

## Case study 5: An Arts Institute in the South of England

As this institution is relatively small, this case study covers a number of programmes. The description of 'route A' here describes the standard UCAS application process. From 2009 the 'Route B' option has been removed and all applications are made and considered through the standard UCAS application route. However, institutions will declare one of two 'equal consideration' dates – either 15 January, or 24 March. This information can be accessed through the UCAS Course Search facility.

HE Full time Undergraduate 2008 Entry cycle:

<b>Total UCAS Applications</b>	<b>4945</b>
<b>UK applications</b>	<b>4648</b>
<b>EU applications</b>	<b>177</b>
<b>Overseas</b>	<b>120</b>

For 2008 entry we had **923** places to offer, this includes 'year zero' entry to a foundation or bridging year, to a number of courses. Overall 66% of all applications were made via Route A for 2008 entry, and most courses received more applications via Route A.

The majority of courses interview before offering a place, and interviews are portfolio based (or audition based for BA Acting). There is a central Home/ EU admissions office where processing takes place but the decision to offer a place is devolved to academic staff.

Half of the courses offer interviews to all applicants who meet minimum entry requirements, other courses, generally with high application numbers have a selection process based on the UCAS form and only a % of applicants are invited to interview. Applicants may be offered an interview for an alternative course if the course team judges their application to be more suitable.

The decision to offer an interview to these applicants is mainly based on the qualifications they hold or are taking and the personal statement. The reference is taken into account but these can vary from a brief non committal comment to an in depth analysis.

We provide information on our web site on 'what we look for' and have entry profiles for all our courses. Admissions also produces leaflets on 'How to apply' and 'Personal statements' which are distributed by the Marketing department at Open Days, UCAS Events and school visits.

Interviews start in early January and continue through to May, applicants are invited to interview and are sent a reply slip which allows them to accept, decline or reschedule the interview. We will

accept applications received after 15<sup>th</sup> January for all courses, depending on the availability of places to offer.

The admission policy and entry criteria for courses are agreed at Academic Board, the admissions policy is reviewed annually by the Assistant Registrar, Admissions.

<b>Programme of Study:</b>	<b>BA Costume for the Screen and Stage (Year One entry)</b>
<b>Total applications received:</b>	<b>219</b>
<b>Places available:</b>	<b>62</b>
<b>Applications per place:</b>	<b>3.5</b>
<b>Offers made:</b>	<b>80</b>
<b>Percentage of offers made to applicants:</b>	<b>37%</b>
<b>Standard A-level offer</b>	<b>Grades CC at A-level</b>
<b>Proportion of accepted applicants with qualifications other than A-level:</b>	<b>89% mostly Foundation diploma or National Diploma courses.</b>

The institute's website and UCAS entry profiles state:

*'Students entering the course are recommended to possess a Diploma in Foundation Studies in addition to their A-Level grades. This is because the course requires a degree of skill, technical knowledge and conceptual understanding that cannot always be demonstrated through A-Level study alone.'*

#### **Route A or B**

Applications      65% Route A

Offers              75% Route A

Enrolled           66% Route A

This course has a selection process before interview and around 80% of applicants are offered an interview. Of those not offered an interview the majority were recommended to take the Foundation diploma course.

## Student Case Study: BA Costume for the Stage and Screen

**Amanda** was a 19 year old student applying for BA Costume for the Stage and Screen. She was studying for the Diploma in Foundation Studies in Art and Design at an FE college. She had already obtained A levels in Textiles, Mathematics and Information Technology. Her application was received from UCAS on 10th January 2008, (Route A) and she was predicted a Distinction (285 points), the standard offer for this course is 160 points.

As she was a Foundation student she was offered a late interview, this took place on 9<sup>th</sup> April. At interview she showed excellent potential and her portfolio of work was impressive. She was made an offer of a place, conditional on passing the Foundation course. She was invited to and attended the Summer Study course in July. She accepted the offer in May after achieving a Distinction on the Foundation course.

<b>Programme of Study:</b>	<b>BA Film Production (Year One)</b>
<b>Total applications received:</b>	<b>772</b>
<b>Places available:</b>	<b>87</b>
<b>Applications per place:</b>	<b>9</b>
<b>Offers made:</b>	<b>99</b>
<b>Percentage of offers made to applicants:</b>	<b>13%</b>
<b>Standard A-level offer</b>	<b>Grade CC (160 points)</b>
<b>Proportion of accepted applicants with qualifications other than A-level:</b>	<b>90% the majority were from Foundation diploma or National Diploma courses.</b>

A Foundation Diploma is not a formal requirement but it is highly recommended that students undertake a Foundation Diploma prior to this course; this is stated in all course information and entry profiles.

### Route A or B

Applications    67% Route A

Offers            60% Route A

Enrolled        62% Route A

This course is very selective and only a small % of applicants are interviewed. The decision to offer an interview is made by the course team and is based on the information in the UCAS application

form, particularly the personal statement. We provide guidance for applicants on what we look for in the Entry Profile, on our web site and at Open Days.

We are interested in students who are passionate about film and who possess an understanding of and commitment to the industry. On graduating, it is extremely likely that students will become a freelancer and will need to have a pro-active approach to potential employment and employers. Because of this, we look for pro-active students who have taken the initiative, accomplished actual projects and have some paid or unpaid work experience. They need to be good communicators, be team workers, multi-skilled in film, cinema goers who have some knowledge of the industry.

### **Student Case Study: BA Film Production**

**Lois** was an 18 year old student at FE College taking the National Diploma in Media (Moving Image) she had gone to FE College directly from GCSE and her predicted grade was a triple Distinction. She applied, via Route A, and her application was received on 30<sup>th</sup> November.

Her UCAS form was impressive and she outlined her experience both in responding to a given brief in her current course but also achievements outside the course on self-initiated projects. She had a range of work experience and had worked not only as a runner but also as an assistant to the director of photography on a film shoot. She displayed her commitment to and understanding of the industry and displayed her awareness of team working. Her UCAS form showed that she had a great deal of potential and she was offered an interview. Her interview took place on 14<sup>th</sup> February and she was offered a place conditional on passing her National Diploma.

Lois applied to 4 other HEI's all of whom offered her a place and she accepted the offer from the Institute on 11<sup>th</sup> April and after successfully achieving a triple Distinction on her course.