

## CREATIVE ADVERTISING AT FALMOUTH

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WELCOME TO MA CREATIVE ADVERTISING AT FALMOUTH.

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 seven of our 2017 students were honoured in the recent annual D&AD New Blood student awards, continuing a long tradition of association and achievement with and through the course's Education Membership of D&AD. This year our students were awarded one Yellow Pencil, three 'Ones to Watch' and three were invited to join the D&AD Academy.

Recently, previous Falmouth MA Creative Advertising graduates have scored many professional successes, including D&AD pencils and in-book awards, Cannes Gold and Silver Lions, Clío awards and 'Ads of the Week' in *Campaign* magazine.

Of special note in the past couple of years was the 'missing type' campaign for blood donation, created at WCRS, part of the Engine group of agencies, by 2014 Falmouth graduates Tom Dixon and Jo Griffin. This campaign has won a number of prestigious industry awards including a professional D&AD nomination, and a Gold in the Public Sector category at the Campaign 'Big Awards' in October 2015. <http://www.campaignlive.co.uk/article/missing-letters-revealed-part-blood-donation-campaign/1350174#>

### Your offer

Please remember that if you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. If you need to ask us anything about your offer, get in touch with our Admissions team on 01326 213730, use Live Chat on our website or email [admissions@falmouth.ac.uk](mailto:admissions@falmouth.ac.uk).

### First week of term

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, Falmouth Campus at 10am on Monday 25 September 2017.**

You can download a copy of the [Penryn Campus map](#) or the [Falmouth Campus map](#) from the Contact page of our website [here](#).

### MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 14 September 2017

This is the link to MyTimetable, your online academic calendar which shows all scheduled learning activities and your course timetable. It will be available from 14 September 2017, however, timetables can be subject to change. To keep up to date, we recommend that you export the feed to your chosen device (mobile, tablet, laptop or desktop). An induction will be offered on the use of MyTimetable during Freshers 2017. Students have access to their

individual student timetables, once they have completed their online enrolment and IT induction.

## **Pre-course preparation**

### **Reading**

#### **Optional**

Arden, P., *It's not how good you are, it's how good you want to be*. Phaidon. RRP £4.79.  
Bullmore, J., *Apples, insights and mad inventors*. John Wiley. RRP £16.99.  
D&AD Annuals; published annually by D&AD. RRP £34.99.  
Horberry, R., & Lingwood, G., *Read me: 10 lessons for writing great copy*. RRP £15.88.  
Ogilvy, D., *Ogilvy on advertising*. Prion. RRP £10.49.  
Kahneman, D., *Thinking, fast and slow*. RRP £6.99.  
Kavounas Taylor, A., *Strategic thinking for advertising creatives*. Lawrence King. RRP £16.49.  
Trott, D., *Predatory thinking*. Macmillan. RRP £8.99.  
Himpe, T., *Advertising is dead, long live advertising!* Thames & Hudson. RRP £19.95.  
Veksner, S., *How to make it as an advertising creative*. Lawrence King. RRP £17.95.  
Kessells, Kramer., *Advertising for people who don't like advertising*. RRP £12.05.  
Ahmed, A., Olander, S., *Velocity*. Vermilion. RRP £12.08.  
Sutherland, R., *The wiki man*. RRP £19.99.

## **Tuition fees (per year)**

2017-18 full-time UK/EU: £8,000

2017-18 full-time International: £15,000

## **During your course**

### **Materials and equipment list and costs**

#### **Essential**

Pencils, marker pens and an A3 layout pad are all you need to succeed in advertising (apart from good ideas). More specifically, we suggest you use a black Pentel N60 permanent marker pen, RRP pack of 12 pens from £10.15.

This will start you off on the right track and prevent you from getting too detailed and fussy in your drawings. Art Directors, please note, we advise you to make provision for spending up to £150 on layout pads over the duration of the course.

#### **Optional**

You will find it helpful to have your own laptop. There is excellent access to computers at Falmouth, 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.

Although this is primarily a course about *ideas*, rather than technology, we aim to help you become as competent as possible in Photoshop, InDesign, After Effects and other relevant software applications. These skills are especially useful if you plan to be an Art Director.

A camera would be a good idea, too. You will have a camera in your phone, of course, but a dedicated, 'real' camera is better. Digital cameras cost approximately £200. 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!

You will more than likely want to enter some work in the D&AD New Blood awards, quite possibly Cannes Future Lions and YCN too. D&AD make a charge for this, currently (with our D&AD membership discount) around £15 per entry. YCN entry is usually free. Cannes Future Lions awards may cost up to £100.

## Reading

### Optional

If you can't find any of the books on the recommended reading lists above, don't panic. Most of them are available in the Library. Take a regular look at *Campaign*, the weekly magazine for the UK industry (see website below). *Adbusters* and *Creative Review* are also very good trade magazines. Creative Review RRP is £90 for a one-year subscription. Both magazines have occasional reduced-price offers for students. RRP for Adbusters is £45 for a one-year subscription.

It helps to 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 sometimes hard to put on someone else's hat, but that really is half the job.

Of course, see films / TV, and seek out some really good writers whose work is concise and imaginative. Try different genres such as poetry, fiction (especially short stories and crime fiction), non-fiction and screenplays. It's all grist to the mill. It's what your future target audiences read and watch.

Also, the following blogs are great:

<http://scampblog.blogspot.co.uk/>  
<http://adcontrarian.blogspot.co.uk/>  
<http://davetrott.campaignlive.co.uk/>

And websites:

<http://www.campaignlive.co.uk/>  
<http://www.dandad.org/>  
<http://www.ycn.org/>

## Study trips and costs

### Essential

London Study Week is scheduled for an entire week in November. We already have a firm invitation from several leading agencies. It's a required part of our course, so you will need to keep it clear in your diary. **Please note, you will need to fund your own travel and accommodation for this week.** Costs: Coach from £40, accommodation from £30 per night. You will also need to consider cost of food and so on.

### Optional

There are often events for Advertising students, especially those organised by D&AD, during Spring and early Summer, during Study Block 2. These usually take place in London. Your attendance at any of these is not compulsory, and is not always possible due to the intensive

nature of the course. If you do attend, it must be by negotiation with the course team and will be at your own expense.

## **Exhibitions**

### **Essential**

The D&AD New Blood exhibition is an important fixture for the course. We have taken a stand there each year for more than 20 years. The show is usually held during three days in the first week of July. The University pays for the cost of the stand(s), but please be prepared to organise and pay for your travel and accommodation. Costs: Coach from £40, accommodation from £30 per night. You will also need to consider cost of food and so on.

From the beginning of July until the end of the course in August, there are no more organised lectures or tutorials in Falmouth. This means you don't need to come back to Falmouth after the New Blood show, unless of course you want to. So, if you decide to stay in London, as many students have in previous years, you will not need accommodation in Falmouth beyond the end of June. During this period, while continuing to work on your final assignment (your portfolio and website), you will most likely be on the hunt for agency placements.

## **Enrolment and Student Terms & Conditions**

You'll get an email two weeks before the start of term telling you how to enrol online. You'll need to enrol before the first day of term to officially register as a student of Falmouth University and receive an undergraduate student loan.

When you enrol, you'll need to agree to and comply with the University's Student Terms & Conditions. These Terms & Conditions are important and we encourage you to read them carefully, before enrolling. You can find them under 'Student Terms & Conditions' on our [website](#).

Over the next few weeks we'll email you more important information about your course and life at Falmouth. If you're going to be away or out of contact, make sure you ask someone to check your emails and reply on your behalf.

We know all of this can seem overwhelming and preparing for your course can involve a lot. So we're here to help. If you have any questions at all, just get in touch with Admissions on 01326 213730, use Live Chat on our website or email [admissions@falmouth.ac.uk](mailto:admissions@falmouth.ac.uk).

Finally, we wish you an enjoyable and creative time before the course starts and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely

**Jack Kramer**

Course Co-ordinator, MA Creative Advertising

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