

## MA CREATIVE ADVERTISING

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WELCOME TO MA CREATIVE ADVERTISING AT FALMOUTH.

The course team is looking forward to an extremely stimulating and successful year with you here at Falmouth.

You'll be pleased to hear that six of our 2015 students are honoured in the annual YCN awards and our students will be exhibiting work as usual at the annual D&AD New Blood show in London.

Recently, previous Falmouth MA Creative Advertising graduates have scored many professional successes, including D&AD pencils and in-book awards, Cannes Gold and Silver Lions, and 'Ads Of The Week' in *Campaign* magazine. Of special note was the Grand Prix in the Promotion and Activation category at Cannes, won by ex-Falmouth student Hollie Newton, now a Creative Director at Grey London, for the Volvo 'Life Paint' campaign.

### First week of term

As you know, this course is highly intensive. There is a great deal to get through in a year, so we will waste no time in getting you started on your first Creative Brief. Please report to the **Creative Advertising Studio, Falmouth Campus** at **10am on Monday 21 September**.

This is the start of your year. It's also your induction week, designed to give you the opportunity to talk over specific aims and objectives with us, and to get to know each other, so that the year ahead is productive and enjoyable. Try to have your accommodation sorted out before the first week so that you're relaxed and ready to begin.

### 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.

### What to bring

Pencils, marker pens and an A3 layout pad are all you need to succeed in advertising (apart from good ideas). More specifically, we suggest you use a black Pentel N60

permanent marker pen. This will start you off on the right track and prevent you from getting too detailed and fussy in your drawings. Art Directors, please note, we advise you to make provision for spending up to £150 on layout pads over the duration of the course.

You will find it helpful to have your own laptop. There is excellent access to computers at Falmouth, both PC and Mac, but if you're tinkering with ideas at home, it's useful to have your own basic equipment. There are WiFi gateways in many locations around the campus, including in our studio.

Although this is primarily a course about *ideas*, rather than technology, we aim to help you become as competent as possible in Photoshop, InDesign, After Effects and other relevant software applications. These skills are especially useful if you plan to be an art director.

A camera would be a good idea, too. You will have a camera in your phone, of course, but a dedicated, 'real' camera is better. Taking pictures trains your eye, whether you're a writer or art director. Even if you're an average photographer you might well find that taking your own shots will help you communicate visually. Moreover, Cornwall is very photogenic!

#### **A selection of suggested books from our reading list**

- Barry, P., 2008. *The advertising concept book: think now, design later*. Thames & Hudson.
- Arden, P., 2001. *It's not how good you are, it's how good you want to be*. Phaidon.
- Bullmore, J., 2003. *More Bullmore (behind the scenes in advertising)*. D&AD Annuals; published annually by D&AD.
- Horberry, R., & Lingwood, G., *Read me: 10 lessons for writing great copy*.
- Ogilvy, D., 2008. *Ogilvy on advertising*. Prion.
- Kahneman, D., *Thinking, fast and slow*.
- Kavounas Taylor, A., *Strategic thinking for advertising creatives*. 2013. Lawrence King.
- Fletcher, W., 2008. *Powers of persuasion, the inside story of British advertising*.
- Trott, D., 2009. *Creative mischief*.
- Himpe, T., *Advertising is dead, long live advertising!* Thames & Hudson.
- Conrad Levinson, J., Rubin, C., *Guerrilla advertising*.
- Veksner, S., 2010. *How to make it as an advertising creative*. Lawrence King.
- KessellsKramer, *Advertising for people who don't like advertising*.
- Ahmed, A., Olander, S., *Velocity*.
- Hegarty, J., *Hegarty on advertising and Hegarty on creativity*.
- Sutherland, R., *The Wiki Man*.
- (Rory Sutherland, Vice-Chairman of Ogilvy UK, is our Visiting Professor at Falmouth)

If you can't find all of the above books, don't panic, most of them are available in the Library. Take a regular look at Campaign, the weekly magazine for the UK industry (see

also website below). Adbusters and Creative Review are also very good trade magazines.

It helps to read lots of magazines and newspapers, especially ones you don't normally look at, so that you begin to understand various target markets, not just your own. It's hard to put on someone else's hat, but that really is half the job.

Of course, see films and TV, and seek out some really good writers whose writing is concise and imaginative. Try different genres such as poetry, fiction (especially short stories and crime fiction), non-fiction and screenplays. It's all grist to the mill. It's what your future target audiences read and watch.

Also, the following blogs are great:

<http://scampblog.blogspot.co.uk/>

<http://adcontrarian.blogspot.co.uk/>

<http://davetrott.campaignlive.co.uk/>

And websites:

<http://www.campaignlive.co.uk/>

<http://www.dandad.org/>

<http://www.ycn.org/>

You will notice all the YCN student award winners are from Falmouth! They are mostly from this course, but also our BA(Hons) Creative Advertising and BA(Hons) Graphic Design.

### **Study trips and exhibitions**

London Study Week is scheduled for the entire week commencing 2 November 2015. We already have a firm invitation from several leading agencies. It's a required part of our course, so please keep it clear in your diary. **Please note, you will need to fund your own travel and accommodation for this week.**

The D&AD New Blood exhibition is usually 3 days during the last week of June, or first week of July. Again, please be prepared to organise and pay for your travel and accommodation.

### **The final 10 weeks of the course**

From the beginning of July until the middle of September, the hand-in deadline for your final assignment, you will most likely be on the hunt for agency placements (the tutors will help you look for these) and/or working on your Contextual Review. The Review is a largely student-directed project. There are no more organised lectures or tutorials after the end of June. This means you don't need to come back to Falmouth after the New Blood show, unless of course you want to! So, if you decide to stay in London, as many students have in previous years, you will not need accommodation in Falmouth beyond the end of June.

During the holidays 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.

If you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. If you have any questions, please contact Sarah Walker in Admissions on 01326 213730 or [sarah.walker@falmouth.ac.uk](mailto:sarah.walker@falmouth.ac.uk).

Have a great couple of months, and we look forward to seeing you soon.

With best regards

**Chris Waite**

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