



## **MA Creative Advertising**

### **Additional Course Costs**

**There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, employment activities, DBS and/or other security checks.**

Additional course costs for MA Advertising are outlined below:

#### **Books and other Texts**

Students will be required to purchase texts and journals to support their study programme. The minimum, average cost of books for students studying on a degree course is assumed as £100 per year.

#### **Printing**

We recommend a minimum budget of £50 per year for basic printing/photocopying costs. Additionally, there may be additional costs associated with photographic or portfolio printing which can range from £50 -80 per year. Costs are estimated and are entirely dependent on individual choice of presentation, paper stock, size etc.

#### **Equipment/Materials**

**Computer.** You need your own laptop as much of your work will be created and presented from it. Most of the course runs on Macs but it's up to you. BNU provide desktops in the studio and in the uni as a whole for you to use to conduct research, but for presentations you will need your own laptop. Average MacBook cost is £1,220 plus new, £600-£700 second hand. If you are considering purchasing a computer, remember that discounts are available with proof of your student status, so you may want to wait until you are enrolled before any purchase. Software to have on it Adobe Creative Cloud, which gives you InDesign: PhotoShop, AfterEffects, Acrobat (around £16 a month) Microsoft package is important, but you get that free as a student. but it is also worth investing in a USBC- HDMI adaptor so you can connect to any presentation equipment both within BNU and in outside venues (£20-£30) Also, a USB memory stick is good to have in case all else fails (£15.00)

**Sketchbooks.** You will need a sketchbook to write down thoughts and scamp up initial ideas. They range from £5 - £20 depending on quality. You may need more than one of these as the course progresses.

#### **Study Trips**

Study trips to London, and trips to agencies as work-based learning experiences for certain marked modules, and also as part of the Mentor scheme, will cost between £100 and £200. We will endeavour to limit travel costs by making appointments outside expensive travel hours, but sometimes these are not within our scope of influence. A student railcard might be a good option to supplement these costs (cost £30 a year)

#### **In year or end of year exhibitions and projects**

On completion of your degree we will stage a degree show in the studio for you and your parents to attend, plus there may be a chance to exhibit major projects at a venue in London with potential employers present. These costs for these can be discussed in detail with your course team. Materials costs for this will vary depending on scale and selection and could be between £200 - £800.

#### **Graduation**

Graduation costs per student are estimated at £100 - £200 total. This is an optional cost for all students' as attending graduation is not a requirement in order to have a degree conferred.