

## BA(HONS) CREATIVE ADVERTISING

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Dear

Welcome to (BA)Hons Creative Advertising.

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 list of equipment that you should bring with you, as well as any other costs that you might incur throughout your course that are not covered by your student loan.

Your academic experience will be predominantly in person with some courses using some 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 may find it beneficial to have 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.

### **Student Finance**

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: [gov.uk/government/organisations/student-loans-company](https://www.gov.uk/government/organisations/student-loans-company) If you are paying for your tuition yourself please check out [falmouth.ac.uk/study/tuition-fees](https://falmouth.ac.uk/study/tuition-fees). 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](https://falmouth.ac.uk/study/student-funding/how-much-does-it-cost)

### **Student Support**

We know the prospect of coming to university can feel overwhelming but we're here to support you every step of the way. You can find an overview of the support available to you once you get here at this link [falmouth.ac.uk/experience/support](https://falmouth.ac.uk/experience/support)

To help us provide you with the right support during your time at Falmouth, if you have a disability, health condition or Specific Learning Difference (SPLD), you should apply for an Individual Learning Plan (ILP). This document suggests simple adjustments to your academic experience, tailored to your needs. By disclosing early, we can ensure that the necessary support is in place before you begin your journey with us. Find out how to apply here [studyhub.fxplus.ac.uk/accessibility-inclusion/ilps](https://studyhub.fxplus.ac.uk/accessibility-inclusion/ilps)

If you don't have a formal diagnosis of an SPLD such as dyslexia, dyspraxia, or ADHD but think you might, our free online screening tool, the Do-It Profiler can help. It's like a quiz that helps pinpoint any areas where you might need extra support. More information and a link to the Profiler can be found here [studyhub.fxplus.ac.uk/accessibility-inclusion/spld-screening](https://studyhub.fxplus.ac.uk/accessibility-inclusion/spld-screening)

# FALMOUTH UNIVERSITY

## Step Into Falmouth

In the coming weeks, you can join our Step into Falmouth programme, designed to provide advice and guidance to help you to settle into university life. This programme includes a range of informative and supportive videos you can view at a time that suits you, followed by live online events in August where you can meet our staff, current and new students. More information can be found at [falmouth.ac.uk/experience/new-students/step-into-falmouth](https://falmouth.ac.uk/experience/new-students/step-into-falmouth)

## Student Mentors

Before September, if you have any questions, you can join the Student Mentor team on Discord to talk about the course, living in Cornwall and what to expect at Falmouth. Our mentors are already studying on your course, so ask them anything you like. Find them at [falmouth.ac.uk/experience/new-students/mentoring](https://falmouth.ac.uk/experience/new-students/mentoring). Alternatively, email your name and your course to: [studentmentors@falmouth.ac.uk](mailto:studentmentors@falmouth.ac.uk) and they will be in touch.

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 few weeks before the start of term and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely,



Dr Cui Su  
Head of Subject & Course Leader, BA (Hons) 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 on your UCAS Hub <https://accounts.ucas.com/account/login>

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

### Tuition fees (per year)

2024-2025 full-time UK: £9,250

2024-2025 full-time EU/International: £17,950

### Term dates

Term dates can be found at [falmouth.ac.uk/experience/term-dates/term-dates-2024-25](http://falmouth.ac.uk/experience/term-dates/term-dates-2024-25)

Welcome Week starts on Monday 16 September for first year students.

Study Block one begins on 23 September and teaching and assessment will be throughout the full 15 weeks of the study blocks.

### Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be published from 9 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. It will also be accessible at [mytimetable.falmouth.ac.uk](http://mytimetable.falmouth.ac.uk).

### Welcome Week

After you have enrolled, your timetable will show you where you need to go and when on Monday 16 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, in addition to social activities organised by the University and Students' Union.

## Pre-course preparation

I recommend reading this book over the summer:

Taylor, K. A., 2013. *Strategic thinking for creatives*. Laurence King Publishing. RRP £11.

You may also wish to familiarise yourself with these award-winning advertising and marketing campaigns, free to access and view on the D&AD Digital Annuals:

<https://www.dandad.org/en/d-ad-annual-must-read-advertising-design-book/>

## Course equipment and costs

You will require a laptop for the course. Macs are preferred but a PC is fine. Costs range from about £400 to £1500. You will be using the Adobe Creative suite which as a Falmouth student, you will be able to access at a heavily discounted rate of £16.24 per month. You will also need a reliable broadband connection (if you are living in university accommodation you will have this).

We supply layout paper for doing scamps but you will need to buy felt pens from our art shop on campus. We'll show you which pens you'll need when you arrive.

Some printing costs will be needed when setting up your degree exhibitions and this will cost about £50-£100 depending on the nature of your work.

### Highly Recommended - the 'Live @ AMATA Pass'

AMATA is Falmouth University's arts centre, offering a diverse year-round programme of exciting performances and productions, from monthly comedy nights to fantastic live music, trailblazing new theatre and dance.

The programme complements our portfolio of degrees and enables students to experience high quality, contemporary performances on their doorstep.

Students can purchase a one year Live @ AMATA Pass which offers five tickets for £25. This represents a 50% reduction on our standard student ticket price of £10.

You will be able to view the programme at [falmouth.ac.uk/arts-centre](https://falmouth.ac.uk/arts-centre) from August 2024. However, the Live @ AMATA Pass is available now to book at [falmouth.ac.uk/arts-centre/visit/tickets#live-pass](https://falmouth.ac.uk/arts-centre/visit/tickets#live-pass)

Please note: If a parent or guardian is purchasing on behalf of a Falmouth University student, the account should be set up in the student's name, using their email address.

## **Study trips**

All first-year students have a scheduled three-day study trip to London during which you will visit a number of advertising agencies. Costs will vary depending on your accommodation and travel preferences. As a guide, expect to pay about £600 for the whole trip, including food and socialising.

In your final year, students may wish to participate in the three-day exhibition and festival event in London in July. Costs will vary depending on your accommodation and travel preferences. As a guide, expect to pay about £600 for the whole trip, including food and socialising.