

MA Creative Advertising

Congratulations on securing a place and welcome to our 2011/12 MA in Creative Advertising. The course team is looking forward to an extremely stimulating and successful year with you here at Falmouth.

You'll be pleased to hear that some of our 2011 graduates will have their work in next year's D&AD annual. Others have been honoured in the annual YCN and 'The Shelf' awards. Another team won a 'Best New Blood' at the recent D&AD New Blood student exhibition in London.

Furthermore, in the past year, former Falmouth MA Creative Advertising students have secured employment in some of the best agencies around, including 180 Amsterdam, BBH and a much anticipated new start-up agency called 101. So, lots to look forward to!

As you know, this course is highly intensive. There is a great deal to get through in a year, so we will waste no time in getting you started on your first Creative Brief. Please report to the Creative Advertising Studio on the Woodlane Campus at **10.00am** on **Monday 3 October**.

This is the start of your year. It's also your induction week, designed to give you the opportunity to talk over specific aims and objectives with us, and to get to know each other so that the year ahead is productive and enjoyable. Try to have your accommodation sorted out before the first week so that you're relaxed and ready to begin.

What to bring

Pencils, markers and an A3 layout pad are all you need to succeed in advertising (apart from good ideas). If you're buying markers, we suggest investing in a few black Pentel pen permanent markers – N50. This will start you off on the right track and prevent you from getting too detailed and fussy in your drawings. NB: Art Directors -- we advise you to make provision for spending up to £150 on layout pads over the duration of the course.

You will find it useful to have your own laptop, however humble. There is excellent access to computers at UCF, both PC and Mac, but if you're tinkering with ideas at home, it's useful to have your own basic equipment.

There are wi-fi gateways in many locations around the campus, including in our studio. We aim to make you as competent as possible in Photoshop, In Design, Dreamweaver and the rest. Those of you who are very computer literate have indicated at interview that you would be bringing your own software. This is certainly a good idea if you're keen on this area. It's not required, however, for the course or for the traditional agency jobs.

A camera would be a good thing to bring, too. Most likely it's the camera in your phone, of course, but a dedicated, 'real' camera is better. Taking pictures trains your eye, whether you're a writer or art director. Even if you're an average photographer you might well find that taking your own shots will help you communicate visually. Moreover, Cornwall is very photogenic!

What to read

- *D&AD Annuals*, published each year for over 40 years by D&AD. Also, the *D&AD Student Annuals*
- Himpe, T., *Advertising is Dead, Long Live Advertising!* Thames & Hudson.
- Fletcher, W., 2008. *Powers of Persuasion: The Inside Story of British Advertising*. Oxford University Press.
- Ogilvy, D., 2004. *Confessions of an Advertising Man*. Southbank Publishing.
- Crompton, A., *The Copy Book*. Rotovision.



- *The Art Direction Book*. Rotovision (hardcover and paperback but out of print! See if you can get a copy through one of the remainder services like abebooks.co.uk).
- Bullmore, J., *More Bullmore (Behind the Scenes in Advertising)*. NTC.
- Brierley, S., *The Advertising Handbook*. Routledge.
- Arden, P., *It's Not How Good You Are, It's How Good You Want To Be*. Phaidon.
- Barthes, R., *Mythologies*. Vintage Classics and usually available (very affordably) from Amazon.
- Sullivan, L., *Hey, Whipple, Squeeze This: A Guide to Creating Great Ads*. Adweeks Magazine (paperback).
- Truss, L., *Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation*. (Paperback, definitely one for the copywriters! But valuable for everyone)
- Hegarty, J., 2011. *Hegarty On Advertising*. Thames & Hudson

Some of these titles, especially the older ones, can be hard to find, even if you live in the UK. *The Copy Book* and *The Art Direction Book* are sponsored by D&AD (Design & Art Direction), whose yearly annuals showcase the best work worldwide. amazon.co.uk usually lists these books but, irritatingly, they are not always available. If you can't get these books, don't panic – they are available in the Library.

Take a regular look at *Campaign*, the weekly magazine for the UK industry. *Adbusters* and *Creative Review* are also very good trade magazines.

Read lots of magazines and newspapers, especially ones you don't normally look at, so that you begin to understand various target markets, not just your own. It's hard to put on someone else's hat, but that really is half the job. Of course, see films and TV, and seek out some really good writers whose writing is concise and imaginative. Try different genres – poetry, fiction (especially short stories, crime fiction), non-fiction and screenplays. It's all grist to the mill. It's what your future target audiences read and watch.

By the way, I was fortunate to have the late Paul Arden (author of *It's Not How Good You Are...*) as my creative director at Saatchi & Saatchi some years ago. He was one of advertising's most original and clever thinkers.

Websites

D&AD: www.dandad.org

Campaign: www.brandrepublic.com

www.MediaGuardian.co.uk

www.davidreviews.com

In addition, you might like to check out our graduates' work on the website we've created at www.falmouth.ac.uk/advertising.

Blogs

Rory Sutherland, Russell Davies and Dave Trott are especially recommended.

Study Trip

London Study Week – this is scheduled for the **entire week commencing 31 October**. We already have a firm invitation from several leading agencies. It's a required part of our course, so please keep it clear in your diary.

If you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. If you have any questions, please contact Sarah Walker in Admissions on 01326 255852 or sarah.walker@falmouth.ac.uk

During the holidays you will be emailed important information for new students. If you will be away, please ask someone else to check your emails regularly and reply on your behalf.

Have a great summer, and we look forward to seeing you soon.

With best regards

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