

# Writing your Personal Statement

## Postgraduate Taught Degrees, School of Design

School of Design postgraduate taught degrees include the following: Master of Design (MDes) Communication Design, MDes Graphics Design, MDes Illustration, MDes Photography, MDes Fashion and Textiles, MDes Interior Design, MSc Product Design Engineering.

Admissions staff in the School of Design assess the personal statement, application form, and digital portfolio together.

The 500-word personal statement is your opportunity to explain in depth how you are suited to the programme you are applying to, and to give context to the work in the digital portfolio.

Carefully read the information published on the GSA website about the programme you are applying to. You should understand its focus and structure, and the opportunities it provides you. Refer to the parts that are most important to you in your own words within the personal statement. Choosing GSA because it is prestigious, top rated, or due to the Mackintosh building doesn't tell us about your motivation. Avoid generic statements such as these.

Writing prompts, you might use are included below. It is unlikely you will be able to cover all bullet points in 500-words, so you should focus on areas most relevant to you. *Personal statements that are longer than 500 words will not be fully read.*

- > Your enthusiasm for the subject area.
- > Your awareness of what the specific programme applied to entails.
- > Why you want to study this programme and at the Glasgow School of Art.
- > What makes you a good fit for the programme.
- > Evidence of your experience and commitment through participation in relevant study, employment, work experience, or extracurricular learning.
- > We want to know about your creative process. Expand upon a particular project included in the digital portfolio. The ideas behind your work, and what, or who inspired you. Explain the starting point, how the project developed, which elements you consider to be most successful, and how you might improve it further.
- > Who has informed your work and in what way? (For example, artists, designers, architects, mentors).
- > What do you hope to gain from studying the programme.