

## FDA DIGITAL MEDIA AT BODMIN COLLEGE, IN PARTNERSHIP WITH FALMOUTH

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WELCOME TO FDA DIGITAL MEDIA AT BODMIN.

We are looking forward to you joining the course and being the pioneers of a new generation of digital media professionals. 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 <https://track.ucas.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

You'll begin your course on **Monday 18 September 2017**. Please report to the **FdA Digital Media Centre, Unit 16, Woods Browning Industrial Estate, Bodmin, PL3 11DQ** at **10am** where you will meet staff and your first year colleagues.

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. We will visit both Falmouth and Penryn campuses on Wednesday 20 September.

### Your timetable

Your timetable will be available online on the FdA Digital Media Falmouth University Learning Space, once you have completed your online enrolment and IT induction at the beginning of term. You will also be given the course outline.

### Pre-course preparation

#### Essential

#### Project: 24 hours on earth

You have from the time you start on **Friday 15 September** until the same time on **Saturday 16 September** to introduce yourself through a minimum of five and maximum of 10 images, or a short unedited film documenting a visual journey of your life over 24 hours.

Record those ordinary fleeting moments; your space, place and connections, those things that root you to this planet, the unique relationships, your possessions, your location, the things that make you. There is no right answer; they could be fictitious, surreal, deteriorated, mixed up or smashed. What they should convey is you; you now, evoking an emotional response to this day in your life.

Look out for the engaging emotive images that convey your story. The challenge is to make your life, familiar objects, surroundings and rituals portray who you are. Ultimately, it is the challenge

of photographing ordinary subjects (to you) and bringing them to life. Be observant, but don't take too long agonising over every shot as time will fly past.

Before pressing the shutter in quick response to what you observe, what is it that caught your attention and what response has it evoked? Note down your thoughts, record a narrative.

Use any recording equipment you have: a camera, your phone or your laptop camera, and your voice to tell your story.

### **Changing your perspective**

Take a walk around your subject. Look up at and down on your subject. Instead of zooming your lens in and out, use your feet and walk away from and closer toward your subject. Would shooting from lower down communicate a sense of awe for your subject? What feelings are suggested by changing your distance from your subject?

### **Emphasise your subject**

Identify what is most important in the image. What is it you want viewers to notice first and why? Does making your subject take prominence in your image add to your story and evoke an emotional response, emphasising what you are trying to say?

### **Look for contrast**

Contrasting elements that emphasise your story could be as simple as: large versus small, bright versus dark, subtle versus bold, still versus moving, sharp versus blurred and so on.

### **Inspiration search online**

Search online for these artists to inspire you:

- Hellen Van Meene.
- Elizabeth Bernstein.
- Thomas Demand.
- James Mollison.
- Laura Lewinsky.
- Martina Mullaney.
- Christopher Nunn.
- Kathe Kowalski.
- Jenny Lewis.

### **Simple edit**

Select 5-10 images from your collection to crop, edit and adjust. Alternatively cut and edit your film. Edit your images and film in any application available to you.

### **Presentation**

Choose to present either:

- 5-10 still images: Create a presentation of your images, print them, or create an online portfolio or PowerPoint version.
- A 5-minute short film: Edit your footage to create a short film of no more than 5 minutes in length.

**Make sure that your presentation is with you, or available online, on your first day with us on Monday 18 September.**

## Reading list

### Optional

There are several books you could look at over the summer. We would recommend the following:

Moggridge, B., 2010. *Designing media*. MIT Press. RRP £31.95.

Moggridge, B., 2006. *Designing interactions*. MIT Press. RRP £44.95.

McNeil, J. and Quaranta, D., 2014. *Art and the internet*. Black Dog Publishing. RRP £19.95.

Paul, C., 2015. *Digital art*. Thames and Hudson Ltd. RRP £12.95.

Yates, D. and Price, J., 2015. *Communication design, insights from the creative industries*.

Fairchild Books. RRP £29.99.

You should familiarise yourself with the following links on the Falmouth University website: <http://ask.fxplus.ac.uk/students> for information on study skills and the particularly useful assignment calculator tool <http://ask.fxplus.ac.uk/students/assignment-calculator> which offers a simple way of breaking down assignments to support you to meet deadlines.

You should also visit <http://www.citethisforme.com> and familiarise yourself with Harvard Referencing.

### Tuition fees (per year)

2017-18 full-time UK/EU: £6700

### During your course

#### Equipment and material costs

##### Essential

You will need the following items for the start of the course:

- A5 and A3 Sketchbook, approximately £5 each.
- A backup external hard drive (1TB minimum), approximately £45.

There will be ongoing expenses as the course progresses, particularly digital equipment and consumable materials. We recommend you allow £250 to purchase additional materials and equipment during each year.

##### Optional

You will have access to a computer for your work in our FdA Digital Media Centre. A laptop is an optional purchase for work outside of the centre. If you wish to purchase a laptop, it does not matter which platform (Apple or Windows) you decide on, but it should have 16GB RAM, and a large hard drive of 500GB or more. Buy as fast a processor as you can afford. Approximate cost £450.

### 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 [falmouth.ac.uk/student-regulations](http://falmouth.ac.uk/student-regulations).

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

**Mark Talbot**

Course Co-ordinator, FdA Digital Media

**Falmouth University**

Penryn Campus, Penryn Cornwall TR10 9FE

Bodmin College (in partnership with Falmouth University)

Unit 16, Woods Browning Industrial Estate, Bodmin PL31 1DQ

[www.bodmincollege.co.uk](http://www.bodmincollege.co.uk)

[www.digitalmediafda.co.uk](http://www.digitalmediafda.co.uk)

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