and internships, we can share their stories in this section.
- Current student [Instagram photo diaries](#): 'A week in the life of'. A chance to show prospective students the day to day course work and social life that current students engage in while in the UK.
- Video: If you have existing video content about/by students in creative courses, send it over.

Please note that we cannot promote any one institution in particular. If you have existing stories or video content that you would like to propose, please make sure it is not overtly promotional. (i.e. logos at the end of a video are fine, but the video should focus on the general experience or the student's own experience. It should not be an advertisement for one single institution or course)

What is the submission criteria?

Current students should be studying in one of the following areas:

- Design
- Fine art
- Architecture
- Film
- Fashion
- Drama
- Dance
- Music

We are adopting a broad definition of each area of study above. For example, 'design' includes everything from industrial design to graphic design and 'film' includes students studying make up and costume design. The only requirement is that students are undertaking a 'hands on' course where they **create or make original artwork**. We want to hear from international students of **all nationalities**. However, between March–June 2015 we will be focusing on promoting creative arts content in the following countries:



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- China
- Singapore
- Hong Kong
- South Korea
- Taiwan
- India

You can contact Sophie.partarrieu@britishcouncil.org and propose content immediately. Please e-mail before sending in any ready-made content or conducting your own interviews so that we can provide you with guidelines or templates first.

Subject	Submission Deadline
Design & Architecture	March 16th
Film & Fashion	March 30th
Dance & Drama	April 13th
Music	April 27th
Fine Arts	June 11th