



[Creative Attributes Framework](#) explains how enterprise and employability learning forms a core part of the curriculum in arts, design and media degrees at [University of the Arts London](#) (UAL).

The framework demonstrates how, through the curriculum, UAL empowers their 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.

### **Explore the [online toolkit](#)**

There is no single way to embed enterprise and employability within the curriculum and there are many ways for courses to engage with and respond to the framework.

The toolkit offers guidance, inspiring interviews, articles and examples of cross-disciplinary course practice to help interpret the framework and learn from others.

Enterprise and employability is not new to the curriculum, nor is it a bolt-on. It is core to a creative education and to practice at UAL, however, translating enterprise and employability into student learning can be complex. A [Higher Education Academy](#) (HEA) funded project, 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 at UAL.