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Creative Attributes Framework is guidance for embedding and enhancing enterprise and employability within the curriculum at University of the Arts London.

The framework demonstrates how, through our curriculum, we empower our students and graduates to develop the wide ranging qualities, experience and behaviours that prepare them for the future and enable them to develop and sustain a rewarding professional life.

It articulates what we do well currently through surfacing good practice, ensures students understand they access this learning through the curriculum, and sets out an aspirational territory, in order to help us to further improve.

Enterprise and employability is not new to the curriculum. Nor is it a bolt-on. It is core to a creative education and to our practice at UAL. However, translating enterprise and employability into student learning can be complex. The framework provides a systematic approach that supports curriculum making, and provides descriptors that join enterprise and employability to benchmark a wide range of curriculum delivery.

The framework sets out three groups of attributes:

1 Making things happen

We will support our students to practice and apply their learning in a variety of situations inside the University, in the workplace and in the community. These experiences will enable our students to develop the following attributes:

Pr **Proactivity** – the initiative, hard work and passion required to make things happen in society, in the community, and in the workplace.

En **Enterprise** – the mindset that takes measured risks and that perceives and creates opportunities, and the resourcefulness to pursue these opportunities in an ethical and sustainable way.

Ag **Agility** – the ability to embrace rapid change and retain an open mind.

2 Showcasing abilities and accomplishments with others

We will enable students to communicate about themselves and their ideas and develop their own narratives. They will be open to receiving feedback, adapt to different situations, demonstrating the following attributes:

Cm **Communication** – the skills needed to present themselves, their work and their ideas, to inspire others and respond to feedback.

Cn **Connectivity** – the ability to collaborate with others, create networks and develop and contribute to communities of practice.

St **Storytelling** – the ability to demonstrate their unique talents, abilities and experiences to others in an engaging manner.

3 Life-wide learning

We will equip our students to thrive in uncertain futures and navigate change by developing the following attributes:

Cu **Curiosity** – the enthusiasm to seek out new perspectives, to create and build on existing knowledge.

S-E **Self-efficacy** – confidence in their abilities, and the ability to respond positively in various situations.

Re **Resilience** – the willingness to adapt and remain motivated, overcome obstacles, and deal with ambiguity, uncertainty, and rejection.

+ For additional programmes of support, contact your college Associate Dean Learning and Teaching and Quality Manager to find out about enhancements on offer that support curriculum design and validation.

The **Teaching and Learning Exchange** has developed an online toolkit to complement the framework. The toolkit offers course teams further guidance and support to help use the framework within the course and as part of practice.

Explore the online toolkit at: **arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework**