

GRAPHIC DESIGN AT FALMOUTH

WELCOME TO BA(HONS) GRAPHIC DESIGN AT FALMOUTH.

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**. Please report to **Reception, Falmouth Campus** at **10.30am** and ask for Ashley Rudolph, the second year co-ordinator.

On **Monday 21 September 2015** we will start proceedings with a meeting in the Fox 4 Lecture Theatre at **11.30am**. It is important that you attend this meeting, as you will meet the Stage 2 tutors and be given a lot of information about the forthcoming year. Full details will appear on the Learning Space in mid-September.

We also have a small project brief for you to consider and make before you return, which is listed below in this email. Please complete it and bring along with you on the first day back.

For your information, the term dates for next year are as follows:

Autumn Term: 21 September – 4 December 2015

Spring Term: 4 January – 24 March 2016

Summer Term: 18 April – 10 June 2016

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.

Equipment list

If you own a 35mm SLR or digital camera, you will find this useful. Falmouth also has photographic equipment which can be booked for free.

Reading recommendations for the next few weeks

Hollis, R., 2002. *Graphic design: a concise history*. Thames & Hudson.

Meggs, P. B., 2006. *Meggs history of graphic design*. John Wiley & Sons.

Baines, P & Hasla, A., 2005. *Type & typography*. Laurence King.

Elam, K., 2004. *Grid systems: principles of organizing type*. Princeton Architectural Press.

Johnson, M., 2012. *Problem solved (2nd Edition): A primer in design, branding and communication*. Phaidon.

Crow, D., 2006. *Left to right: the cultural shift from words to pictures*. AVA Academia.

Roscam Abbing, E., 2010. *Brand driven innovation: strategies for development and design*. AVA Academia.

Summer Brief

Background

When you join us, you will begin a module called 'Consumerism'. This is a chance to get under the skin of how graphic design responds to and generates new insights and experiences for a given brand. A key challenge when working in this area is being able to communicate the essence of a series of values that tell the story of a product or service; distilling a problem in the most meaningful way for your desired audience.

Objective

Create a single piece of packaging to contain and communicate an emotion, experience or memory from your holiday. How might you bottle a feeling from a distant beach, box an adventure from a challenging journey, bag a sense of freedom, a tin of boredom or a tube of poolside relaxation? Whatever you decide, you should choose a pack form most relevant for your story and one that will be able to sit on a shelf easily. It should be no taller than 300mm and not wider/deeper than 200mm; think shapes and packaging seen on your average supermarket shelves.

Importantly select one memory or experience. What is at the 'heart' of your packaged story, what name can you give it and how will you design the visual language and graphics to support the idea. It may also be useful to look at the language of brands in supermarkets as well, so to inform how you define your own package's 'look and feel'.

Think of the name carefully too. You could give it a clear and simple name or invent a new, more descriptive, one. Finally create the overall pack design, front, back and sides (*or label on a tin or bottle for example*) and bring along the piece as a 3D mock-up on 21 September 2015.

Your fellow students are your audience.

Deadline

How much time you spend is down to you but it should not take you longer than 2 or 3 days maximum. Please then bring with you for the deadline at 11.30am, on Monday 21 September 2015.

During the summer you will be emailed important information for new students from several offices within the university. If you are going away, please ask someone to check your emails regularly and respond on your behalf.

We look forward to seeing you in September.

Yours sincerely

Bryan Clark
Head of Graphic Design

Falmouth University
Falmouth Campus, Woodlane, Falmouth, Cornwall, TR11 4RH

bryan.clark@falmouth.ac.uk

www.falmouth.ac.uk