



BUCKINGHAMSHIRE
NEW UNIVERSITY

EST. 1891



INTERVIEW GUIDANCE BA (HONS) CREATIVE ADVERTISING

Admissions will inform you if you have been selected for interview. You will then be invited to an online interview by the course team

We are delighted to offer you an interview for BA (Hons) Creative Advertising

Congratulations! You've made a great choice applying to Bucks.

A bit about Bucks.

Bucks is the BA Creative Advertising course most recommended by industry professionals. This isn't surprising because we have more graduates working in top advertising agencies than any other university. Take a look at some of their work, below:

Recent work by Bucks graduates.



Gina & Freya at WCRS



Charlie & Eddie at Lucky Generals



Nick & Dave at Mother



Stu & Ben: at Creature



Ian at BBH



Steve & Jav at VCCP



Jack & Stacey at 4Creative



Linda & Alex at Wieden & Kennedy

About your interview

You'll be collected from reception by one of our students and taken to our dedicated Creative Advertising studio where you will be met by Course Leader, Julie Wright.

You'll be shown a short presentation about the course and meet our students and see our studios. You'll be taken aside for an individual interview. I'd like to reassure you that the interview, here at Bucks, is relaxed and informal.

Because we are looking for potential Art Directors and Copywriters, an art portfolio is not essential but if you have one, we'd love to see it. We're interested in creative thinkers with an enthusiasm for advertising so please have a think about any recent advertising campaigns you find particularly good and be prepared to talk about why.

If you have any questions prior to your interview, just email me Julie.wright@bucks.ac.uk. Otherwise if you have any further questions please email admissions@bucks.ac.uk.

I'm looking forward to meeting you.

Best wishes,

Julie

Julie Wright BA (Hons)

Course Leader, Creative Advertising

Over 20 years as an Advertising Creative and Creative Director

Award-winning BA degree advertising tutor – 53 student D&AD awards won

Bucks is the ONLY Creative Advertising BA Hons degree course where ALL the tutors are ex-advertising creative directors. We are the longest running Creative Advertising degree course in the UK and we have the biggest network of graduates working at all levels in the advertising industry.

STUDENT AWARDS 2017 and 2018

1 x D&AD Yellow Pencil

2 x D&AD Graphite pencil

4 x New Blood 'ones to watch'

INDUSTRY PLACEMENTS AND WORKSHOPS 2018 AT:

BBH, Creature, adam&eveDDB, 4Creative, Lucky Generals, WCRS, Kindred, The Brooklyn Brothers, Stink Studios, Brothers & Sisters, Saatchi & Saatchi, House of Greenland.