

## MA COMMUNICATION DESIGN

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Dear

Welcome to MA Communication Design 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. There's also a simple project that we'd like you to prepare before you arrive.

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. Given the majority of industry use Apple platform products, this would normally be our first recommendation, however if a PC is preferred, or finances are limited, then the decision is yours. However, you would just need to make sure that your laptop can run the Adobe Creative suite of programs. 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)

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](http://falmouth.ac.uk/experience/new-students/step-into-falmouth)

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.

# FALMOUTH UNIVERSITY

We know there is a lot to think about before you start postgraduate study 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,

A handwritten signature in black ink, appearing to read 'Lizzie Ridout', written in a cursive style.

Lizzie Ridout  
Course Leader, MA Communication Design

## 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 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: £9,200

2024-2025 full-time 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)  
Study Block 1 starts on Monday 23 September for postgraduate students.

### Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be available 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).

After you have enrolled, your timetable will show you where you need to go and when on Monday 23 September and throughout the week.

### Student Support

We know the prospect of starting postgraduate study 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 [falmouth.ac.uk/experience/support](http://falmouth.ac.uk/experience/support)

## Pre-course preparation

### **Project: essential**

Before starting your course, we would like you to prepare a ten-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 printouts; it's really up to you. This will be shared with other students in the first couple of days of the course. We would also like you reflect on the reasons you have for joining the MA, possible directions you would like the year to take and themes you might like to explore. This presentation will act as a catalyst for your next steps and will also help inform initial tutorials.

### **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. Examples of these include Creative Review, AdBusters, Idea, Communication Arts and Eye. Online you will also find It's Nice That, Design Week, Eye on Design, Dezeen, D & AD, Design Council, Arts Council, Colossal, Hyperallergic, and We Made This.

### **Exhibitions & events: optional**

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

### Course equipment and costs

#### Essential

A laptop will be an essential piece of equipment along with a reliable broadband connection (if you are living in University accommodation you will have this).

Although there are Macs in the studio and IT suites, it is strongly recommended that you have a laptop (Windows or Mac) capable of running the Adobe Creative Suite (InDesign, Illustrator, Photoshop and After Effects). This is likely to be one of the bigger investments you will make whilst studying communication design and could cost between £300 and £1800 for the computer and around £200 for software. The system requirements to run the software can be found here: [www.helpx.adobe.com/uk/creative-suite/kb/cs6-system-requirements.html](http://www.helpx.adobe.com/uk/creative-suite/kb/cs6-system-requirements.html)

We would expect you to arrive with all the usual studio kit. You should allow at least £200 for the studio kit outlined below:

- 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.
- 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.

The key essential cost associated with the course is for an Interim exhibition that occurs at around the mid-point of study. There will be costs associated with the making of your exhibit, so allow between £50 and £200 for this.

#### 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.

#### 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**

We will potentially 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 approximately between £200 and £400 for transport and accommodation.

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.

## Reading lists

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

- Banks, J. 2016. *Branding: In Five and a Half Steps*. Thames & Hudson Ltd, London. £24.41
- Buchanan, I. 2018. *A Dictionary of Critical Theory*. Oxford University Press, Oxford. £9.75
- Gaarder, J. *Sophie's World*. 2015. Weidenfeld & Nicholson, London. £6.74
- Tharpe, B, & Tharpe, S. 2020. *Discursive Design*. MIT, Chicago. £21.63

### Optional

- Bowell, T., & Kemp, G., 2010. *Critical Thinking: A Concise Guide*. Routledge, London. £24.99
- Collins, H., 2010. *Creative Research*. AVA. £28.29
- DiSalvo, E., 2012. *Adversarial Design*. MIT, Chicago. £19.88
- Dunne, A, & Raby, F., 2014. *Speculative Everything: Design, Fiction, and Social Dreaming*. MIT, Chicago. £21.54
- Fletcher, A., 2001. *The Art of Looking Sideways*. Phaidon, London. £29.95
- Kahneman, D., 2011. *Thinking, Fast and Slow*. Farrar, Straus and Giroux, New York. £9.77
- Laurel, B (Ed), 2003. *Design research: methods and perspective*. MIT, Netherlands. £31.71
- McAlhone, B., 2016. *A Smile in the Mind: Witty Thinking in Graphic Design*. Phaidon Press, London. £15.38
- Orwell, G., 2013. *Politics and the English Language*. Penguin, London. £1.99
- Price, J., & Yates, D., 2015. *Communication design: Insights from the creative industries*. Bloomsbury, London. £24.59
- Shaughnessy, A., 2009. *Studio culture: the secret life of the graphic design studio*. Unit Editions, London. £45.50