

MA CREATIVE ADVERTISING AT FALMOUTH

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 eight of our 2016 students are honoured in the annual D&AD New Blood student awards. At the time of writing we are making plans for our exhibition stand at the New Blood show in London, continuing a long tradition of association and achievement with and through the course's Education Membership of D&AD.

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, and 'Ads of the Week' in *Campaign* magazine.

Of special note in the past year 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 have any questions or concerns, please contact our Admissions team on 01326 213730 or 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 19 September 2016**.

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

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 before the first week so that you're relaxed and ready to begin.

MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 1 September 2016

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 1 September 2016, 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' week. Students will have access to their individual student timetables, where appropriate, once they have completed their online enrolment and IT induction.

Pre-course preparation

Reading

Essential

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.
Horberrry, 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.
KessellsKramer., *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)

2016-17 full-time UK/EU: £6,500

2016-17 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. You can expect to pay £200 – £300 if buying one. 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 WiFi 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 £100 – £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

If you can't find any of the books on the essential and optional 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 also website below). *Adbusters* and *Creative Review* are also very good trade magazines. RRP for Campaign is £12 for 12 weeks, online and print edition. Creative Review RRP £90 for a one year subscription. Both magazines have occasional reduced-price offers for students. RRP for Adbusters £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 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 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 the entire week commencing 31 October 2016. 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. **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 3 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 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 the 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 coming weeks, 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.

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.

Have a great couple of months, and we look forward to seeing you soon.

With best regards

Chris Waite

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