

## GRAPHIC DESIGN AT FALMOUTH

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WELCOME TO BA(HONS) GRAPHIC DESIGN AT FALMOUTH.

### 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 <https://trackucas.com>

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** at the beginning of induction week prior to the start of the main study block. Please report to the **School of Communication Design Building , Falmouth Campus** at **10.30am** to meet Bryan Clark, Head of Graphic Design.

This is the week when you'll meet your course mates, course tutors and the university staff. There will be important inductions for both the course and the wider university, in addition to a number of social activities. You will also be given course outlines and timetables.

The induction week is extremely important, as it will introduce you to the many facilities and services at Falmouth that will support you through your studies over the next few years. We will give you a timetable for the week on arrival and introduce you to some of the key staff that you will be working with.

On **Monday 25 September 2017** we will start proceedings with a meeting in the **Fox 4 Lecture Theatre** at **1.30pm**. 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 letter. 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:

#### Study Block One:

*(Induction week 18 – 22 September 2017)*

25 September 2017 - 15 December 2017 / 12 weeks

8 January 2018 - 26 January 2018 / 3 Weeks

#### Study Block Two:

29 January - 23 March 2018 / 8 weeks

9 April - 1 June 2018 / 8 weeks

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**

### **Project**

#### **Essential**

#### **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 25 September 2017.

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 it with you for the deadline at 11.30am, on Monday 25 September 2017.

#### **Reading**

#### **Essential**

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 & Haslam, A., 2005. *Type & typography*. Laurence King.

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

Johnson, M., 2012. *Problem solved (2<sup>nd</sup> 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.

### **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 should allow at least £200 for the studio kit outlined below:

- 2017/18 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 Falmouth and Penryn campuses, 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 £1800 for the computer and around £200 for software.

## **Exhibitions & events**

### **Optional**

There are a number of events, exhibits and conferences that take place 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 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 of the second year, we have a study trip to visit professional design studios in London or Amsterdam. The trip lasts between three and five days, although some students spend the whole week in London, to visit galleries and other exhibitions. These are not mandatory trips, although they are a great opportunity to visit some of our finest studios in the industry and really put your own emerging design interests into context.

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.

For the Amsterdam trip, the cost is normally around £250 for coach transport and hostel accommodation, plus approximately £25 per day for food. We will let you know the details of this trip at the end of your first year.

Another optional trip that we are currently developing for final and some second years is a study trip to San Francisco, for this year only. However, there may be other trips planned during your time at Falmouth, as these allow us to explore the global nature and challenges of the subject. Currently estimated costs are in the region of £1200–£1300 for this trip. As mentioned, it may be in future years that other international cities are visited, but in the meantime this provides a rough idea of other travel costs you may wish to consider for a study trip of this type.

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'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

**Bryan Clark**

Head of Graphic Design

The School of Communication Design

**Falmouth University**

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