

## CREATIVE ADVERTISING AT FALMOUTH

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WELCOME TO BA(HONS) CREATIVE ADVERTISING AT FALMOUTH.

You are about to embark on a journey that will lead to a rewarding and fulfilling career. You'll challenge yourself, you'll surprise yourself and you'll have a lot of fun on the way. You'll be rewarded for being non-conformist, for thinking differently and for being creative. Here are some things you'll need and some things you'll need to know.

### Your offer

If you have a conditional offer, your place is subject to meeting those conditions. This means we're waiting to receive your results or some more information before your place can be finalised. You can see these conditions using [UCAS Track](#)

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

Your first day of attendance will be **Monday 18 September 2017**. Please come to the **Abbott Studio, Falmouth Campus** at **9.30am** for a welcome talk and general get together.

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

#### Essential

Please read these three short books over the summer:

Arden, P., 2003. *It's not how good you are, it's how good you want to be*. Phaidon Press Ltd. RRP £4.79.

Arden, P., 2006. *Whatever you think, think the opposite*. Penguin. RRP £8.99.

Young, J., 2003. *A technique for producing ideas*. McGraw-Hill Advertising Classic. RRP £6.99.

#### Optional

Here's a list of other books that you may find useful. These are insightful books written by creative people for creative people who work in advertising. They're not required reading as such, but a collection of some of the better works.

Harrison, S., 2012. *Changing the world is the only fit work for a grown man*. RRP £11.99.

Sullivan, L., 2012. *Hey, whipple, squeeze this: the classic guide to creating great ads*. RRP £11.48.

You can also follow the interests of our advertising students, staff and alumni at

<https://www.pinterest.com/adatfalmouth>

The course blog is available here:

<https://theschoolofcommunicationdesign.wordpress.com/category/bahons-creative-advertising/>

### **Equipment list and costs**

#### **Essential**

You will also need an A3 portfolio with a zip and approximately 12 removable plastic sleeves before you arrive here. Cost approximately £20.

We supply layout paper for doing roughs but you will need to buy felt pens from our art shop on campus. We'll show you which pens you'll need when you arrive.

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

2017-18 full-time UK/EU: £9,250

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

### **During your course**

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

##### **Essential**

You will require a laptop for the course. Macs are preferred but a PC is fine. Costs range from about £400 to £1200. You will be using the Adobe suite (appx. £25 per month via the Creative Cloud) and Microsoft Office. Student prices vary for both but you can decide and sort it out once you've arrived.

We also have fully loaded desktop Macs available for use on site.

### **Reading list and costs**

#### **Essential**

##### **Strategy & Planning module (Year 1)**

Kavounas Taylor, A., 2013. *Strategic thinking for advertising creatives: 11 essential steps to creativity*. RRP £12.

##### **Consumer Behaviour module (Year 2)**

Cialdini, R.B., 1993. *Influence: the psychology of persuasion*. Collins, London. RRP £7.69, Kindle edition £3.99.

#### **Optional**

##### **Dissertation module (Year 3)**

Either: Fill, C., 1995. *Marketing communications*. RRP £59.86.

Or: Pickton, D., Broderick, A., 2005. *Integrated marketing communications*. RRP £77.45.

Please note purchase is optional as both books are available as eBooks in the library.

### **Study trips and costs**

#### **Essential**

In the first semester, all first year students have a very important scheduled three-day study trip to London during which you will visit a number of advertising agencies. Costs will vary depending on your accommodation and travel options. As a guide, you should expect to pay from £40 for a coach trip and from £30 per night for accommodation. You will also need to consider the cost of food and socialising.

#### **Optional**

In Year 3, students may wish to participate in the three-day D&AD New Blood event in London in July. Costs will vary depending on your accommodation and travel options. As a guide, you should expect to pay from £40 for a coach trip and from £30 per night for accommodation. You will also need to consider the cost of food and socialising.

### **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

**Jono Wardle**

Senior Lecturer BA(Hons) Creative Advertising

**Falmouth University**

Falmouth Campus, Woodlane, Falmouth, Cornwall TR11 4RH

01326 253635

[jono.wardle@falmouth.ac.uk](mailto:jono.wardle@falmouth.ac.uk)

[www.falmouth.ac.uk](http://www.falmouth.ac.uk)