

DIGITAL MEDIA AT BODMIN COLLEGE, IN PARTNERSHIP WITH FALMOUTH UNIVERSITY

WELCOME TO FDA DIGITAL MEDIA AT BODMIN COLLEGE, IN PARTNERSHIP WITH FALMOUTH UNIVERSITY.

We are looking forward to you joining the course and being the pioneers of a new generation of digital media professionals.

Your offer

Please remember that if you have been made a conditional offer to study at Bodmin College, your place is subject to meeting those conditions. Conditional means that we are waiting to receive your results, or some more information, before your place is finalised. You can see any conditions in UCAS Track. If you have any questions or concerns, please contact our Admissions team on 01326 213730 or admissions@falmouth.ac.uk.

First week of term

Your first day of attendance will be **Monday 12 September 2016**. Please report to the **FdA Digital Media Centre, Unit 16, Woods Browning Industrial Estate, Bodmin, PL3 11DQ at 10am** where you will meet staff and your first year colleagues.

During your first week you will be given important inductions for both the Digital Media course and the wider Falmouth University campuses in Penryn and Falmouth. We will visit both Falmouth and Penryn campuses on Wednesday 14 September.

Your timetable

Your timetable will be available online on the FdA Digital Media Falmouth University Learning Space, once you have completed your online enrolment and IT induction at the beginning of term. You will also be given the course outline.

Pre-course preparation

Essential

Project: 24 hours on earth

You have from the time you start on **Friday 9 September** until the same time on **Saturday 10 September** to introduce yourself through a minimum of five and maximum of 10 images, or a short unedited film documenting a visual journey of your life over 24 hours.

Record those ordinary fleeting moments; your space, place and connections, those things that root you to this planet, the unique relationships, your possessions, your location, the things that make you. There is no right answer; they could be fictitious, surreal, deteriorated, mixed up or smashed. What they should convey is you; you now, evoking an emotional response to this day in your life.

Look out for the engaging emotive images that convey your story. The challenge is to make your life, familiar objects, surroundings and rituals portray who you are. Ultimately, it is the challenge of photographing ordinary subjects (to you) and bringing them to life. Be observant, but don't take too long agonising over every shot as time will fly past.

Before pressing the shutter in quick response to what you observe, what is it that caught your attention and what response has it evoked? Note down your thoughts, record a narrative.

Use any recording equipment you have: a camera, your phone or your laptop camera, and your voice to tell your story.

Changing your perspective

Take a walk around your subject. Look up at and down on your subject. Instead of zooming your lens in and out, use your feet and walk away from and closer toward your subject. Would shooting from lower down communicate a sense of awe for your subject? What feelings are suggested by changing your distance from your subject?

Emphasise your subject

Identify what is most important in the image. What is it you want viewers to notice first and why? Does making your subject take prominence in your image add to your story and evoke an emotional response, emphasising what you are trying to say?

Look for contrast

Contrasting elements that emphasise your story could be as simple as: large versus small, bright versus dark, subtle versus bold, still versus moving, sharp versus blurred and so on.

Inspiration search online

Search online for these artists to inspire you:

- Hellen Van Meene.
- Elizabeth Bernstein.
- Thomas Demand.
- James Mollison.
- Laura Lewinsky.
- Martina Mullaney.
- Christopher Nunn.
- Kathe Kowalski.
- Jenny Lewis.

Simple edit

Select 5-10 images from your collection to crop, edit and adjust. Alternatively cut and edit your film. Edit your images and film in any application available to you.

Presentation

Choose to present **either**:

- **5-10 still images:** Create a presentation of your images, print them, or create an online portfolio or PowerPoint version.

- **A 5 minute short film:** Edit your footage to create a short film of no more than 5 minutes in length.

Make sure that your presentation is with you, or available online, on your first day with us on **Monday 12 September**.

Reading list

Optional

There are several books you could look at over the summer. We would recommend the following:

Moggridge, B., 2010. *Designing media*. MIT Press. RRP £31.95.

Moggridge, B., 2006. *Designing interactions*. MIT Press. RRP £44.95.

McNeil, J. and Quaranta, D., 2014. *Art and the internet*. Black Dog Publishing. RRP £19.95.

Paul, C., 2015. *Digital art*. Thames and Hudson Ltd. RRP £12.95.

Yates, D. and Price, J., 2015. *Communication design, insights from the creative industries*.

Fairchild Books. RRP £29.99.

You should familiarise yourself with the following links on the Falmouth University website: <http://ask.fxplus.ac.uk/students> for information on study skills and the particularly useful assignment calculator tool <http://ask.fxplus.ac.uk/students/assignment-calculator> which offers a simple way of breaking down assignments to support you to meet deadlines.

You should also visit <https://www.refme.com> and familiarise yourself with Harvard Referencing.

Tuition fees (per year)

2016-17 full-time UK/EU: £6000

During your course

Equipment and material costs

Essential

You will need the following items for the start of the course:

- A5 and A3 Sketchbook, approximately £5 each.
- A backup external hard drive (500GB minimum), approximately £35.

There will be ongoing expenses as the course progresses, particularly digital equipment and consumable materials. We recommend you allow £250 to purchase additional materials and equipment during each year.

Optional

You will have access to a computer for your work in our FdA Digital Media Centre. A laptop is an optional purchase for work outside of the centre. If you wish to purchase a laptop, it does not matter which platform (Apple or Windows) you decide upon, but it should have 16GB RAM, and a large hard drive of 500GB or more. Buy as fast a processor as you can afford. Approximate cost £300.

Study trips and costs

Essential

We are planning a New York study trip during the 2016/17 academic year (February 2017). The total cost of this trip will be £950. You will have the option of paying for this trip in instalments.

Enrolment and Student Terms & Conditions

You will receive an email two weeks prior to the start of term with details of how to enrol online. All students must enrol online before the first day of term in order to be officially registered as a student of Falmouth University. If you plan to receive an undergraduate student loan, you must enrol to have your money released to you.

As part of your enrolment, you will be required to agree to and comply with Falmouth University's Student Terms & Conditions. These Terms & Conditions are important and we encourage you to read them carefully, prior to enrolling online. They can be found on our Regulations, Policies and Procedures web page under 'Student Terms & Conditions' [here](#).

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

We know that there's a lot to do to prepare before the start of your course. If you have any questions at all, please don't hesitate to call our Admissions team for advice on 01326 213730 or email admissions@falmouth.ac.uk.

If you would like to download and print a copy of this email, please go to www.falmouth.ac.uk/new-students/welcome-letters.

Finally, we wish you an enjoyable and creative time before the course starts and we look forward to seeing you in September.

Yours sincerely

Mark Talbot

Course Co-Ordinator, FdA Digital Media

Bodmin College (in partnership with Falmouth University)
Unit 16, Woods Browning Industrial Estate, Bodmin, PL31 1DQ

www.bodmincollege.co.uk

www.digitalmediafda.co.uk

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