

Art
Design
Media
Performance
Research

University College
FALMOUTH
Incorporating Dartington College of Arts



2010 Postgraduate Prospectus

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At Falmouth, our postgraduate Media students recognise the importance of good creative ideas coupled with the skills, expertise and knowledge to turn them into a tangible reality – whether it's television production, scriptwriting, photography, filmmaking, radio presenting or becoming a published novelist.

skillset ✓
Media
Academy
Partner

media

Media at Falmouth

Our specialist course teams have a wealth of industry and teaching experience, and they develop nurturing and inspiring relationships with their students that see them go on to excel in their chosen careers.

Our intimate approach to learning and teaching encourages individual creativity, ensuring that you're supported in your specialisation whilst encouraging you to experiment freely, explore and push boundaries armed with a consummate knowledge of media frameworks.

Practice-based and supported by theoretical and professional studies, every course is led by staff at the top of their field; excellent media practitioners and academics attracted to Falmouth because of its outstanding reputation. Critically, they understand the implications and nuances of the rapidly evolving media landscape and will help arm you with the skills and vision to succeed in the new media age.

The new Skillset Short Courses in Professional Media Practice are an exciting and highly relevant addition to our portfolio this year. If you're a media professional seeking the chance to update your skills and reflect upon new media theories, trends and business models to further your career progression without committing to full-time postgraduate study, these courses are structured to work alongside your current employment.

Falmouth's exceptional Media Centre, equipped with cutting-edge digital recording and editing technology, is at your disposal. Add to this our links to regional and national broadcasters and publishers, internships with renowned production companies and the up-to-the-minute contacts that our staff can offer you, and whatever your direction, your future looks very bright indeed.

Director of the School of Media

Paul Inman

Paul brings invaluable experience to Falmouth's students and staff. He has been designing and delivering media training projects for over 20 years and has extensive broadcast credits as a filmmaker and television producer.

Most recently, he managed Storylines, a documentary filmmaking project in West Africa for the British Council, and worked on the Mental Health Testimony Project, a filmed oral history of long-term psychiatric patients for the British Library. He led Falmouth's successful bid to become an accredited Skillset Academy and is also a Board Trustee of Fifteen Cornwall's Foundation of Promise, helping oversee the success in Cornwall of Jamie Oliver's restaurant and social enterprise.

Skillset Media Academy

Falmouth is now a member of the Skillset Media Academy network – a UK-wide group of institutions identified as centres of excellence in the design and delivery of practice-based media education and training.

It celebrates innovation and creativity through close collaboration between education and business, building on strong partnerships that the College already has with broadcasters, training organisations and media production companies.

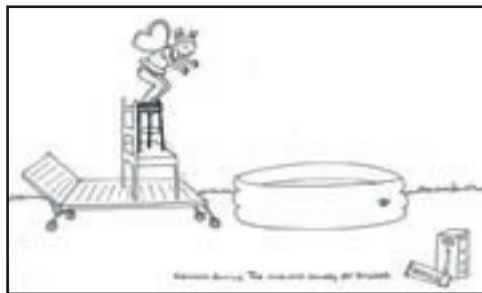
“Media organisations are looking for people who do things very differently,” says Greg Dyke, former Director General of the BBC, Skillset patron and Chair of the Media Academy approvals panel. “You go into a college or university in the Skillset Media Academy Network and you find people who are working with industry and doing remarkable things that aren’t predictable – and that’s what we’re looking for all the time.” Being part of the Skillset Media Academy Network – with its unrivalled reputation and clout within the industry – provides the ideal environment to develop leading-edge creativity, innovation and talent.

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media

MA Creative Advertising



Art Director Molly Maine, Copywriter Gaetan Uytterhaegan

Campus: Woodlane

Mode of study: Full-time

www.falmouth.ac.uk/creativeadvertising

To succeed in creative advertising you'll need to be disciplined, single-minded and ready to collaborate. Ours is a highly competitive course for a highly competitive market. If you have desire and direction, we'll give you the boost you need to achieve.

Our aim is simple; to enable you from the very first week to create advertising. In a competitive, dynamic and rapidly changing media environment, employers are searching for accomplished graduates. If you come prepared, are disciplined and are willing to work hard, we can help you develop your art direction and copywriting skills to industry standard.

The course is studio-based and largely practical, meaning you'll become adept at visual and verbal communication, self motivation, research, numeracy, IT and teamwork, whilst deepening your understanding of your specialist subject area.

From idea conception to execution and delivery, this course develops your original thinking and understanding of how advertising is transmitted across a wide range of media from the traditional, like TV and posters, to the constantly evolving world of ambient and digital.

Creative solutions depend on your insight into consumer behaviour. Identifying and understanding the relevant target audience is critical to a successful campaign. We encourage you to consider the impact of your work within ethical, economic, psychological and socio-political frameworks. Lateral thinking and idea generation are at the heart of every creative industry. We want to stimulate and sharpen your visual and verbal communication so you develop fresh, creative solutions to complex problems.

How is the course structured?

This is a one year full-time course delivered over 45 weeks and divided into three 15 week study blocks.

Study Blocks 1 & 2

- Introduction to Professional Studio Practice / 60 credits
- Visual Culture & Communication / 40 credits
- Applied Technology / 20 credits

Study Block 3

- Integrated Portfolio / 60 credits

Study Block 1 focuses on strategic thinking as the first step in creating solutions to fulfil clients' briefs. This is achieved through lectures, examining case studies and analysing issues in group discussions – all applied during studio practice.

If your specialism is art direction, you'll learn vital layout and typography skills, as well as developing your appreciation of photography, film, illustration and fine art, and their application to advertising in media both traditional and digital. For copywriters, a range of practical and varied projects will further your writing skills. You'll be required to write in a clear, lively, visual and concise style so that your audiences are stimulated, engaged and responsive.

During London Study Week, we visit a number of major advertising agencies. This intensive week will build upon your existing knowledge and help you to develop contacts within the industry. We normally also visit a leading headhunter, who'll show you a variety of portfolios that demonstrate best practice in terms of creativity and winning jobs.

During Study Block 3, you'll work towards producing a portfolio that is fresh, inventive and will assist your transition into this fiercely competitive industry. Working with a partner – copywriter or art director – your portfolio can include live projects negotiated with agencies and clients. The course team plays a supporting, tutorial role and will advise you on your choice of briefs, professional practice and development.

The practical elements of the course are substantiated by theoretical studies in Visual Culture & Communication. You'll carry out research and explore methodologies when analysing advertising within changing cultural contexts.

The Applied Technology unit gives you hands-on IT training to develop your competency. This includes using software packages such as InDesign, imaging, file conversion and typography as well as web development.

How is the course taught?

Our staff are committed, experienced practitioners dedicated to providing a mutual learning environment. Teaching takes place in small groups, through individual and team tutorials, seminars and workshops, supported by lectures from key figures in advertising and related media.

Your learning is applied through project work, which aims to replicate the practice of working in a typical full-service advertising agency. In addition to developing individual initiative, you'll be working in groups as well as in copywriter/art director pairs to strengthen your skills of communication and negotiation. The College's Virtual Learning Environment provides information to assist you with research and project work.

Professional Practice

From experience we know that knowledge of the industry is paramount to the success of our graduates. A professional perspective therefore underpins all elements of the course.

Our London Study Week is a unique feature of the course and puts you at the heart of the creative advertising industry, building knowledge and making contacts. A thorough grounding in agency structure and how it corresponds and responds to clients' business is vital to your understanding of organisational management, regulatory frameworks and your own role in the industry.

These elements are corroborated throughout the course by working in art/copy teams, so that you build your skills to a professional standard that reflects industry practice.

How is the course assessed?

Early on, you'll be introduced to the criteria used to assess your project work and notified of deadlines. Assessment is at the end of each study blocks and takes place as a combination of visual, verbal and written assignments. Final, external assessment takes place in September.

Assessment at Falmouth is regarded as part of the personal learning process. Therefore you'll be asked to develop peer and self-evaluation skills, which will be used in critical, conceptual, productive and professional capacities.

Facilities

Full IT facilities are available including a small, course-specific computer suite containing two PCs with relevant software, including InDesign and access to industry resource websites. This is in addition to a large Mac suite where most of the IT lectures take place.

Other items on hand include a multimedia projection presentation system, digital camera, lightbox, a library of showreels and a roomful of magazines for inspiration and information.

Careers

Our graduates are employed worldwide by agencies, media companies and in-house advertising units including companies like DDB, the BBC, EuroRSCG, JWT, Figtree, Ogilvy One, VCCP, BBH Singapore, Tullio Marshall Warren, TBWA Hong Kong, Albion London, The Guardian and 180 Amsterdam.

We are College members of the British Design & Art Direction (D&AD), which enables you to exhibit at their major show, New Blood, and enter their Student Awards competition – joining the number of our successful graduates who have previously won. In addition, the course offers the possibility of sought-after work placements at prestigious agencies. These placements, which depend on availability and merit, provide an exceptional learning experience and can lead to permanent employment.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience.

Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

When you apply to join the course, we'll ask you to complete a project based on a real advertising brief and submit a portfolio of your work. You may then be invited to meet members of the course team for an interview, ideally at one of our Postgraduate Fairs. Exceptionally, for example, for overseas students, interviews may be conducted over the phone or by video conference.

Student Profile **Rose Hall**

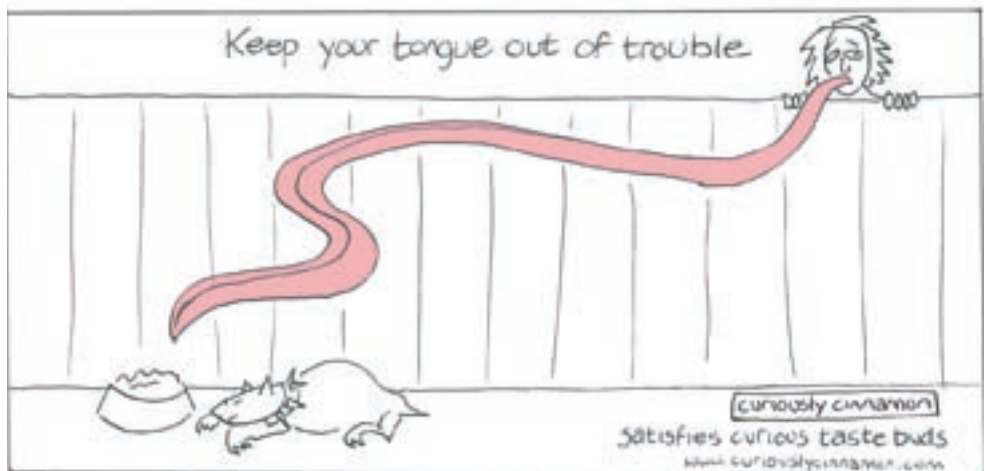
"I graduated from Falmouth in 2006 with a degree in Graphic Design. It was always my intention to study Creative Advertising afterwards but events conspired against my plans in a positive way when I landed a job working across Europe for a large branding agency. It was a fantastic experience but it only confirmed that my heart lay in advertising.

I feel this MA is an excellent stepping stone to a very exciting, creative and diverse career. The course has great connections to the industry, experienced in both the London week and work placement. I am under no illusions that it will be easy but the MA has equipped me with the skills and grounding in the subject that should serve me well in industry. I hope to go to an agency where my skills will be nurtured and I can learn from talent around me. Eventually I hope to start my own small 360 agency that would use both my design and advertising talents."

Course Leader **Chris Waite**

Chris Waite arrived at Falmouth in September 2005 after spending 28 years working in a number of London's leading advertising agencies. During that time he created award-winning campaigns for clients as diverse as Tetley Bitter, The Health Education Council, Nationwide Building Society, Fairy Liquid and Wharfedale hi-fi. As a long-standing member of D&AD (Designers & Art Directors Association), an organisation whose role is heavily biased towards the encouragement and inspiration of new talent within the industry, Chris has had informal connections with education for many years. Continuing to write on a freelance basis, Chris keeps up his contacts with the advertising world.

He is also engaged in research on the challenges and opportunities presented to the advertising industry by digital media.



Cross Track Poster - Mike Insley & Joe Talboys

joe talboys creative class



“Falmouth gives you great foundations to build on; I haven’t forgotten any of the things they taught me, because I have to use them every day.”

Joe Talboys, 23, had heard good things about Falmouth's MA Creative Advertising course. Less than a year after graduating, he and fellow Falmouth graduate, Alex Allen, had won the Newspaper Society's Best Young Creative Team 2009 award and now continue working together at leading international agency, McCann Erickson.

I knew that there were two or three premier postgraduate advertising courses that people in the industry talk about and Falmouth was one of the main contenders.

If you've done an advertising course people will expect you to have gone on one of those three. You bump into a lot of Falmouth graduates out there, and often meet people who know about the course. The tutors are very experienced and have all earned an excellent reputation.

The course is really good at teaching you the core principles of advertising and how to get it right; how to craft a good advert and get into the right mindset. The tutors were very good with language and also have a great knowledge of past advertising campaigns. We learnt all the key skills like drawing layouts, writing copy properly and communicating ideas quickly.

The course is structured like a small agency. There were 20 people in my class – the 'creative department' – and then the three tutors were the creative directors upstairs.

We'd show them our work and they'd advise us and give constructive criticism. We also did lots of practice presentations, learning how to communicate and sell new concepts. That environment, which mimics the working practices of a real agency, really works. It's not like that all the time, though, as we'd also have lessons, seminars and some digital workshops.

The tutors were all from professional backgrounds, working in agencies, former creative directors and so on. They have hundreds of anecdotes, and there's always a valuable lesson at the end. So they're not just coming at it from an academic perspective; their years of experience living and breathing advertising are really beneficial. They also know people everywhere – I actually called Chris Waite a few weeks ago because I needed some contacts in a large international agency in Amsterdam.

Working in partnership with Alex Allen, who also did the Falmouth course, we won the Newspaper Society's Best Young UK Creative Team 2009 award. The competition, called the Wanted Ad, takes place across 10 European countries and there were 22 creative teams in the UK competition. We received a brief from the client, HSBC, in the morning – then had until 4pm to come up with an idea, which we presented to the client and judges, who are all creative directors. We were announced as winners and the runners-up were the team who won last year. The recognition was great; we were featured in Campaign magazine and received a few offers from agencies.

I still work with Alex now. We're both at McCann Erickson in Manchester and work together as a creative team every day.

Falmouth gives you great foundations to build on; I haven't forgotten any of the things they taught me, because I have to use them every day. I still refer to some of worksheets now because some of the methods are really interesting and I keep using them.

www.mccann.co.uk

MA Education: Creative & Academic Practices in Higher Education



Campus: Tremough

Mode of study: Part-time across three years
www.falmouth.ac.uk/maeducation

This Masters in Education allows you to explore the synthesis of your professional practice with professional approaches to teaching.

The course recognises that teaching is an inherently creative activity and draws on the current contexts within which Art & Performance, Design and Media higher education operates. It encourages you to reflect on the innovation and creativity of your subject area to inform your approaches to teaching and learning.

Delivered in three distinct stages, the course aims to develop confident professional teaching within a context of both creative and academic practices; introduce pedagogic scholarship and educational research methods and provide the opportunity for you to engage in a negotiated research project.

The best teachers are also learners, so learning about teaching provides an opportunity to take a scholarly look at teaching and to reflect on the literature, practices and contexts of the creative curriculum.

The higher education (HE) sector increasingly recognises the need to develop informed professionalism to support the teaching and learning of an increasingly diverse student group. This MA course is designed to meet the requirements of the Professional Standards Framework for Teaching and Supporting Learning in HE (2006) and is accredited by the Higher Education Academy. It provides a recognised teaching qualification for those involved in key roles that impact on student learning in higher education.

How is the course structured?

The complete MA is studied part-time across three years, providing the opportunity for flexible study and allowing the broadest range of practising professional educators to participate in the programme.

The three stages of the course comprise the Postgraduate Certificate (PGCHE), Postgraduate Diploma (PGDipHE) and the Masters research project, each stage accumulating 60 credits. We anticipate that students will achieve the Certificate stage within one year of study, the Diploma within two years and the Masters after three. The Certificate stage has a January start, allowing new staff to familiarise themselves with institutional processes and contexts before embarking on the course.

Students who have a circumscribed role in teaching and or/supporting learning may follow the Associate Teaching route through undertaking two units of the PGCHE which will enable you to apply for Associate status of the Higher Education Academy.

This may be appropriate for postgraduate teaching assistants and staff whose professional role includes a small range of teaching and learning support activity.

Stage 1 PGCHE

Three 20-credit units, assessed through a teaching portfolio and peer observation.

- Planning of teaching and learning in creative and academic practices in higher education: this unit, delivered as a ten-week course, introduces the theories and practices of planning teaching, learning and assessment that are current in creative subjects in higher education.
- Teaching and supporting learning: explores key policies and practices of teaching and supporting learning particularly those aspects relating to a diverse student population within a creative curriculum. Again delivered as a ten-week course of weekly seminar and workshop sessions.
- Learning environments in creative and academic practices: this is a week-long intensive unit that explores teaching practices appropriate to a range of educational environments including studio, seminar, lecture and virtual spaces.

Stage 2 PGDipHE

Three 20-credit units extending the teaching portfolio through scholarship and research.

- Extending learner horizons: allows you to explore your teaching practice by engaging in innovative and contextualised teaching through peer observation activities, in order to extend learner horizons within a creative context.

- Scholarship and research: introduces education research methods and provides the opportunity to explore aspects of teaching practice through case study research. This unit is introduced through a two-day intensive course and sustained through action learning sets.
- Continuing professional development for advanced practice: allows you to engage with professional standards and currency in your subject area, to inform your own teaching practice in HE.

Stage 3 MA

This comprises a negotiated 60-credit supervised research project into an aspect of teaching and/or learning in creative disciplines in HE.

How is the course taught?

Before starting the course, you'll have the opportunity to undertake some preparatory reading and explore the online learning environment. During the PGCHE, you'll be supported by subject-specific mentors who'll encourage you to apply learning and teaching knowledge to your subject.

The ten-week units are delivered on Wednesday afternoons, with other units comprising a range of online, intensive and group teaching methods, including videoconferencing. This will be further supported through the use of the VLE – where you'll be encouraged to engage with the forum to discuss and debate supplied readings. In addition, there will be two research days each year to be attended by participants from all stages of the course.

Professional Practice

This course is intended for those in existing teaching and/or learning support roles. It is designed to take advantage of this in order to facilitate reflection on teaching events. A minimum of 90 hours teaching is required in the academic year of the course (60 hours for Associate Teacher route). Arrangements for this teaching are participants' own responsibility.

How is the course assessed?

By the end of the PGCHE, you'll have compiled a teaching portfolio comprising individual assignments that encourage critical reflection on teaching in your subject area. This portfolio is designed to provide a relevant and meaningful resource for future reference and will be extended through the scholarship and research of the PGDip stage of the course in preparation for the final MA research project.

Facilities

Recognising the strategic aspiration to develop innovative teachers who are responsive to all the needs of learners, the MA Education utilises the Learning and Teaching Research Centre as a base room for small group sessions, tutorials and individual study. This centre will operate as a flexible space in which you can engage with a range of learning technologies and experiment with new pedagogies in a supportive environment, before applying what you have learnt in your actual teaching.

Through Falmouth's excellent library resources, you'll have access to a wide range of journals (online and printed), current publications (including e-books) and may also order books from Exeter University. IT support and workshops are available for you to enhance your computing skills and the Academic Skills (ASK) team are available to support those less confident in academic writing.

Careers

The course is accredited by the Higher Education Academy and graduates of the course will be able to apply for Fellowship of the HEA, indicated by the post-nominal FHEA. This is a nationally recognised indication of the professional status of teaching and supporting learning in higher education.

Typical Entry Requirements

Most applicants will hold an honours degree in their specialist subject area at 2:1 level or above. As a postgraduate course, we will also accept applications from those without formal, or directly related qualifications, but demonstrating some experience of teaching and/or supporting learning. This will be negotiated under an APL or APEL application. A minimum of 90 hours teaching is required in the academic year of the course (60 hours for Associate Teacher route). Arrangements for this teaching are participants' own responsibility.

Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

Interviews are arranged for all those applying to the course. They are held with one or more members of the Course Team, and are very informal. Please contact Admissions to arrange an interview.

Student Profile Angela Annesley

“As a practising journalist turned lecturer with little teaching experience, this course has given me the opportunity and space to discuss teaching methods and theory with other teachers of varying levels of experience, and find new ways of using my professional experience to enhance my teaching. It has helped me evaluate how I approach my students – both as individuals and as learners – and completely changed my methods of planning. I feel I have a much stronger grasp of the bigger picture and I am far less likely to get bogged down by small details and uncertainties.

The course has helped me see how my teaching methods align with current educational theory and why some learners react the way they do, and how to help those who do not respond as you would wish. The opportunity to reflect and learn from others has been invaluable, both in reinforcing my knowledge of teaching practices in HE and giving me the confidence to try out some new ideas to make my teaching more inclusive and engaging. I’ve found that my students have reacted positively to my new, more open approach and I feel more confident in helping them to learn.”

Course Leader Caroline Cash

With an MA in Modern Poetry and a keen interest in the written word, Caroline’s teaching career includes a range of English literature and creative writing courses. Managing an academic support service across a multi-university campus has given her insight into a range of learning and teaching initiatives related to academic literacy and effective learning. Caroline is currently undertaking doctoral research with key interest in teaching and assessing in a creative and academic context. She is a member of the steering group for the Association for Learning Development in Higher Education and, in 2005, was a founder member of the LearnHigher CETL.

MA International Journalism

Mike Sunderland



Campus: Tremough

Mode of study: Full-time

www.falmouth.ac.uk/internationaljournalism

Would you like to travel to far-off countries and report on some of the world's most important and exciting stories? Or maybe you see yourself breaking international news stories from a digital newsroom in London, Doha or New York?

If you want a career in global news, Falmouth's MA in International Journalism will help you make your mark in the expanding world of international news. With a course team made up of professionals with a vast range of experience from within the news industry, you'll learn how to produce high quality journalism for television, radio, online and print. If you're serious about international journalism, we'll give you the multimedia skills and experience to make it in this challenging field.

You'll also be shown how to keep yourself safe in tricky situations through our unique Hostile Environment course, and your training also includes going on work placements at news organisations such as the BBC, Reuters, APTN, Sky News and Sky Radio, the Independent and the Telegraph.

MA International Journalism comes from the same team as the highly respected Falmouth MA Multimedia Broadcast Journalism and is designed to train journalists who want to work in TV, radio, online and print on international news.

How is the course structured?

The normal duration of the course is 45 weeks' full-time study. The teaching year runs from August of one year through to August in the following year and you'll engage with seven units of study: • International Legal Frameworks • International Political Frameworks • International Ethical Frameworks • International Broadcast Journalism • International Print Journalism • International Newsgathering • Hostile Environment Training • The MA Professional Practice Unit.

How is the course taught?

The course tutors are all from within the news industry and bring their valuable experience to bear on their subjects. Teaching is very hands-on and every effort is made to replicate the conditions of newsrooms across the world. The first term is spent learning the practical skills needed to use newsroom equipment, as well as studying what news actually is.

The second term concentrates on using those skills to produce news bulletins for radio, television and online as well as print journalism.

Editors from the BBC and independent radio and television stations visit the course to act as news editors for the day and give advice in question and answer sessions. As part of international legal frameworks, you'll report live from real cases going through the courts.

The third term is when you undertake your Hostile Environment Training, as well as placements within the industry and your MA Projects.

Professional Practice

The MA Professional Practice unit offers you the opportunity to travel overseas and report in-depth on international news stories. You'll experience the shift from producing five-minute international news packages and short print features during the first 30 weeks of the course. The possibility of making a 30-minute documentary or extended print feature provides you with a stimulating challenge, allowing you to demonstrate mature, fluent and professional working practices.

How is the course assessed?

Assessment is by portfolio of print, online and broadcast work, examinations, assignments and presentations.

Facilities

Falmouth's facilities are second to none. The course is based in our recently refurbished multi-million pound Media Centre. The new newsroom is fully digital and is linked to the radio and television studios, meaning we can reproduce accurately what it's like to actually work in a professional newsroom – whether it's print, online, radio or television.

Careers

Graduates from MA International Journalism will be qualified to work as reporters, producers, writers and presenters in television, radio, online and print, in both the UK and abroad. Former students have secured work at the BBC, Reuters and Sky World News among other leading news organisations.

This MA is fully recognised by the Broadcast Journalism Training Council (BJTC), which provides a unique link to the news industry and a work placement scheme that gives you the experience of working in some of the world's best known newsrooms.

While we can never guarantee that you'll secure a job within the industry, we're rightly proud of the fact that over 90% of our students do succeed. Matthew Amroliwala, Hugh Pym, Daniel Boettcher, Fergus Walsh, Angus Walker, Lorna Dunkley, Sophie Benzing and Dan Rivers are just some of the Falmouth graduates who have gone on to work in the BBC or commercial television and radio stations across the UK, Europe and around the world, from the United States to Nepal.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience. Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

UK applicants will be required to attend an interview and present a portfolio of appropriate work. Your portfolio should include examples of the range of your work, development of ideas, interests and experiences. EU and international students will typically be interviewed by telephone rather than in person and will be asked to submit a portfolio of work online or on CD/DVD.

Graduate Profile **Mike Sunderland**

"While at Falmouth, I managed to get a three-week work placement at Sky News in London. Thanks to the practical focus of my MA, I was able to make myself more useful than most trainees. I knew the little but important things like what UPSOT or a tease was, and crucially I knew how to write news. I've since been taken on as a producer on Sky's World News show. My MA was instrumental in this because it gave me the foundations of knowledge in foreign news to confidently contribute to production meetings and put myself forward for all types of work. I love my job and am getting the opportunity to do so much in a short space of time. I now regularly write and voice my own packages, edit pictures, write script and have a real say in what goes into our show. At the end of the day, being successful in news is down to the individual and how hard they're willing to work. What the course at Falmouth does is puts you in a position to realise your own potential and give you a real shot at achieving it."

“With its mixture of training and common sense preparation, Falmouth’s course will prove of lasting benefit.”

David O Sullivan – Executive ITV News Johannesburg

Course Leader **George Matheson**

George is an award-winning journalist with over 20 years' experience at local, national and international level in newspapers, radio and television. He's been a foreign correspondent working for a variety of publications including the Guardian, the Daily Express, the Evening Standard and the Times; a freelance broadcast reporter for BBC Radio Scotland, GWR Radio and LBC; a staff reporter for Independent Radio News; and a bi-media reporter for ITN contributing to the main bulletins including The News at Ten – covering stories such as the lead-up to and the eventual fall of the Berlin Wall (for which he was awarded a silver medal at the New York International Festival of Radio), the end of apartheid in South Africa, the Gulf War (from Jordan, Saudi Arabia and the UAE), English football fan violence throughout Europe (including the World Cup), as well as many of the other top national and international stories of the day.

Having achieved as much as he could as a reporter, George moved to a senior position at Reuters as an editor on the news service. He then joined the BBC where, among other duties, he helped launch News 24 as an output editor. He then returned to ITN as a programme editor, working on a variety of programmes including overseeing the live network coverage of the fall of Baghdad.

Outside of his work at Falmouth, George also keeps his hand in as a producer/director for independent television companies, does occasional work for BBC South West Television and has recently been involved with several documentaries for Radio 4. George's approach to this MA was to "use my experience as an international correspondent to create an MA that would equip students with the skills in television, radio, online and print, to be able to secure a career in international journalism – a course I'd like to have taken."

Hostile Environment Training



MA Multimedia Broadcast Journalism



Joanne McCabe

Campus: Tremough

Mode of study: Full-time

www.falmouth.ac.uk/mmbroadcastjournalism

The exceptional technical facilities available in our multi-million pound Media Centre form the hub of this course, which is accredited by the Broadcast Journalism Training Council (BJTC).

Here you'll learn to put together multimedia news bulletins, magazine programmes and feature reports. You'll act in turn as news editor, presenter and reporter, and conduct live interviews, using state-of-the-art digital equipment to get to grips with the editorial and technical roles of a multimedia broadcast newsroom. You'll also learn about the social, economic, ethical, regulatory, political, legal, financial and technological frameworks within which multimedia news and current affairs operate, and become proficient in news gathering, script writing, recording, editing and uploading stories to our dedicated website www.ucfjourno.org.

You'll also gain valuable experience from local radio stations and undertake a three-week work placement, organised through the BJTC. When you leave us you should be ready to step straight into the exciting and demanding world of multimedia broadcast journalism, as a graduate of what's regarded within the industry as one of the leading courses in the country.

How is the course structured?

This is a 45-week full-time course commencing in October. You'll complete the five taught units and then specialise in one of four MA options for your sixth (see below). The MA in Multimedia Broadcast Journalism option is a generic course. You may also offer projects in a genre not covered by the three specialist subjects. Projects commissioned recently include:

- An award-winning documentary on the after-effects of the tsunami in Thailand and the impact of property developers on the local population
- An award-winning documentary examining how education in Israel and the occupied West Bank is reinforcing the sectarian divide.

During the first term, you'll learn multimedia broadcast and journalism skills from experienced broadcasting professionals. The teaching of Law and Political Frameworks helps develop your understanding of the current debates around media ethics, law and regulations.

These studies continue during the second term, with an ever-increasing emphasis on practical programme making. You'll also learn to produce, direct, script and edit television news packages and news magazines.

In the final term, practical work runs alongside a three-week placement in either a BBC or commercial radio station.

MA Investigative Multimedia Broadcast Journalism

If you're passionate about hard-hitting investigations into failures within society's systems of regulation and the ways in which the rich, the powerful or the corrupt circumvent those systems, then the MA in Investigative Multimedia Broadcast Journalism will teach you the specialist – often confrontational – skills you'll need in order to elicit the truth, as well as how to structure the complex stories that such investigations yield.

Investigative journalism is about encouraging reporters to dig beneath the given facts. The course focuses on identifying potential investigations; developing, handling and protecting confidential sources and structuring the often-complex stories.

Undercover recording, frowned upon in conventional journalism, is a common tool and higher level media law is an essential component of the course. Students will learn how to use the Freedom of Information Act to obtain significant material, how to interpret statistical analysis to reveal otherwise unidentified patterns and how to read accounts in order to spot dubious transactions.

MA Science Multimedia Broadcast Journalism

Concerned about the public's inability to understand scientific ideas, technology or the basis of scientific discoveries and disputes? MA Science Multimedia Broadcast Journalism examines the relationship between the scientist and the journalist, and teaches you how to translate the language of science for the general listener or viewer.

The course examines the nature of science and scientific method. It looks at science as a social process and examines how that helps to understand scientific disputes among scientists.

The course examines mechanisms of control in scientific fields, how research is funded, how government policy affects the freedom of science to pursue its own goals and how government uses, or misuses, science to justify its policy.

MA Sports Multimedia Broadcast Journalism

Are you a sports fanatic who wants to learn more about current practice, trends, concepts and issues that feed contemporary sports journalism? Are you aware of the latest changes in key areas such as drugs, corruption, the Olympic movement and the politics of sport?

MA Multimedia Sports Broadcast Journalism will produce a new generation of journalists who can adapt to the rapidly changing world of modern sports and who are sufficiently visionary to anticipate where sport will be tomorrow. You'll learn about the social, ethical, commercial, financial and cultural issues affecting worldwide sport, together with appropriate personal and management skills. You'll also understand the essential legal frameworks in which sports operate, and be able to provide live commentary on a wide range of sports.

How is the course taught?

All the course staff are skilled practitioners within the industry, who bring a wealth of expertise to their teaching. During the first term, your time is divided equally between studying theory in seminar groups, and learning practical skills using the newsroom equipment. As time progresses, increasing emphasis is placed on utilising the skills you have developed. You'll visit locations and events that will enhance your understanding of the journalist's role, such as local courts, council meetings and police briefings, filing live reports into the news. Editors from the region's radio and television stations also visit the course to act as news editors for the day and give advice in question and answer sessions.

How is the course assessed?

Assessment is by a portfolio of broadcast work, examinations, assignments and presentations, together with an MA Project; a 15 to 20-minute TV, radio or multimedia documentary coupled with a contextual review.

Facilities

Falmouth's multi-million-pound Media Centre incorporates a television studio with 15 AVID editing suites, as well as four radio control rooms and a large talk studio. All our recording and editing facilities are digital and each student has their own computer work station in the newsroom.

Careers

While we can never guarantee that you'll secure a job within the industry, we're rightly proud of our successes: Matthew Amroliwala, Sophie Long, Alison Mitchell, Hugh Pym, Fergus Walsh, Angus Walker, Lorna Dunkley and Sophie Benzing are just some of the Falmouth graduates who have gone on to work as broadcasters in the UK and around the world.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience.

Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

UK applicants will normally be required to attend a selection interview. EU and international students will typically be interviewed by telephone rather than in person.

Graduate Profile **Kirsty Hemming**

"I needed to do a BJTC-accredited course, and Falmouth seemed ideal because it had the best facilities. It was a fantastic start and we felt like we were in a job from day one. We'd go in at 8.30am, have a news meeting, then go off and do our stories. It's hard work but it prepares you for what it will be like – I didn't have any nasty surprises when I started my first proper job. I was offered a job as an investigative journalist on ITV Westcountry's West Eye View current affairs programme before I even finished my MA. I went on to work as a producer at ITN and BBC Wales before setting up my own television production company, Boxing Bear Films. If I had gone into my first job at ITV without having done the course at Falmouth, I wouldn't have felt as confident. The course meant I was able to hit the ground running."

Joint Course Leader **Guy Pannell**

Guy began his career over 40 years ago, reporting for weekly and evening newspapers in west London. In 1971, he joined the Western Morning News and Evening Herald as a reporter and then subeditor. Two years later, he fulfilled his ambition to move into broadcasting, joining Westward Television as a news subeditor. In 1982, Guy became news editor at Television South West and was responsible for coverage of many of the region's major news stories, including blizzards, floods, heat waves, strikes and industrial stories, air crashes and coverage of the Penlee lifeboat disaster.

Appointed programme producer, he was a regular editor of the evening news magazine, outside broadcasts, sports programmes, current affairs and episodes of the live audience show, The Time, The Place. Since 1993, Guy has combined teaching on the Multimedia Broadcast Journalism course at Falmouth with continuing practice in the television newsroom for ITV Westcountry. As a freelance news producer, he has close links with professionals responsible for employing many of the course's former students.

Joint Course Leader **Dr Denis Gartside**

Prior to joining University College Falmouth, Denis spent 24 years working with BBC Television and BBC Radio as a journalist, senior director and executive producer working on regional news and current affairs, outside broadcasts, network entertainment and events, sport, daytime television and light entertainment. He was part of an internal team at the BBC responsible for developing and writing the NVQ qualifications in television and radio, working with Skillset as well as the BBC.

As part of this process, he gained NVQ qualifications in Journalism, Broadcasting, Training and Development. Since joining Falmouth, Denis has retained a professional commitment to the broadcast industry as a consultant journalist. He's also an internal verifier for Skillset and BBC Training. Over the past five years, Denis has produced and broadcast over a thousand hours of live radio. He's a member of the Royal Television Society and a Fellow of the Higher Education Academy. In 1999, he was awarded the RTS Silver Medal for services to the industry.



MA Performance Writing

Bram Thomas Arnold



Based at: Arnolfini Gallery, Bristol
Mode of study: Full-time & part-time
www.falmouth.ac.uk/performancewritingma

This unique MA programme, based at the Arnolfini in Bristol (one of Europe's leading contemporary art venues), takes a broad approach to what writing is and does in a range of social and disciplinary contexts.

The course explores writing and textual practice in relation to visual art, digital media, installation, performance, collaborative practices and sound/audio work, as well as book art and page-based media. MA Performance Writing at Falmouth takes full advantage of a new and exciting partnership between University College Falmouth and the Arnolfini Gallery, which enables you to work and study in an internationally renowned professional practice environment and draw upon a range of resources, opportunities and networks that such a context provides.

This is a student-led, practice-based course driven by a commitment to develop and enhance professional futures for all its students. It's a critically rigorous programme, but one in which theoretical debate and critical thinking are always taken on as integral elements of sustainable practice. At all stages research, theoretical enquiry and self-reflective commentary are embedded components of practice-based curricula and teaching.

Overtly interdisciplinary in its approach, this MA sets out to explore the boundaries and intersections between different forms and media, and to engage with new possibilities and technologies for the production and dissemination of writing in the 21st century. You'll benefit from participating in an area of the College's work that is extremely well networked, enjoying links and partnerships with a range of artists, writers, institutions, art producers and publishers.

How is the course structured?

The course is structured over 4 terms; the first three being 10 weeks and the fourth 15 weeks, making a 45-week academic year. During the first three terms, the course is delivered (at the Arnolfini) on Mondays. The fourth term has considerably less group teaching, as you work towards the completion of your Final Major Project; this process is supported by significant tutorial guidance and three 'work in progress events' at the Arnolfini, also on Mondays. Throughout the course, you'll be in regular contact with a designated tutor, accessed through email, telephone, virtual learning technologies and, at certain stages in the course, in person at the Arnolfini.

ARNOLFINI

Diagnostics and Methodologies 1 / 20 credits

This unit requires you to undertake an in-depth analysis of your practice and to identify potential areas for the development of new work and methodological strategies for proceeding with your ideas.

Questions of Practice / 40 credits

Drawing on the outcomes of the previous five-week block, you'll be presented with models of contemporary textual practice, which will initiate practical enquiries that lead your work in new directions

Theories for Writing Practice / 40 credits

Drawing on your existing practice, as well as new directions explored in the previous block, this unit asks you to locate your work within wider cultural and theoretical contexts.

Diagnostics and Methodologies 2 / 20 credits

This unit has a summative, reflective function, which allows you to take account of the progress of your work so far and forms the basis of an extended proposal for your Final Major Project.

Final Major Project / 60 credits

This large-scale practical project sees the culmination of the MA programme and comprises the development of a significant body of work for presentation in a professional context. Work produced is accompanied by related written research and critical commentary.

Please note that there is the scope for you to make minor adjustments to the scheme outlined above, to enable the writing of an extended dissertation.

How is the course taught?

Our staff are committed, experienced practitioners dedicated to providing a mutual learning environment. Teaching takes place in small groups, through individual and team tutorials, staff and student-led seminars, presentations, specialist workshops and work-in-progress events, supported by visiting professors, industry specialists and practising artists and writers.

Professional Practice

This MA has a strong focus on professional practice, which is written into all stages of the core curriculum. This emphasis will be significantly enhanced by regular contact with visiting artists and writers, as well as professional development guidance from industry specialists based at the Arnolfini. You'll be well-placed to progress from the MA into the Arnolfini's Associate Artist's scheme. The MA will culminate in a curated MA degree show in the Arnolfini gallery, providing students with a high-profile career development platform.

How is the course assessed?

Early on, you'll be introduced to the criteria used to assess your project work and notified of deadlines. The course is assessed through a mixture of presentations, your portfolio of practice, a written research project, proposals, your Final Major Practical Project and research, and critical commentary.

Assessment at Falmouth is regarded as part of the personal learning process. Therefore you'll be asked to develop peer and self-evaluation skills, which will be used in critical, conceptual, productive and professional capacities.

Facilities

You'll have access to a range of spaces within the Arnolfini including studios, the auditorium and reading room. You'll also have access to the gallery's archive, supported by professional archivists and curators of international repute. Further support will be provided by a range of technicians and gallery staff. All students will also enjoy full access to University College Falmouth's Cornwall campuses at a level commensurate with MA study, including libraries, online research facilities and the Media and Performance centres. It's also hoped that a research relationship will be put in place with a Bristol-based university library.

Careers

Performance Writing MA graduates are currently advancing sustainable careers in independent writing/performance practices, publishing, education at all levels, academic research, curation and networked multimedia projects.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience. Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

UK applicants will be required to attend an interview and present a portfolio of appropriate work. Your portfolio should include examples of the range of your work, development of ideas, interests and experiences. EU and international students will typically be interviewed by telephone rather than in person and will be asked to submit a portfolio of work online or on CD/DVD.

www.arnolfini.org.uk

Graduate Profile **Mark Greenwood**

Since graduating in 2006, Mark has continued his professional practice as an artist, presenting new work at galleries and festivals across the UK and mainland Europe. He has also begun PhD research at Kingston University and is contributing to taught programmes at a number of higher education institutions as an associate lecturer. In addition, he has published critical writing in various magazines and journals, including ArtArtArt Magazine, A-N Interface and Total Theatre.

Course Team **Jerome Fletcher**

Jerome is a writer and artist whose work ranges from innovative books for children to literary concept novels and digital text work. His work is widely published and has been translated into nine languages. He has performed and exhibited internationally and his research interests include digital poetics, theories of translation, notions of decadence and collaborative writing. He has recently performed/exhibited work at Leo Koenig Gallery (New York), Barbican (London), Kunstalle (Vienna) and University of Saint Denis (Paris). His current research into the relationship between performance and digital text practices has seen contributions to a number of international symposia, including Performance Studies International (Zagreb 2009) and E-Poetry (Barcelona 2009). He also has a chapter included in the forthcoming DataText Yearbook.



Emma Bennett

MA Photography

How is the course structured?



Ben Hobbs

Campus: Tremough

Mode of study: Full-time & part-time

www.falmouth.ac.uk/photographyma

This MA is designed primarily to allow students with an interest in photography to pursue that interest in depth to learn something new about the medium and, often, about themselves.

Above all, the course offers time for reflection, experiment and decision-making. It provides resources both in terms of equipment and expertise, as well as stimulating encounters with a wide range of people, photographs and ideas, in an atmosphere of support and constructive criticism. You'll finish the course with a focused body of your own work, a broader perspective on photography as a force in contemporary life, and clearer sense of your own identity as a photographic practitioner.

The course is divided into three study blocks of 15 weeks for full-time students, and 30 weeks for part-time students. Full-time students start in October; finish Study Block 1 at the end of January, Study Block 2 in May, and the degree in September. Part-time students start in October of their first year and complete Study Block 1 in May, Study Block 2 in January and the degree in September of the following academic year.

After their first study block (30 weeks), part-time students may elect to continue to participate in weekly seminars, or pursue Study Block 2 on a more independent basis. After 60 weeks, they join another cohort of full-time students for the final study block and completion of the degree.

How is the course taught?

The course consists of seminars, lectures, workshops, tutorials and independent study. Required work can be done in one (long) day of attendance each week. Incoming full-time and part-time students meet weekly, participating in one series of seminars investigating photographic practice and another series focusing on theoretical and contextual study. There is, finally, a series of lectures by visiting practitioners, scholars and critics. Tutorials are arranged as needed.

The course is delivered by a team of experienced and knowledgeable tutors from a variety of backgrounds. This core team is supplemented by visiting lecturers who provide specialist input from their own particular fields.

How is the course assessed?

There are two points of formal review and feedback at the end of Study Blocks 1 and 2, and an assessment at the completion of the degree. The formal reviews do not enter into a calculation for the final assessment; they're given to encourage good work and pinpoint difficulties with respect to the course learning outcomes.

The course learning outcomes are divided into four areas: Practical, Theoretical, Conceptual and Professional. Each of these headings is further divided into specific points (for example, under Professional one point reads: "manage time and resources effectively"). Feedback on work submitted for assessment discusses strengths and weaknesses in terms of the outcomes, so that it's easy to see which areas demonstrate strong points and which need further attention.

The course tends to emphasise experimentation at the beginning and finished presentation at the end. For this reason, different learning outcomes are emphasised at different points. However, all learning outcomes apply to both photographic work and written work (photographs can be assessed for evidence of conceptual awareness, and writing can be assessed in terms of professional presentation).

The principle outcome of your studies will be a major photographic project. This could be a gallery exhibition, a publication, website, site-specific installation or other appropriate form of presentation. The final essay that accompanies the work is focused on that project, yet draws on the understanding you've gained over the entire period of study of both your own practice and its place within the field of photography.

Facilities

The College's new purpose-built Photography Centre was completed in 2007. In addition to an extensive range of cameras – including large-format and digital – it provides increased studio space, print-finishing and mounting facilities, black-and-white and colour processing darkrooms, and extensive digital suites equipped with up-to-date software and excellent technical support.

Access to neighbouring media, such as film, video, or printmaking, is also available and can be arranged for MA students as required.

Library facilities are divided between Woodlane and Tremough, with most of the books and journals specifically devoted to photography located at Tremough.

Careers

By establishing your own strengths and ambitions as a practitioner, you'll gain the capacity to make both realistic and creative career choices. These may be in exhibiting, publishing, teaching, journalism, curating or criticism, some combination of these, or something you have not yet considered. The course specifically encourages students to take advantage of opportunities for exhibition and publication that may become available during the period of study.

Typical entry requirements

The most usual entry qualification is a BA(Hons) degree in photography or in another field of visual art practice, such as fine art, graphic design, or illustration. However, we also welcome students whose interest in photography has arisen in the course of research experience in a different field.

Photography may figure centrally in fields as diverse as philosophy, education, geology, biology, behavioural science or psychology. In such cases, the ground for undertaking a specifically photographic study should be very clear, and basic technical skills should be in place.

Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

At interview we try to estimate how well the course and the student are suited to one another. We're interested in seeing completed photographic work and hearing you discuss your approach to producing it and your reflections on the work over time. We always ask about why you want to come to Falmouth, and why you want to study at MA level at this particular point. Above all, we're looking for a strong, sustained curiosity about photography.



Ted Duncan

Joint Course Leader Deborah Baker

For many years Deborah has worked as a photographic artist and lecturer. She has taught on numerous photographic degree courses at universities across the UK, including West Surrey College of Art, London Institute, University of Westminster and the University of Central England before moving to Cornwall to work at University College Falmouth in 2003. She's an experienced external examiner for photography and video.

Deborah studied photography at Trent Polytechnic during the 1970s with Paul Hill, Thomas Cooper, John Blakemore and Raymond Moore. She subsequently worked in New York with Ralph Gibson and assisted other artists including Mary Ellen Mark and Robert Mapplethorpe. Her work has been exhibited at major galleries in this country and internationally, and her latest work, *Ghosts in the Nursery*, has recently been exhibited in New York as part of the *Uneasy Spaces* exhibition.

She's currently involved in the research and development of a collaborative photographic project concerning the Lizard Peninsula, involving other international artists and graduates of the MA course.

Joint Course Leader Nancy Roth

Trained as an art historian with a strong interest in photography, Nancy has worked as an art and photography critic, curator, and lecturer. She earned a PhD at the City University of New York in 1996 with a dissertation on the German photomontage artist, John Heartfield. The core of this study was recently published in the *Oxford Art Journal*.

Nancy continues to write criticism for *Source Magazine*, most recently on new work by Susan Hiller and Wendy McMurdo, as well as pursuing a long-term interest in the diverse relationships students of visual media have to writing. The combination of writing, photography and history has stimulated a strong interest in photographic archives, and more broadly in the philosophical work of Vilém Flusser, two of whose books, *Into the Universe of Technical Pictures* and *Writing: Does Writing have a Future?*, Nancy has recently translated from German to English.

Student Profile Oliver Udy

"I decided to do the course to develop my practice further after a few years of finishing my degree. I had just started teaching in further education and doing a part-time MA suited the balance. My main aim was to develop my practice whilst gaining a solid grounding in academic research. The course is good at making you focus on your own work; spending time with others in the same position helps the flow of ideas and the facilities are excellent. I've been published in two journals and my work has been in several shows including *New (Ad)ventures* at the Vitreous Gallery, Truro; *Light Rain* at Dray Walk, Brick Lane, London; *Now We Can Talk* at Woodstock, New York; and *Embark on the King Harry Ferry*. With two other Falmouth graduates I have set up fotonow.org, a Community Interest Company focused on developing photographic research, publishing and commissioning of new photographic work."

Professional Media Practice: Skillset Short Courses for Media Professionals



Campus: Tremough

Mode of study: Part-time blended learning

www.falmouth.ac.uk/mediashortcourses

Today's media industry is a multiplatform, multichannel world characterised by social media, interactivity, and user-generated content. Hungry for fresh ideas and new content, it offers all kinds of creative and business opportunities. But how can professionals make the most of this rapidly evolving landscape?

Falmouth's short courses in Professional Media Practice are designed to allow professionals to understand the challenges of this new media environment and develop the creativity, confidence and new skills to adapt and succeed.

skillset
Media
Academy
Partner



Each course has been developed closely with first-class media partners who really understand the changing industry, and know what skills and knowledge are needed.

Wherever you live or work in the UK, these courses are highly accessible, delivered via one short, face-to-face workshop with full online support. Furthermore, every student receives a bursary towards their fees.

What is Skillset?

Skillset is the industry body for the UK creative media industries, supporting skills and training for people and businesses to ensure the UK creative media industries maintain their world class position.

Falmouth is now a member of the Skillset Media Academy Network – an elite UK-wide group of institutions identified as centres of excellence in practice-based media education and training. The Media Academy at Falmouth builds on the College's strong partnerships with broadcasters, training organisations and media production companies.

What are the Skillset Short Courses?

These courses offer a combination of units that can either be taken individually or combined to work towards a recognised postgraduate qualification, such as a Postgraduate Certificate, a Postgraduate Diploma or an MA in Professional Media Practice.

Focusing on innovation in content creation, exploring new business models and production processes, the courses are driven by industry needs – the product of close, ongoing dialogue with businesses to ensure they're attractive to industry and accessible to media professionals wanting to update their skills.

You can find a full list of the units currently offered online at www.falmouth.ac.uk/pmp

The first three units available in September 2010 are listed below, with more to be added the following year:

Advanced Creative Craft Skills: Storyboarding – From Idea To Animatic

Designed for experienced visual artists and storytellers from a wide range of creative specialisms (including animators, designers, illustrators, artists and filmmakers) who want to progress to story artist and animation director within film/visual effects, games, television, multimedia and corporate industries, this course gives you a thorough understanding of the role of the storyboarding artist. In practical, hands-on workshops, you'll work through the whole storyboarding process, developing storytelling skills and exploring a range of storyboarding techniques from pre-production processes to using professional storyboarding software. You'll also develop, with expert support and guidance, a storyboard that responds to a real-life industry brief.

Developing Creative Content: Developing Multiplatform Ideas

Increasingly, digital content is delivered across a number of platforms including broadcast, online, gaming and mobile. To succeed in this new environment, you need to understand what multiplatform is, what makes a good multiplatform idea, and how to frame and pitch it. Designed for experienced producers and creatives from a range of specialisms (including television, film, music, commercials and publishing) who want to develop their understanding of multiplatform and the opportunities it brings, this course will help you gain up-to-the-minute knowledge of current developments in technologies, creative content and audience behaviours to help you generate your own ideas for multiplatform.

You'll investigate what makes an idea appropriate for multiplatform and current commissioning guidelines, as well as exploring the development processes currently emerging.

Digital Literacy for Business: Business Writing for Online

Intended for content creators within a wide range of backgrounds (including journalism, research, production, writing, PR and marketing) this course develops in-depth knowledge of techniques and strategies for building traffic to your website and generating revenue. Through practical exercises, the course will give you a thorough understanding of writing well for online – for example, structuring content so that it is easy to use, making your website easy to find by writing for search engines, and incorporating different kinds of media such as stills and video into text. Building on these skills, it enables you to create well-written, well-structured websites that result in good search engine positions, increased traffic volumes and a positive user experience that encourages 'stickiness' and return visits.

Who are they for?

The Professional Media Practice Short Courses are designed for professionals who want to get up to speed with the contemporary media industry to enable career progression and development. They'll appeal to professionals from a wide range of backgrounds in the creative media industries – such as television, radio, interactive, music, sound, animation, journalism, post-production, marketing and advertising. The units allow you to develop in-depth understanding of the creative challenges and opportunities involved, broad-based knowledge of themes and issues in digital media, and up-to-date production and craft skills.

The courses are designed for students who are unable to make a long-term commitment to existing postgraduate courses – who are for example in full-time, part-time or freelance employment.

How are they structured?

The courses consist of a series of 20 credit units (each equivalent to 200 hours of study time). You can take one unit or several, making your choice according to your own individual needs and interests.

Each unit offers you the chance to get 20 credits at Master's level, so if you want, you can put a number together and gain a recognised, university accredited qualification:

- Three successful courses (60 credits) gives you a Postgraduate Certificate
- Six successful courses (120 credits) gives you a Postgraduate Diploma
- After that, you can choose to take an additional 60-credit unit that will give you a full MA qualification

All units are credit bearing, but you can choose to pay the appropriate fee and attend any of the short courses to gain new knowledge and skills without submitting an assignment for credits. We understand that for many media professionals the academic award is less important than the opportunity to gain new knowledge and prepare for new challenges and opportunities, so you can choose to register for just one individual unit if desired.

How are they taught?

The units all start with a short (usually two or three days), face-to-face, intensive workshop. The purpose of this initial session is to give you the chance to meet your tutors and other students and introduce you to the unit's key ideas. You'll get the chance to experiment hands-on with kit and techniques, and complete some exercises designed to refresh your creativity and show you what you can do!

Over the following two months or so, you'll develop the project work that you began in the initial workshop with support online from tutors, industry mentors, and the rest of the study group. The beauty of this arrangement is that you can complete the unit anywhere, putting in the hours at any time to suit you.

We expect that each unit will take around 200 hours to complete – this includes the preparatory reading, workshops, project development, online sessions, any viewing or reading that you're asked to do, assignments and so on.

Industry specialists contribute to the residential teaching blocks and are also invited to sit in the online 'hot seat' to debate certain issues and answer your questions.

You'll negotiate your unit assignments with your tutor and can fashion the outcomes of your study to suit your personal needs within your own employment setting. If you decide to undertake the Masters project, this could take the form of a research paper, a piece of practice-led research integrating scholarship and innovative practice, or an innovative production project.

How is the course assessed?

Each unit is assessed by a variety of practical projects, exercises, presentations, exhibition, self and peer-assessment. You can use a variety of media for producing assignments, including written reports, video, website, animation, and photography.

You can elect to take a unit without assessment, but this means that you can't claim 20 credits towards a postgraduate qualification.

Assessment is designed to enable you to demonstrate that you're operating at Masters level and have the capability of leading change and innovation in your area of media practice.

Facilities

The courses use University College Falmouth's first-class Media, Interactive Arts, Design and Photography resources.

Typical Entry Requirements

Most applicants will have two or more years' professional experience in media or other relevant industries. For some of the units, you'll need specific technical or software skills (for full details, please look online at www.falmouth.ac.uk/pmp). Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interviews

After you've applied you'll have the chance to discuss your application with someone from the course team over the phone, or are welcome to arrange a time to meet them at Falmouth in person if you'd prefer. Please contact Admissions to set up these conversations.

Course Leader **Dr Christine Truran**

Previously a producer and director at the BBC, Christine came to Falmouth in 2000 to launch the MA in Television Production. Using her strong industry links to benefit her students through guest lectures, work placements and production partnerships, Christine is keen to bridge the gap between studying and employment, creativity and professionalism. Her current research explores 'virtual narratives' – the impact of interactivity on storytelling within digital media.

MA Professional Writing



Campus: Tremough

Mode of study: Full-time & part-time

www.falmouth.ac.uk/professionalwriting

Do you want to write a novel or screenplay and earn a living from writing at the same time? On this practical, commercially-focused course you can develop the core skills required to write flexibly and effectively, whether it's fiction, non-fiction, marketing copy, magazine features, screenplays or website proposals.

You'll learn how to tailor your work to competitive and fast-moving markets, working on a wide range of projects and assignments. You could find yourself developing characters for a novel or exploring the fundamentals of rhetoric in the morning, then commissioning for an online magazine or working with an external client on a publicity campaign in the afternoon. Some days (and nights!) you'll work on your own initiative, at other times as part of a team.

We've built a strong reputation for giving talented writers the focused skills and knowledge they need to make successful careers in many different areas of the media industry.

Our main aim is to help you develop a high-quality portfolio, together with the confidence and professionalism you'll need to forge a successful career.

All course tutors are professional writers and/or editors, and you'll also have opportunities to learn from some of the country's leading authors and publishing industry insiders. Recent visiting speakers have included: bestselling novelist Robert Goddard; Somerset Maugham Award winner Philip Marsden; Green Wing scriptwriter James Henry; Richard and Judy Book Club authors Patrick Gale and Richard Benson; leading literary agent Mark Lucas; and the BBC's Controller of Continuing Drama Series John Yorke, as well as many high-profile journalists and copywriters.

The Professional Writing MA will help you:

- Gain an understanding of your strengths and weaknesses as a writer
- Develop core writing and research skills that are transferable between media and audiences
- Explore and develop your ideas
- Learn valuable editorial and team skills
- Explore a range of markets and learn how to operate within them
- Become proactive in marketing your work and identifying career opportunities
- Learn strategies for developing and pitching ideas, negotiating, decision-making, working under pressure and meeting tight deadlines
- Produce a portfolio of wide-ranging, high-quality material
- Become familiar with the technology used within the industry
- Demonstrate to potential employers that you can adapt your style to meet any challenge

MA Professional Writing at Falmouth recognises that only by working on real-world projects – or projects that simulate real-world conditions as closely as possible – can you understand and rise to the tough demands of life in the media industry. To complete the course successfully, you'll need an appetite for hard work and the flexibility to adapt your skills to a range of demands.

How is the course structured? How is the course taught?

Full-time

The full-time MA course runs over 45 weeks, October to September. In the first part of the course you take two units that focus on developing core writing skills across a range of formats. You then take two specialist options from a selection that includes fiction, non-fiction, scriptwriting, features writing and writing creatively for business. These enable you to focus on your strengths and career aspirations and start building a portfolio that showcases your abilities.

You also take a unit focusing on research skills and another that introduces you to key aspects of the content industry and how to operate professionally within it. As you progress, you'll develop a proposal for a longer piece of writing in consultation with course tutors. This will form the basis for the independent MA project that you undertake over the summer months.

Part-time

If you want to develop your writing but don't want to quit the day job, relocate or give up other commitments, then the part-time option could be for you. The part-time course is delivered over 90 weeks via a specially designed Virtual Learning Environment that allows you to take part in seminars, workshops and tutorials with tutors and fellow students, listen to and interact with visiting speakers, and participate in team-based writing and editorial projects.

Part-time students follow basically the same syllabus as the full-time course, but take two units focusing on one specialist form of writing rather than two units in different specialisms. Students who wish to develop projects related to their current employment or in order to change career path will be able to do so.

The MA Professional Writing course is delivered by practising industry professionals in an intensive, practical and vocational environment. It's structured around a mix of terrestrial and online seminars, lectures, real-world projects and practical workshops, together with a substantial amount of self-managed work. You'll be encouraged to learn through project work, which may be self-managed or involve collaborative learning.

You'll be immersed in the world of writing from the start of the course, with opportunities to gain experience of various different forms before choosing a specialist area in which to develop a longer project. You'll be encouraged to work in collaboration with other media professionals and develop your own projects and/or business ideas during your time on the course.

Professional Practice

From the outset, you'll be encouraged to shape your work for publication. Many students succeed in placing work in both local and national publications while still on the course. During the second half of the course, you'll be expected to identify and undertake writing-related work experience, or to carry out an industry-focused research project. This feeds into an industry analysis that is submitted for assessment. For part-time students who are also in employment, this analysis could focus on a writing-related aspect of their work, if appropriate.

The course works closely with a number of media organisations, many of which have provided valuable input on professional practice. One of these is the leading business writing agency, The Writer, which offers a bursary each year to an MA Professional Writing student. As well as £2,000 towards course fees, the winner also benefits from hands-on experience at The Writer's London office.

How is the course assessed?

You'll complete work to strict deadlines and undergo assessment at the end of each unit, when you'll be awarded credit points. Final assessment is based on an extended project in the form of a negotiated written piece of work, accompanied by a critical and contextual analysis of the processes that have gone into planning and producing this work.

Facilities

As a full-time student, you'll be able to use our multi-million pound Media Centre at Tremough. High-quality equipment available to borrow for project work includes mini-disc recorders and digital cameras. You'll also be able to use state-of-the-art audio and video studios and editing suites, for instance to produce podcasts and videos of work scripted as part of group projects.

There are excellent library and information services across both campuses, with the library database and collections accessible both within the College and remotely via the internet. Both campuses also offer advanced IT facilities with a range of specialist and general software.

Both full-time and part-time students have access to a Virtual Learning Environment (VLE) through which to communicate with each other and course tutors, critique each other's work, access a range of online resources including a dedicated Writing Research Portal and collaborate on group projects. Please note that access to a broadband-enabled computer will be needed for part-time students to take advantage of the VLE.

Careers

In a world undergoing major upheavals in response to rapid commercial and technological change, building a viable career as a writer demands flexibility, professionalism and up-to-the-minute industry knowledge. These enable our graduates to take advantage of an exceptionally wide range of opportunities in both traditional and new media, as well as in the corporate world, where there is growing awareness that strong writing skills make for good business outcomes. Recent MA Professional Writing graduates are working as magazine publishers, authors, book editors, freelance features journalists, web content writers, corporate bloggers, SEO copywriters, public relations specialists, educational writers, screenwriters and TV script editors.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience. Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

UK applicants will be required to attend an interview and present a portfolio of appropriate work. Your portfolio should include examples of the range of your work, development of ideas, interests and experiences. EU and international students will typically be interviewed by telephone rather than in person and will be asked to submit a portfolio of work online or on CD/DVD.

Graduate Profile **Elfreda Lockley**

“When you’re in a demanding job it’s easy to get stuck in the day-to-day grind, to the extent that you forget what’s really important to you. For me, taking the course was a way of gaining the confidence as a writer that I’d always lacked. It was an amazingly stimulating year for me, and signing a book contract made it seem all the more worthwhile. To be honest, the book that I published last year wasn’t a project that I had in mind when I started the course – but one of the best things about the MA is that it gives you insights into many different kinds of writing. The idea for the book came out of attending sessions on creative non-fiction. The tutor – a very experienced author and editor herself – was extremely helpful in showing us how to package and present book ideas for maximum appeal to publishers and agents.”

Course Leader **Christina Bunce**

With over 15 years’ experience of working as a news reporter, magazine and website editor, author and media consultant, Christina’s inside knowledge of the opportunities open to professional writers is second to none. Determined to differentiate Professional Writing at Falmouth by focusing on teaching students how to make a living from writing, Christina maintains a constant dialogue with key industry players about the kind of skills they are looking for in graduates, shaping the course in light of their input.

<http://professionalwriting.falmouth.ac.uk>

The screenshot shows the homepage of the MA Professional Writing program at Falmouth University. The browser address bar displays "http://professionalwriting.falmouth.ac.uk/". The page features a navigation menu on the left with options like "Home", "Index Board", "Library", "Care", "Learning Space Training", "Staff room", "help?", "About Us", "Guest Speakers", "Old Falmouth Home", and "Profess Staff Profiles". The main content area includes a large graphic with the text "MA Professional Writing at UCF is..." and a "help?" lifebuoy. A central banner reads "MA Professional Writing at UCF is... commercially focused, challenging and different. That's what our graduates set anyway. With a wealth of industry expertise to draw on, a myriad of opportunities to explore and collaborate, and a supportive community of fellow learners, you'll be pushed to take your writing to new levels of creativity - and give the professional skills you need to sell it." The right sidebar contains sections for "help?", "Summer School", "Twitter", "New Students", and "Writing Video Links". The date "Thursday 13 August 2009" is visible in the top right corner.

MA Television Production



Campus: Tremough

Mode of study: Full-time

www.falmouth.ac.uk/televisionproduction

This MA is accredited by Skillset, the UK television industry's official training organisation, as one of its elite Skillset Media Academy courses. The MA has been designed to give your career in TV the best possible start. Hands-on and intensive, it gives you real confidence in producing, researching and directing.

Today's dynamic, exciting TV industry is hungry for talented new entrants with a wide range of skills. To succeed, you must be creative, professional, a problem-solver and team-worker. It's important to be multi-skilled and competent in handling a range of technical equipment. You should be full of ideas, and able to recognise and tell a good story.

Learning from experienced producers and using our state-of-the-art, industry-standard equipment, you'll benefit from our national reputation and strong industry connections. In one focused, practical year, you'll gain experience of everything you need to begin a successful career in television.

Our course tutors are all television professionals who have close contacts with the industry. Passionate about good programme-making, they bring in-depth, wide-ranging and first-hand knowledge of the medium.

The course is full-time and runs for one full year, from October to the following September. It's intensively practical throughout, giving you the chance to develop a wide range of professional skills in TV research, directing, and producing, as well as real technical competence. You'll learn to direct on location and in the TV studio, research and develop ideas for a variety of genres, plan and manage your productions, and use our industry standard filming and editing equipment confidently and creatively.

How is the course structured?

Starting with a series of workshops and exercises, the MA quickly allows you to become a multi-skilled practitioner with in-depth understanding of the whole production cycle. As you progress, you'll focus increasingly on a specialist area and will be able to identify your career entry path. Some students joining the course already have technical know-how and are able to use the generous access to media resources and our supportive technical staff to develop their ideas and skills still further. Others are media beginners, and start the year with a broad-based technical induction. By the year's end, the whole group is multi-skilled, able to work in a variety of production roles and crew for one another.

How is the course taught?

The work is hands-on, intensive and professionally focused. It's taught through a mixture of practical workshops, seminars and tutorials. Following a series of workshops and short practical exercises in production and technical areas, the work quickly moves out of the classroom and onto location.

You'll work with other students in small production teams that mirror industry practice, and sometimes meet at weekends and evenings when your productions require. As your work progresses, your tutors will guide it closely and give regular feedback in individual and small group tutorials.

Professional practice

Regular visiting lecturers from top industry professionals ensure that you're constantly in touch with cutting-edge programme-making and have access to a network of mentors and work experience opportunities. The course team works closely with the TV industry to make sure that we offer you the right combination of professionalism, hands-on experience and creative challenges, so that you can develop the skills that employers require.

Developing your own productions is the keystone of the course. Constantly supported by your tutors, you'll be encouraged to initiate, develop and research ideas for programmes. With regular practice, you'll gain confidence in pitching your ideas to commissioners. As your creativity and professionalism build, you'll be able to produce increasingly demanding projects and work effectively in a variety of roles and programme formats.

In the final term, you'll produce a portfolio (including DVDs, production files and online contributions) that shows the range and quality of your work and is your 'calling card' for entrance to the industry.

In addition to producing your own projects, you'll work closely with other students and crew on their productions. This teamwork is a vital part of your learning, since professional production work is mostly team-based.

As well as helping you to negotiate and communicate in a group, teamwork gives you confidence in a broad range of production and technical roles, and enhances your CV and showreel.

How is the course assessed?

You are assessed through a portfolio of production work, with some written assignments. Assessment at Falmouth is regarded as part of the personal learning process. Therefore you'll be asked to develop peer and self-evaluation skills, which will be used in critical, conceptual, productive and professional capacities.

Facilities

Falmouth's facilities are second to none, and you'll work in our recently refurbished, multi-million pound Media Centre. You'll have generous access to a full range of equipment for studio and location work, including broadcast standard cameras, editing suites, a ProTools recording studio, a Digital Production Suite with a Virtual Studio that uses the latest media technology, and a fully digital multi-camera TV studio and gallery.

Careers

As a graduate of MA Television Production at Falmouth, you'll stand out from the crowd: the industry recognises our students as bright, focused and extremely motivated. We're justifiably proud of our graduates' successes in the industry. Of course, we can never guarantee that you'll secure a job in TV, but the vast majority of our students do; and once they've found their first job, they tend to move upwards quickly.

Our graduates have a broad range of skills and work across the industry, throughout the UK, in Europe and around the world. Examples of recent graduates' jobs include: researchers for a variety of programmes including documentaries, light entertainment, daytime, children's and features; work in TV drama as runners, assistant directors and assistant script editors; development researchers who come up with new ideas for TV programmes; and assistant editors, assistant sound recordists and assistant camera operators.

Typical entry requirements

A degree in a relevant discipline or equivalent combination of academic and professional experience.

Applicants whose first language is not English are required to demonstrate their command of written and spoken English with formal IELTS certification to Level 6.5.

Applications for places on our taught MA courses should be made using the UCAS facility UKPASS: www.ukpass.ac.uk.

Interview

UK applicants will normally be required to attend a selection interview. EU and international students will typically be interviewed by telephone rather than in person.

Graduate Profile **Ben Knapp**

Currently a Creative Producer for Channel Five within the marketing department, Ben works on a range of promotional on-air material which is centred on making trailers for new shows and movies. "This entails everything from brainstorming to script writing, as well as directing live action shoots and cutting clip-based trailers," he says. "It's a tight turnaround and a busy environment, which can be highly satisfying – seeing your work go out on air so regularly. Falmouth really allowed me the freedom and inspiration to develop my skills and prepare for the industry."

Course Leader **Dr Christine Turan**

Previously a producer and director at the BBC, Christine came to Falmouth in 2000 to launch the MA in Television Production. Using her strong industry links to benefit her students through guest lectures, work placements and production partnerships, Christine is keen to bridge the gap between studying and employment, creativity and professionalism. In her research, she's interested in exploring virtual narratives – the impact of interactivity on storytelling within digital media.

MA Television Production on location at Ben Nevis



Personal Profile / MA Television Production graduate:

martin conway the apprentice

“The practical nature of Falmouth's MA enabled me to enter the industry with greater confidence.”

Working on hit BBC television series like *The Apprentice* may seem like a dream for many aspiring producers and directors, but for Martin Conway it's now a reality; one born from hard work, dedication and solid grounding in programme-making that began during his time as an MA Television Production student at Falmouth.

The practical nature of Falmouth's MA enabled me to enter the industry with a greater confidence. It's a very professional environment. You have to come up with programme ideas that you then pitch to a panel of tutors, who then commission them.

You learn about the process of developing an idea, how to write a proposal and the language you learn to use mirrors that of the industry. It's a very practical course too. You learn about the nuts and bolts of programme making at every level; how to be a camera operator, how to record sound, how to edit. All the equipment is industry standard.

You can angle what you do towards your interests. I always wanted to be a director and I wanted to edit and the course allowed me to do this.

All my lecturers were industry professionals; my director tutor was a commercial director who ran his own production company in Soho, my producer tutor also had his own production company and the course leader was an ex-BBC producer. The whole ethos of the course was built around what happens in the real world.

Just like in the industry, we had to find the best people to provide the components we needed to make our programmes – so we worked closely with the Creative Advertising and Multimedia Broadcast Journalism courses. It gets you used to collaborating. Much of TV is a collaborative process; layers and layers, from cameramen and soundmen to editing. You have to opportunity to try all of it.

The skills I acquired at Falmouth meant that I could progress quicker. I would have never called myself a cameraman but Falmouth meant that if someone put a camera in my hands on a shoot, I'd get something decent. The same goes for editing. The first time I was put in an edit as a researcher was less scary because I had been in that position before at Falmouth.

I've worked on all five series of *The Apprentice* and I'm about to start work on the sixth. I started as a researcher and have progressed every year to what I always wanted to do – a producer/director role. I'm involved in the casting; I set up, film and edit the shows. It's the TV I always wanted to make; well-made, well-liked TV that a lot of people watch and I'm very proud to be associated with the programme.

In the current environment, a course like Falmouth is even more worthwhile. There are so many people who want to work in television and if you've got that foundation and those skills it might just make you stand out when someone is going through hundreds of CVs. Falmouth is recognised in the industry; it has become a brand name.

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