

POSTGRADUATE PERSONAL STATEMENT EXAMPLE

CREATIVE INDUSTRIES

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Postgraduate Personal Statement Example: Creative Industries

During my internship at a traditional animation studio, I assisted with the development of derivatives for the film Legend of Deification. This allowed me to gain an understanding of cost-effective strategies for commercialising an IP. Whilst box office profit is essential, understanding which derivative products appeal to specific audience groups is critical to lasting financial stability. Our predictions were less than accurate, motivating me to gain a deeper theoretical understanding to underpin my practical skill set.

Larger streaming platforms can more easily predict outcomes by applying data and algorithms, the accuracy of which contributes considerably to the manageability of risk. Working at CoCo, a well-known streaming platform in China, I witnessed decision-making based on tens of thousands of users' data, including comment frequency, search data and fast-forward actions. This accurately summarised popular video products and how likely audiences are to pay for them. Consequently, I aspire to refine the business models used in the traditional film and TV industry and learn how to more efficiently and flexibly manage creative production processes with information systems.

My undergraduate studies in Production and Management of Virtual Space Culture have strengthened my academic research interests. Analysing the factors that caused the film industry to suffer from Baumol's cost disease twice whilst preparing for my final paper, I determined that the production segment is still a stagnant sector. Attempting to develop a solution, I identified the need to answer challenging questions. How can digital assets in virtual studios be managed to alleviate the high cost of the production process? How can data encryption balance data security and licensing flexibility in response to digital rights issues? My desire to receive an education which will equip me with the tools to solve these issues has led to this postgraduate application. The Slater Futures Institute is renowned for its impactful application of data science in the creative industries and capacity to reshape production modes, which dovetail neatly with my research interests. Modules such as Creative Markets and Intellectual Property in the Creative Industries will allow me to gain

insight into financial, legal and social factors and enhance the accuracy and depth of my research on the issue of cost disease phenomenon in the film industry.

Seeking reliable statistical data, I realised the value of quantitative research and programming skills in solving economic and management issues in the film industry. Studying Insights Through Data and Representing Data will allow me to interpret and predict trends and challenges in the film business more accurately through improved data analysis and visualisation skills. Similarly, critical reflection in the Ethical Data Futures module will allow me to work on a socially responsible project.

This programme's focus on cross-disciplinary teamwork will enhance my creativity and lateral thinking. I look forward to sharing my unique understanding of the film market with like-minded peers who specialise in data skills. Together we will strategise future production and consumption models that will benefit the film industry. After graduating, I intend to work as a producer at a major streaming platform whilst developing my virtual studio and applying the creative thinking and cultural, social and economic values developed on this course.

Studying at Marshall University, a top institution specialising in media, TV and film, has given me the opportunity for frequent contact with creative business management. Preparing my distribution plan in the International Film Distribution class, I examined and compared the differences in distribution and release strategies between independent and commercial films. The former tend to maintain a more prolonged release schedule and offer a longer gap between multiple release rounds, giving more time for marketing and reputation fermentation. Taking the optional course Startup Company Financing and Financial Planning, I acquired knowledge in corporate financial management, including investment, financing and working capital. Using Tableau for data visualisation and completing a profit model analysis, I subsequently analysed the financial reports of the domestic streaming platform iQiyi. With a comparative perspective, I also gained an overall understanding of the development model of media platforms, which has prepared me comprehensively for this postgraduate degree.

Engaging in teamwork-based filmmaking training while studying digital media arts facilitated my creativity and technical skills. Working as a director to complete a virtual reality film required me to familiarise myself with VR systems and immersive narration and gave me the opportunity to explore new forms of visual expression. Equally, producing over ten short films honed my abilities to organise casting, crew, shooting and post-production on a limited budget, cultivating my ability to proactively enact cooperation to achieve mutual goals.

Working collaboratively to design a digital strategy for a local museum has added to my experience of creative and analytic approaches to cultural knowledge preservation and communication. My role was to present the text and pictures related to historical exhibits digitally. I applied the augmented reality system in the exhibition, designing the storyline and storyboard so that the materials could be presented as roaming scenarios. This developed my lateral thinking skills, fast learning ability, communication and collaboration skills.

My internship experiences gave me intuitive access to the audience market. While promoting the animation film and its derivative products, I was tasked to find suitable influencers to produce and post their re-edited clips online. This reminded me of Philip Kotler's concept of co-creation in Marketing 3.0. From a marketing perspective, re-creation is to interpret the original work from the audience's perspective, which allows it to resonate widely and be used as an effective marketing channel. My knowledge of marketing strategies was also crucial

during the review meeting of CoCo's online TV series. Analysing reasons for low video playback, I discussed my opinions from a digital marketing perspective: consumer perception, price sensitivity and information recommendation mechanisms.

Dedicated to building an information platform for new filmmakers, I have applied my knowledge of business plan frameworks and executable promotion strategies to found a startup to develop a casting app. Over the last few months, our team have collaborated with campus film festivals and other local organisations to enhance the brand influence and expand shared audiences. I am confident that this level of relevant knowledge and training will provide a firm academic foundation for this MSc.

