



Press Release

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FOR IMMEDIATE RELEASE

Creative Advertising at Leeds College of Art receives the Creative Skillset Tick

Leeds College of Art's BA (Hons) Creative Advertising degree course has been awarded a quality mark of accreditation from Creative Skillset, the industry skills body for the creative industries.

The Creative Skillset Tick is awarded to practice-based courses which best prepare students for a career in the industry.

The Tick, which is difficult to attain, is only awarded to degree programmes which are best suited to preparing students for a career in the creative industries and which keep up with the rapid pace of creative change.

"Our Creative Advertising degree has a long-standing history of working with industry leaders and highly successful advertising agencies. The Creative Skillset accreditation officially recognises this course as being one which connects with industry and teaches professional skills, which makes sure our graduates are work-ready. We are so pleased with the accreditation, which could not have been possible without the hard work and dedication from all of the creative advertising staff team."

Professor Randall Whittaker, Director of Studies - Leeds College of Art

Editor's Notes

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Leeds College of Art

Founded in 1846 as the Leeds Government School of Art and Design, Leeds College of Art has contributed significantly to the development of art education in Britain and across the world. Today, Leeds College of Art remains one of only a few remaining independent art schools in the UK, leading the way as a centre for art and design education. The College has an impressive history of notable past students, Henry Moore and Barbara Hepworth were students in 1919 and 1920. In later years Damien Hirst, Marcus Harvey, Eric Bainbridge, Clio Barnard and Georgina Starr all studied at the College, known then as the Jacob Kramer College. The College's recent graduates continue to win prestigious international awards year on year and enjoy successful careers in the creative industries.

www.leeds-art.ac.uk