

CREATIVE ADVERTISING AT FALMOUTH

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.

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. 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, please contact Sarah Batchelor on 01326 213786 or sarah.batchelor@falmouth.ac.uk

First week of term

Your first day of attendance will be **Monday 14 September 2015**. Although you are joining us in Year 2 (Level 5), please do come and join the Year 1 (Level 4) students in the **Abbott Studio, Falmouth Campus** at **10am** for a welcome talk.

Your first week at Falmouth will be an induction and orientation week. There will be important inductions for both the Creative Advertising course and the wider university, in addition to a number of social activities. You will also be given course outlines and timetables.

MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 1 September 2015

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 2015, 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.

Materials and equipment

You will require a laptop for the course – Macs are preferred but a PC is fine. You will need an A3 portfolio with a zip and a dozen or so removable plastic sleeves before you arrive here.

Reading

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.

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

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

Here's a list of other books that you may find useful. They're not required reading as such but a collection of some of the better works.

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

Sullivan, L., *Hey whiplie, squeeze this*.

These are insightful books written by creative people for creative people who work in advertising. You can also follow the interests of our advertising students and staff at [pinterest.com/adatfalmouth](https://www.pinterest.com/adatfalmouth)

The course blog is available here:

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

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.

Finally, if you have any queries about the course, please do not hesitate to contact me. I look forward to you joining us in September.

Yours sincerely

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