

Personal statement advice

You will be asked to complete a personal statement (300-500 words) describing why you want to study on MA Design Management. You should give us information about yourself and why you want to join the course.

Candidates will be expected to demonstrate critical knowledge of and enthusiasm for the subject, and a well-articulated rationale for joining the course. The personal statement is an important part of your application and should demonstrate to the course team that you are interested in the subject.

Ensure that your personal statement it is well written, clear and free of any spelling mistakes. It is your chance to impress the course team by showing a strong interest in the subject, demonstrating what you feel you would bring to the course, your appreciation of what the course can offer you and how you feel it might help you in the future.

This can be demonstrated through work experience, previous studies and your personal experience.