What course did you take?

I originally chose to study Advertising and Media Studies due to my growing interest in media during my time at college with a particular interest in film and advertising.

What attracted you to study at the University of Chester?

Warrington seemed like an ideal place to study due to it being situated between some brilliant cities, the small community feeling of the campus and the great face time available with lecturers. After hearing talks from my prospective lecturers about their modules I knew that I would really enjoy what they had to offer due to their intensive knowledge. After two years of studying both courses evenly weighted I decided to major in advertising as my interest was growing more and more. It was hard work but in the end totally worth it.

Apart from academic knowledge, what other transferable skills did you gain?

As well as the academic lessons from lecturers, who really knew what they were talking about, I, and the rest of the students on the course, learnt to work together and manage time effectively mainly through the nature of the work. Additionally we had some great advice from professionals within our desired industry who gave us advice on presenting and generally working hard.

Did you do work based learning or volunteering? If so how did this contribute to your plans?

During my time at the University of Chester I did a placement at Uniform, a graphic design agency in Liverpool which was organised by my lecturer. It was really helpful and helped me decide that it was definitely the industry I wanted to get into. After completing my course I went on to do three more placements at agencies in Manchester (GyroHSR, BJL Group and JamPR) and I realised the importance and benefit of the placements I undertook at university. This was because several third years on placements at the agencies were being considered for jobs after their degrees after making a good impression.
Did you use Careers & Employability? If so, how did this help you?

Towards the end of my final year, when I really had to start making decisions about my future, I contacted Careers & Employability and they gave me some great advice as well as some helpful tips for my CV. I also volunteered to help with the DNA (Designers Northern Alliance) which was set up, in part, by my advertising lecturers. It was a really helpful experience which gave me the chance to meet creative directors and show them my portfolio which my course helped me create. It also gave me the chance to see a lot of really good work from across northern universities which helped me see the level that I needed to aim for.

What are you doing now?

I recently found employment as a designer at an advertising, design and PR agency in Manchester called JamCre8tive. This was fantastic news after about 3 months of placements in total. It was most definitely worth the wait as I am getting the chance to work with exciting clients in a small agency where I have a lot of responsibility and can be relied on even when thrown in at the deep end. Hopefully in the future I will keep getting to work with exciting clients with a range of agencies and keep learning more skills. Good luck with your future and I hope you enjoy and make the most of your stay at university.