

# FALMOUTH

## UNIVERSITY

### MA CREATIVE ADVERTISING

Dear [NAME]

Welcome to MA Creative Advertising at Falmouth.

We're getting in touch with some important information about your course that will help you as you prepare to join us.

At the end of this letter, you will find a suggested reading list. It's not essential that you complete the reading before you start the course, but if you're looking forward to your studies and can't wait, we recommend these texts as inspiring reading.

You will also find a list of equipment that you should bring with you, as well as any other costs that you might incur throughout your course.

Your academic experience will be predominantly in person with some courses using a small amount of digital resources to support your learning. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth.

If you are eligible for a loan from Student Finance and have not yet applied, please do so immediately to ensure the loan is approved before you enrol. Once you enrol you are liable for the tuition fees. You can find more information from the Student Loans Company at: [www.gov.uk/government/organisations/student-loans-company](http://www.gov.uk/government/organisations/student-loans-company) Advice on managing your finances whilst studying can be found on the University's website here: [falmouth.ac.uk/study/student-funding/how-much-does-it-cost](http://falmouth.ac.uk/study/student-funding/how-much-does-it-cost)

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 there is a lot to think about before you start at university. So, we're here to help. If you have any questions, just get in touch with Applicant Services on +44(0)1326 213730, use LiveChat on our website or email [applicantsservices@falmouth.ac.uk](mailto:applicantsservices@falmouth.ac.uk)

Finally, we wish you an enjoyable summer and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely,

**Anthony Swede**

Course Leader, MA Creative Advertising

## Getting started

### 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 the Falmouth [Applicant Portal](#)

If you need to ask us anything about your offer, get in touch with our Applicant Services team on +44(0)1326 213730, use LiveChat on our website or email [applicantsservices@falmouth.ac.uk](mailto:applicantsservices@falmouth.ac.uk)

### 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 your student loan, if you've applied for one.

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

### Tuition fees (per year)

£8,950 per year - full-time UK

£17,460 per year - full-time EU/international

### Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be published in early September. After you've enrolled, you can view it via the Student Portal at [falmouth.myday.cloud/](http://falmouth.myday.cloud/) or the Falmouth University App. You can download the app by searching the Google Play Store or Apple Store.

### Step into Falmouth induction sessions

These online workshops are designed to provide advice and guidance on settling into university life.

The live sessions are scheduled to take place across six weeks in July and August. Some of them will also be recorded so you can watch them back at a time that suits you. More information can be found at [falmouth.ac.uk/experience/new-students/step-into-falmouth](http://falmouth.ac.uk/experience/new-students/step-into-falmouth)

### Term dates

You can find our term dates on the website at [falmouth.ac.uk/experience/term-dates/term-dates-2023-24](http://falmouth.ac.uk/experience/term-dates/term-dates-2023-24)

Teaching and assessment will be throughout the full 15 weeks of the study blocks.

You'll begin your course on **Monday 25 Sept 2023**.

Your timetable will show you where you need to go and when on Monday 25 September and throughout the week.

This is the week when you'll meet your course mates, course tutors and University staff. There will be important inductions to both your course and the wider University facilities and services.

## Suggested Reading

### Optional

- Arden, P., 2003. *It's not how good you are, it's how good you want to be*. Phaidon. RRP £4.79.
- Bullmore, J., 2006. *Apples, insights and mad inventors*. John Wiley. RRP £16.99.
- D&AD Annuals; published annually by D&AD. RRP £34.99.
- Horberry, R., & Lingwood, G., 2014. *Read me: 10 lessons for writing great copy*. RRP £15.88.
- Ogilvy, D., 2007. *Ogilvy on advertising*. Prion. RRP £10.49.
- Kahneman, D., 2011. *Thinking, fast and slow*. RRP £6.99.
- Kavounas Taylor, A., 2013. *Strategic thinking for advertising creatives*. Lawrence King. RRP £16.49.
- Trott, D., 2013. *Predatory thinking*. Macmillan. RRP £8.99.
- Himpe, T., 2008. *Advertising is dead, long live advertising!* Thames & Hudson. RRP £19.95.
- Veksner, S., 2010. *How to make it as an advertising creative*. Lawrence King. RRP £17.95.
- Kessells, Kramer., 2013. *Advertising for people who don't like advertising*. RRP £12.05.
- Ahmed, A., & Olander, S., 2012. *Velocity*. Vermilion. RRP £12.08.
- Sutherland, R., 2011. *The wiki man*. RRP £19.99.

If you can't find any of the books on the recommended reading lists above, don't panic. Most of them are available in the library. Take a regular look at *Campaign*, the online magazine for the UK industry. *Adbusters*, *Creative Review* and *Archive* are also very good trade magazines and again, all are available in the library.

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 sometimes hard to put on someone else's hat, but that really is half the job.

Of course, watch films/TV, and seek out some really good writers whose work 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 websites are industry touchstones:

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

[www.dandad.org](http://www.dandad.org)

[www.ycn.org](http://www.ycn.org)

## Materials, equipment and course costs

### Essential

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, RRP pack of 12 pens from approx. £10.00.

This will start you off on the right track and prevent you from getting too detailed and fussy in your drawings. Please note, we advise you to make provision for spending up to £150 on layout pads over the duration of the course. Rough layout paper is also freely available in the studios.

### Nice to have

Your academic experience will be predominantly in person with some courses using a small amount of digital resources to support your learning. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth.

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 lean more towards Art Direction.

A camera would be a good idea. You will have a camera in your phone, of course, but a dedicated, 'real' camera is better. Taking pictures trains the 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!

You will more than likely want to enter some work in the D&AD New Blood awards, quite possibly Cannes Future Lions and YCN too. D&AD make a charge for this, currently (with our D&AD membership discount) around £15 per entry. YCN entry is usually free. Cannes Future Lions awards may cost up to £100.

## Study trips and costs

### Essential

London Study Week is scheduled for an entire week, usually in November we're hoping to visit several leading agencies again this year. It's a required part of our course, so you will need to keep it clear in your diary. Please note you will need to fund your own travel and accommodation for this week. Approximate costs: Coach £50 and accommodation from about £40 per night. You will also need to consider the cost of food and so on.

### Optional

There are often other events for Advertising students (especially those organised by D&AD) throughout Spring and early Summer during study block two. These usually take place in London. Your attendance at any of these is not compulsory and is not always possible due to the intensive nature of the course. If you do attend, it must be by negotiation with the course team and will be at your own expense.

## Exhibitions

**Essential**

The D&AD New Blood exhibition is an important fixture for the course. We have taken a stand there each year for more than 20 years. The show is usually held during three days in the first week of July. The University pays for the cost of the stand(s), but please be prepared to organise and pay for your travel and accommodation. Approximate costs: Coach £50, accommodation from about £40 per night. You will also need to consider the cost of food and so on.

From early July until the end of the course in late August, there are no more organised lectures or tutorials in Falmouth. 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 much beyond the end of June. During this period, while continuing to work on your final assignment (your portfolio and website), you will most likely be networking and on the hunt for agency placements.