

MA CREATIVE ADVERTISING

Dear

Welcome to MA 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.

We've also included some suggested reading. You will have access to all the reading resources from the library when you arrive on campus, but if you're looking forward to getting stuck in, this is a good place to start.

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.

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. 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

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

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 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

FALMOUTH UNIVERSITY

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,

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

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

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
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/ 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.

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

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

www.dandad.org

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.

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 from August 2024. However, the Live @ AMATA Pass is available now to book at 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.