FALMOUTH UNIVERSITY

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 or concerns, please contact our Admissions team on 01326 213730 or admissions@falmouth.ac.uk.

First week of term
Your first day of attendance will be **Monday 12 September 2016**. Please report to the **School of Communication Design Building Reception, Falmouth Campus** at **10.30am** to meet Ashley Rudolph, the second year co-ordinator. His email contact details are
ashley.rudolph@falmouth.ac.uk

On **Monday 19 September 2016** 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 (our online teaching resource) in mid-September.

You can download a copy of the Falmouth Campus map from the Contact page of our website here.

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

Study Block One:
19 September 2016 - 20 January 2017
15 Weeks

Study Block Two:
23 January - 26 May 2017
15 Weeks

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
Over the summer we encourage you to keep a sketchbook of your experiences and also to keep an eye on design news through design blogs and magazines, so that when you arrive you can get up to speed quickly with your project work. To help this, please complete the following short project. Costs associated with this project should only be around £10-£30. If you wish to buy any design magazines these are normally between £5 and £10 per copy, although there are a lot of great free design blogs online.

Summer project
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 one 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 packaging 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.

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, 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 package 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 19 September 2016.

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 19 September 2016.

Tuition fees (per year)
2016-17 full-time UK/EU: £9,000
2016-17 full-time International: £15,000

During your course
Materials and equipment list and costs
Essential

We would expect you to arrive with all the usual studio kit. You should allow at least £200 for the studio kit outlined below:

- 2016/17 academic year diary.
- A3 layout pads or sketchbooks.
- Scalpel and blades such as Swan Morten (10a blades most useful).
- 12 inch plastic ruler.
- 12 inch metal ruler.
- Selection of graphite pencils (3B to HB).
- Retractable pencil (basic).
- Pritt Stick.
- Masking tape.
- Plastic eraser.
- Glue (spray mount/PVA).
- Fine line pens (black, red, blue).
- Memory stick (USB).

You will also need to allow for ongoing annual printing costs for projects and experimentation undertaken, which can be between approximately £150 and £350.

Optional

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. If you wished to purchase your own camera, the approximate costs can be between £300 and £1000 plus, depending on your preference for camera choice.

A laptop is piece of equipment most students use on a regular basis. Industry standard is Apple Mac, with software including Adobe Creative Cloud InDesign, Illustrator, Photoshop and After Effects. This is likely to be one of the bigger investments you will make whilst studying graphic design. The university has IT suites available at both the Falmouth and Penryn campus, with laptops available on short term loan. The Graphic Design Studios also have a small number of computers in them. However, if you wish to purchase your own, expect to pay between £300 and £1000 for the computer and around £200 for software.

Reading list and costs

Below are the books you will require for the first semester of Year 2 of the course. You will be given further reading lists for the rest of the course as you progress. All of the books are available in the University Library or can be found new/used online. You may wish to buy certain books and should allow up to £300 for this across the duration of the course.

Essential

Kingsley, P. 2016. The New Odyssey. Guardian Faber. RRP £14.
Hollis, R., 2002. *Graphic design: a concise history*. Thames & Hudson. RRP £10.
Meggs, P. B., 2006. *Meggs history of graphic design*. John Wiley & Sons. RRP £13.
Baines, P & Hasla, A., 2005. *Type & typography*. Laurence King. RRP £3.
Elam, K., 2004. *Grid systems: principles of organizing type*. Princeton Architectural Press. RRP £15.

Johnson, M., 2012. *Problem solved* (2nd Edition): *A primer in design, branding and communication*. Phaidon. RRP £30.
Crow, D., 2006. *Left to right: the cultural shift from words to pictures*. AVA Academia. RRP £8.
Roscam Abbing, E. 2010. *Brand driven innovation: strategies for development and design.* AVA Academia. RRP £30.
Price, J, Yates, D. 2015. *Communication Design: Insights from the Creative Industries. Bloomsbury*, London. RRP £27.

Exhibitions & events
Optional
There are a number of events, exhibits and conferences that take both within, and outside of, Cornwall, which students often take advantage of. These are generally organised by the students themselves, and are at the student's discretion, as they do not form a core requirement of the course. Whilst you can visit regional exhibitions for little expenditure, you could spend up to £500 on more regular visits to national or European events.

Students also sometimes visit the D&AD New Blood exhibition in July of the second year, and more specifically in the final year. This is a showcase of some of the top graduate work of that year from the UK, across Europe and the rest of the world. This would cost between £100 and £300, depending on preference for travel and accommodation for each of both years.

In the final year specifically, we usually run other network or portfolio events. Like D&AD, we arrange the event itself, but students are required to make their way to London and to arrange accommodation where necessary. Occasionally, students will stay on in London and make use of the time to contact agencies. Depending on accommodation and travel choice, you may need to allow up to £250 for this altogether.

Study trips
Optional
In the first semester we have a study trip to visit professional design studios in London. The trip lasts for between three and five days, although some students spend the whole week in London, to visit galleries and other exhibitions. This is not a mandatory trip, although a great opportunity to visit some of our finest studios and really put your own emerging design interests into context. There is an alternative trip to Amsterdam, but this is now fully booked.

For the trip to London, you will organise your own transport and accommodation. Costs associated with going to London are partly dependent on your own preferences; whether taking public transport, staying with friends, or in a hotel or hostel. Therefore allow between £100 and £400 pounds for this trip.

We are considering a study trip to San Francisco for late May/early June 2017, which will be aimed at final year students. It is still in the planning stage, and estimated costs are in the region of £1200–£1300. Details will be confirmed in the autumn. We wanted to also let you know about this, as depending on uptake, there may be some places available to second year students. We will confirm availability later in the year.

As with all trips and equipment purchases, costs can fluctuate during the course of the three years you will be with us, so these figures are intended to give a helpful guideline as to what costs you may encounter.

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.

Staff will largely be on leave or pursuing their own work until the start of term. However, we will all be back early in September to finish getting the studios ready for your arrival. Please do think about your year ahead, and come ready with questions on the first day back.

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.

Yours sincerely

Bryan Clark
Head of Graphic Design

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