

## COMMUNICATION DESIGN AT FALMOUTH

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WELCOME TO MA COMMUNICATION 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. 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 25 September 2017**. Please report to your introductory meeting in the **MA Communication Design Studio**, in the School's building at **10am**. This is at the lower end of the Falmouth Campus.

Your first week at Falmouth will cover various inductions as you get used to the campus and facilities. We'll also be getting going straight away with course introductions and project briefings, in addition to social activities. You will also be given course outlines and further timetable detail.

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

There are two essential requirements we would like you to complete before starting your course. Firstly, you should sharpen up your proposal in the form of an A4 written summary. This may be a development of what you have already submitted as part of your application to the course. This forms a catalyst for your next steps, and will also help inform initial tutorials.

Secondly, we would like you to prepare a five-minute presentation of your creative story to date, how you work and your creative process. This can be digital or you could use objects or

print-outs; it's really up to you. This will be shared with other students in the first couple of days of the course.

## **Reading**

### **Optional**

Before the start of the course you should begin to consider the postgraduate journey ahead of you. This can centre on the specific detail of your own interests and initial focus point for the MA, but also look more broadly at the cultural, political and societal changes that are affecting the subject.

Keep up to date with national and international news and look to build knowledge in your particular area of interest. Equally, you should keep abreast of more general developments in the creative industries and the arts, through the reading of publications and blogs. We have a good collection of journals at Falmouth for when you arrive but should you wish to buy any beforehand, allow between £5 and £10 per copy. Examples of these include Creative Review, AdBusters, Idea, Communication Arts, Eye. Online you will find itsnicethat, designweek, dezeen, grafik, dieline, dandad, aiga, designcouncil, artscouncil, craftscouncil and ico-d to be useful.

## **Exhibitions & events**

### **Optional**

Leading up to the start of the course, we would also recommend you visit any exhibitions, conferences or creative events that maybe near you.

## **Tuition fees (per year)**

2017-18 full-time UK/EU: £8,000

2017-18 full-time International: £15,000

## **During your course**

### **Reading list and costs**

All of the books for the course 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.

### **Essential**

Laurel, B (Ed)., 2003. *Design research: methods and perspective*. MIT, Netherlands. RRP £26.

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

Bloomsbury, London. RRP £27.

### **Optional**

Brook, T. Shaughnessy, A., 2009. *Studio culture: the secret life of the graphic design studio*. Unit Editions, London. RRP £20.

Bowell. T. Kemp, G., 2010. *Critical thinking: a concise guide*. Routledge, London. RRP £23.

Collins, H., 2010. *Creative research; the theory & practice of research for the creative industries*. AVA. RRP £30.

De Bono, E., 2009. *Lateral thinking: a textbook of creativity*. Penguin, London. RRP £10.

Fletcher, A., 2001. *The art of looking sideways*. Phaidon, London. RRP £20.

Robson, C., 2002. *Real world research: a resource for social scientists and practitioner-researchers*. Blackwell Publishers, Oxford. RRP £46.

## **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:

- 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 may also need to allow for other 'making' costs, which would be dependent on the development of your particular MA project interests. Therefore, whether making films, printing books, objects, digital interfaces or prints, you might need further finance of between £100 - £500.

### **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 a piece of equipment most students use on a regular basis. The 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 communication 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 £1800 for the computer and around £200 for software.

## **Exhibitions & events**

### **Optional**

During the course of your study, you may also wish to make independent visits in your spare time to key exhibitions in the UK. There are some that occur in Cornwall, in which case costs will be minor (up to £20 for local transport and admission), but if you wish to travel to London or further afield, you may need to allow up to £250 for accommodation and travel expenses. You could spend up to £500 on more regular visits to national or European events; however, this is not a core requirement of the course and is at an individual student's discretion.

## **Study trips and costs**

### **Essential**

The key essential cost associated with the course is for the three-day Interim London show that occurs in the final semester. Costs associated are dependent on your own preference for travel and accommodation; whether staying with friends, or in hotel or hostel accommodation. Therefore, allow between £100 and £400 pounds as an approximate guide for this.

### **Optional**

Potentially we may run a three- to four-day study visit to London or another European city, which will be in the first or second study blocks. If this takes place, costs would be in the vicinity of between £200 and £400 for transport and accommodation.

## **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

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