BUCKINGHAMSHIRE
NEW UNIVERSITY

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YOUR JOINING INSTRUCTIONS

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THE BNU WELCOME

Welcome to Buckinghamshire New University!

We are looking forward to you joining our **BA (Hons) Creative Advertising Top Up** course in September.

At BNU we pride ourselves on the support we offer our students to succeed in their academic learning and on creating graduates ready for employment. This pack has been created by the BNU Welcome Team and your course leader, **Andy Imrie,** to provide you with information that you will need for a successful start at BNU. Please read it carefully before you join us.

Your Welcome Week will run from **Monday 20th September to Friday 24th September 2021** at our **High Wycombe Campus** and we are currently putting together your detailed timetable of activities. We are aiming to have this with you by the start of September, but in the meantime as further plans are put into place regarding how you will join BNU and your Welcome activity we will add details to the Welcome area of our website. Please check the site regularly to ensure you have the most up-to-date information available.

ABOUT YOUR COURSE

On this creative advertising course, we have a reputation for nurturing creative individuals able to think on their feet and adapt to an industry in a constant state of change.

We'll encourage you to experiment and push your ideas and gain in confidence when taking risks. You'll have every opportunity to improve your skills and not worry about getting things wrong. Making mistakes is an important part of the creative process.

From our own dedicated studio, you'll only be taught by agency professionals both as dedicated tutors and visiting guests. They will help develop you as individuals, helping you think in different ways and voice your opinions for effect.

You will gain a better understanding of people and gain insights into how they think, behave and act you will learn to apply creative problem-solving to create targeted and innovative communications and solutions to a diversity of briefs. Above all you will develop as a creative thinker and problem solver.

To aid your development you will learn practical skills and experience both digital and traditional processes and technologies. These range from Adobe Creative Suite to letterpress and silkscreen printing, photography film making, and sound design are integral to most things we do.

Year three is about getting yourself ready to take the ad world by storm. Doing your final project work, crafting your website, networking and saying, 'Hey adland, here I am, come and get me.' It's time to create your future.

You will write ads, create campaigns, launch websites, go viral online, make Tv commercials, develop podcasts. We will immerse you in the agency world from the word go. Everything you do on the course is working towards you getting your first job in the sector. Your year three modules are as follows:

- Agency
- Final Major Project Creative Combined Independent (optional)
- Final Major Project Creative Independent (optional)
- Final Major Project Creative Team (optional)
- Critical and Historical Studies - Dissertation

On your first day you will need to bring something to write with and something to write on, or if you prefer you can bring a laptop. For the advertising sessions please bring:

- A3 sketch pad or layout pad.
- Note Pad.
- Black markers – thin and thick.
- A selection of coloured markers.
- Blu Tack.

Please Note: Over the duration of the Creative Advertising course you will need a computer – ideally a laptop and preferably a MacBook. Most students do invest in their own laptop at some point during their studies, however you are not required to do so as we have a number of Macs in the studio, Mac suites in the school and computers in the library for your use. 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

- Adobe InDesign: PhotoShop, AfterEffects.
- Microsoft Office: Word, PowerPoint (or Keynote), Acrobat.

You will also need

- Layout pads - A3.
- Sketchbook - whatever size you like.
- Roll of white lining paper (wallpaper).
- Address book - for your contacts.
- Scrapbook and notepad.
- Pritt Stick.
- Post-it notes.
- Perspex ruler with cutting edge.
- Scalpel or craft knife (not Stanley knife).
- Black Pantone markers.
- Selection of coloured markers.
- Masking tape, Blu Tack - to put your work up.
- Crayons, pencils, paints, rubber, etc.
- USB Memory stick - comes in various sizes.
- Camera or high-quality phone camera.
- Equipment box / case.
- A file / folder to keep course notes, briefs etc.
- A3 Portfolio case.
- Google Maps!

Your recommended reading to aid you in your studies is as follows:

- Any D and Ad Annual
- Any One Show Annual
- The Copy Book - D and AD Publication
- Confessions of an Advertising Man - David Ogilvy
- Hey, Whipple Squeeze this - Luke Sullivan
- Hegarty On Advertising - John Hegarty
- Remember Those Great Volkwagen Ads - David Abbott, Alfredo Marcantonio
- Bill Bernbach's Book; A History of Advertising That Changed the History Of Advertising - Bob Levenson
- It's Not How Good You Are, It's How Good You Want to be - Paul Arden
- Damn Good Advice - George Lois
- Ogilvy On Advertising - David Ogilvy / Miles Young.
- Zag - Marty Neumeier
- The Art Direction Book - D and Ad Publications
- The Storytelling Book - Anthony Tasgel
- The Advertising Concept Book; Think Now Design Later - Pete Barry
- Failed It - Erik Kessels
- Creative Mischief - Dave Trott
- Smile in the Mind - Beryl McAlhone
- Serious Creativity - Edward De Bono
- Advertising, for people who hate Advertising - Erik Kessels
- Frenemies - Ken Auletta
- Hegarty On Creativity; there are no rules - John Hegarty
- The Anatomy Of a Humbug - Paul Feldwick.
- Whatever you Think, Think the Opposite - Paul Arden

Details of your pre-joining project can be found at the end of this pack.

ENROLMENT

When you've had acceptance of your place at BNU, you will receive an email inviting you to enrol – you might have already received this so check your inbox. Please follow the instructions on that email of how to set up your IT account and then enrol using the online form.

Details on how to enrol can also be found here and if you have not submitted the enrolment form please do so immediately. This will ensure that you will have access to all University systems and allow us to confirm registration with student finance if required.

You should have received communications from the University providing you with your eight-digit BNU Student ID Number which you will need to set up your IT account and access all IT services. If you have not received your student number please contact admissions@bucks.ac.uk.

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THE BNU WELCOME

Photograph
In readiness for your enrolment, please send in a photograph of yourself before joining us. You can email us a photo (JPEG format please) of yourself to student.centre@bucks.ac.uk. Please list the subject line as "Student ID" and in your email please include the following information:

- Your student ID (if you know it)
- Your full name (include all forenames and surname)
- Your date of birth
- The name of the course you will be starting

ID / Qualifications Check
During the enrolment process you will require your passport as proof of ID, or in the absence of your passport your EU / EEA National Identity Card or your Birth / Adoption Certificate with confirmation of your National Insurance number. You will also require proof of your qualifications. Please ensure you have these documents available prior to joining us.

YOUR TIMETABLE

Your timetable for your first week with us will be provided to you closer to your start date. Your timetable for your first semester will also be available online nearer the time.

ACCOMMODATION

Once you have been given a conditional or unconditional offer and you have accepted BNU as your first choice, application information will be sent out automatically, via email to the email address you gave UCAS. For 2021-22 entry, we plan to be in contact in June onwards to all students that have made BNU their Firm choice. We will continue to contact new applicants regularly after this point.

The application process is completed online and we'll stay in touch by email as your application progresses.

BURSARIES

At BNU we offer an impressive package of scholarships and bursaries to make sure that all our students can reach their potential.

Please visit our Bursaries and Scholarships page to find out more about additional financial support that you may be entitled to.

INCLUSION, DIVERSITY AND DISABILITY TEAM

Did you know that the government offers Disabled Students' Allowances (DSAs) to help meet the extra costs of studying that some students face as a direct result of a disability?

Our Team are here to help ensure that you get the most from your experience at university in an inclusive learning environment. We support students with a range of disabilities, including Dyslexia and other specific learning difficulties, mental health conditions, Autism Spectrum Disorder, physical disabilities, sensory disabilities such as visual or hearing impairments, and long-term medical conditions.

We can assist qualifying students in making a claim for Disabled Students' Allowance and we also offer support and advice on disclosing your disability to your course team to help ensure that reasonable adjustments are in place. Your first step in accessing the support we can offer is to register with us. Please contact us via disability.service@bucks.ac.uk to introduce yourself and make arrangements for a registration appointment.

For more information on DSA or to start your claim, visit: https://www.gov.uk/disabled-students-allowance-dsa/how-to-claim.

YOUR STUDENTS' UNION

When you enrol at BNU you will automatically become a member of Bucks Students' Union, one of the top SU's in the country, and you will have the opportunity to enrich your student experience by taking part in a diverse and exciting range of social, recreational and developmental activities. You don't need to join and there are no fees involved, with membership giving you access to sports, events and entertainment, societies, skills training and workshops alongside recreational activities and much, much more. All of these services and activities are free to join through the Big Deal. Whatever your passion or interest, the union has a lot to offer, no matter how you study - full time, part time, distance learning, post-grad or through an apprenticeship. Find out more with the online Membership Guide.

As well as all this, the Students' Union has an Advice Centre offering professional, independent and confidential advice and guidance on all aspects of student life, including (but not limited to) finance, accommodation, personal problems and course-related issues.

There is also the chance to become a student rep by providing valuable feedback on your education and that of your classmates. All reps are also rewarded for their feedback.

For more information please visit the Bucks Students' Union website.

Before you arrive to start your course at BNU, why not check out our social media feeds to see what we are doing?

We have a special WhatsApp group that all the Creative Advertising students use to chat to each other and they'd love you to join it! Just send your number to this link and they'll add you and say "Hi."

This is us on Instagram and you can also find us on Twitter.

If you have any general questions before you start, please contact welcome@bucks.ac.uk or for course specific questions please get in touch with Andy Imrie via andrew.imrie@bucks.ac.uk.

We look forward to welcoming you soon!

The BNU Welcome Team

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THE BNU WELCOME

SUMMER PROJECT.

What Makes You, You.

To make great advertising, you need to really understand people. You need to uncover what makes them tick. So, let's start with you… your brief is to tell us what makes you, you. And we'd like you to use 3 objects to help tell your story.

For example, we'd like to know:

What sort of person are you? Sporty, bookish, average, odd, daring, rebellious … find 3 objects that help us understand you.

- Is there a significant event that has shaped your life so far?
- Is there an object that could link with it?
- Do you come from an unusual family? Or an interesting part of the world? Have you been somewhere on your travels that has influenced you? What objects could help bring this to life?

These are just ideas… I'm sure you'll have many others!

What you need to produce

A five-minute PowerPoint presentation that includes words and visuals.

Or, if you prefer, you can make a video. When you present this, you can bring in one, or all of your objects if you want to.

Also, to prepare you for joining in the 3rd year please have a look at the following.

One-minute briefs can be found daily on twitter. They are quick exercises to show quick thinking and fast creativity. Here's the link: https://www.bankofcreativity.co.uk/one-minute-briefs.

And D and AD New Blood Briefs from this year. Here's the link to the briefs and this year's winners; https://www.dandad.org/en/d-ad-new-blood-awards/

You'll be doing next year's New Blood as part of this final year so get acquainted with it.

If all of this is a bit too much, get in touch and we'll chat about alternatives. The first week back, 27th September, we'll look at what you've created.

Good luck!

Andy

HIGH WYCOMBE CAMPUS

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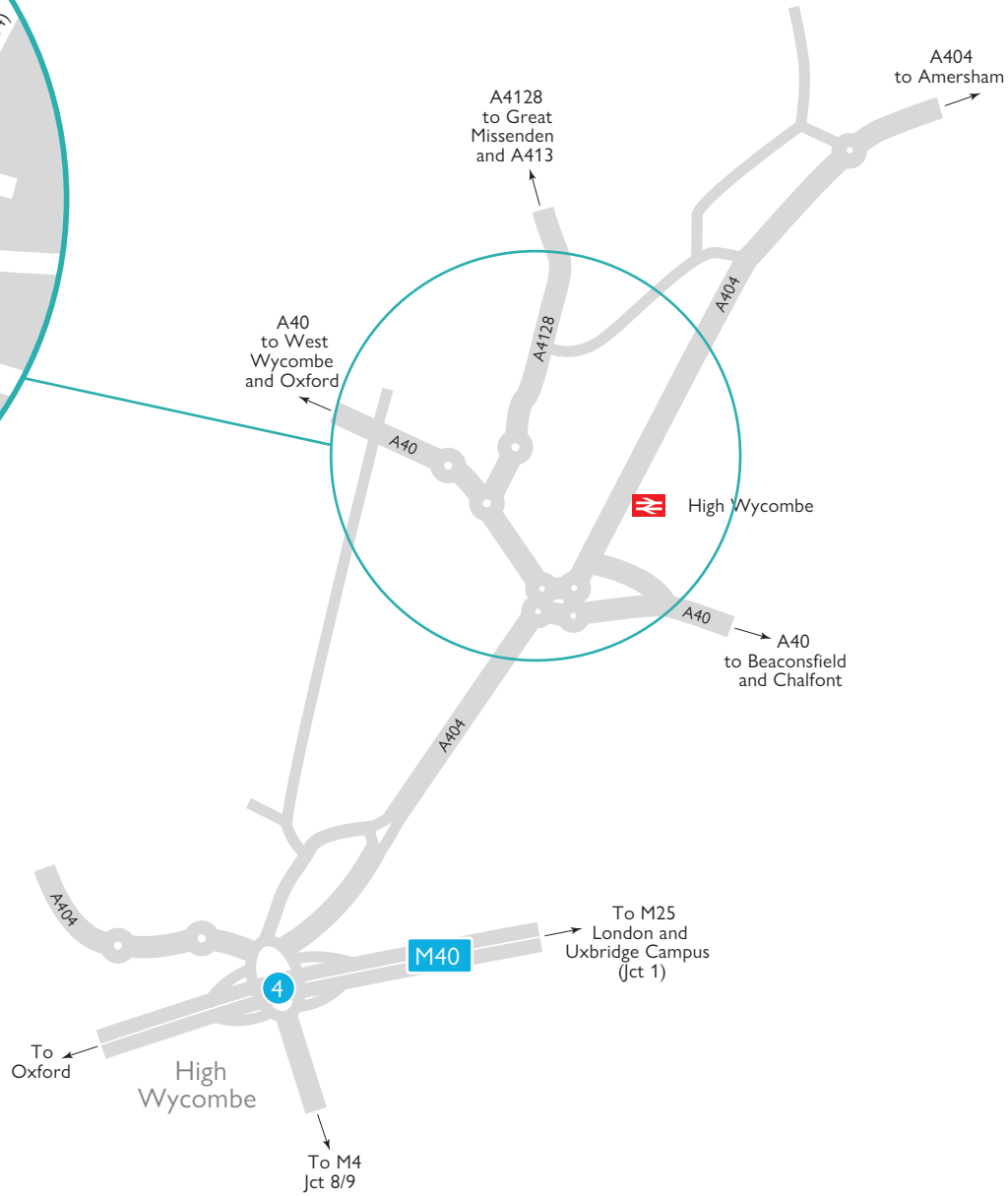


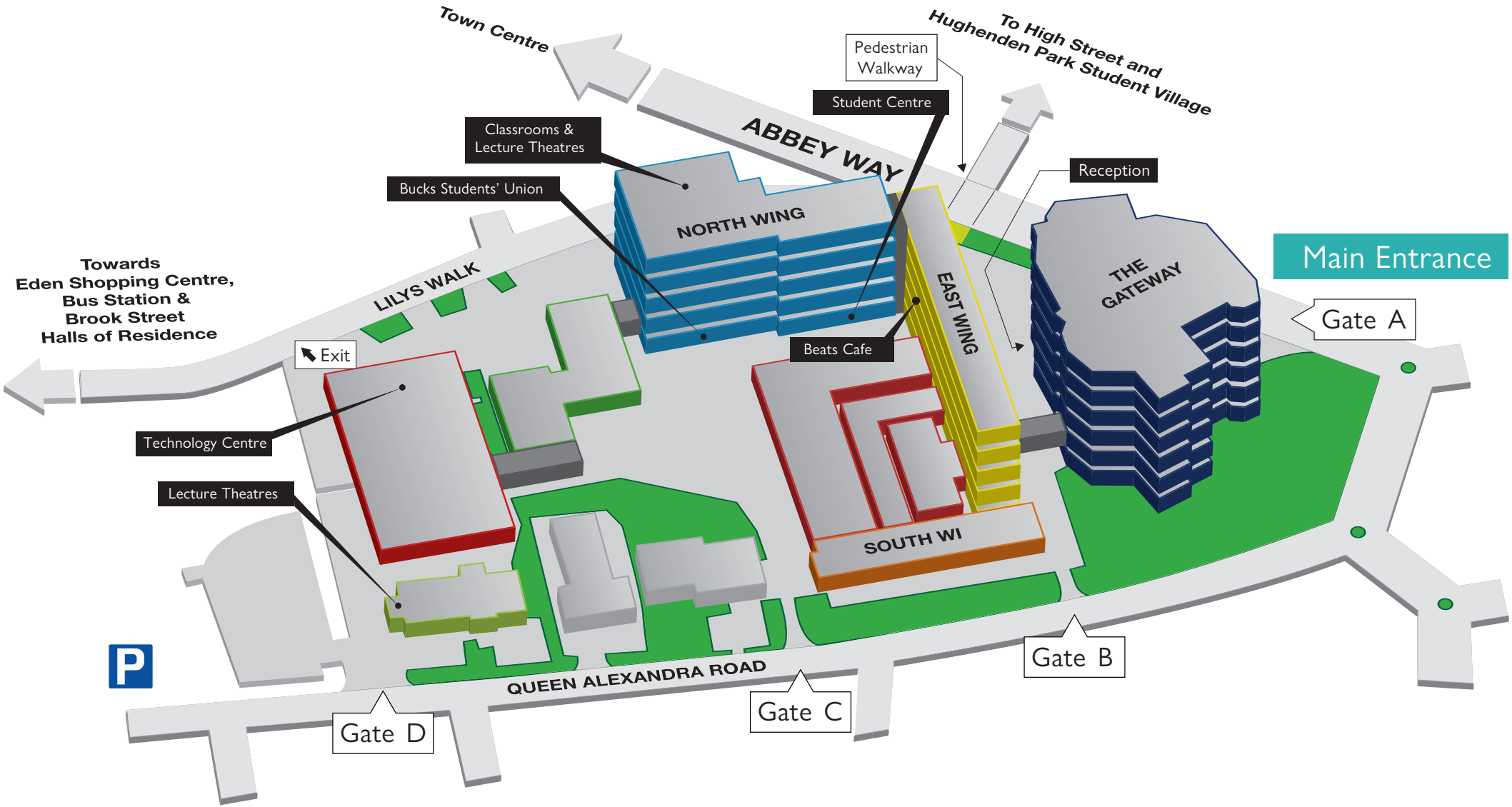
Queen Alexandra Road
High Wycombe
Buckinghamshire HP11 2JZ

By rail
Chiltern Railways from Marylebone to High Wycombe. The campus is approximately a quarter of a mile from the station.

By bus
The campus is a few minutes' walk from the bus station.

More information can be obtained from Traveline on 0871 200 2233

HIGH WYCOMBE CAMPUS



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HIGH WYCOMBE VISITOR INFORMATION

SUPERMARKETS

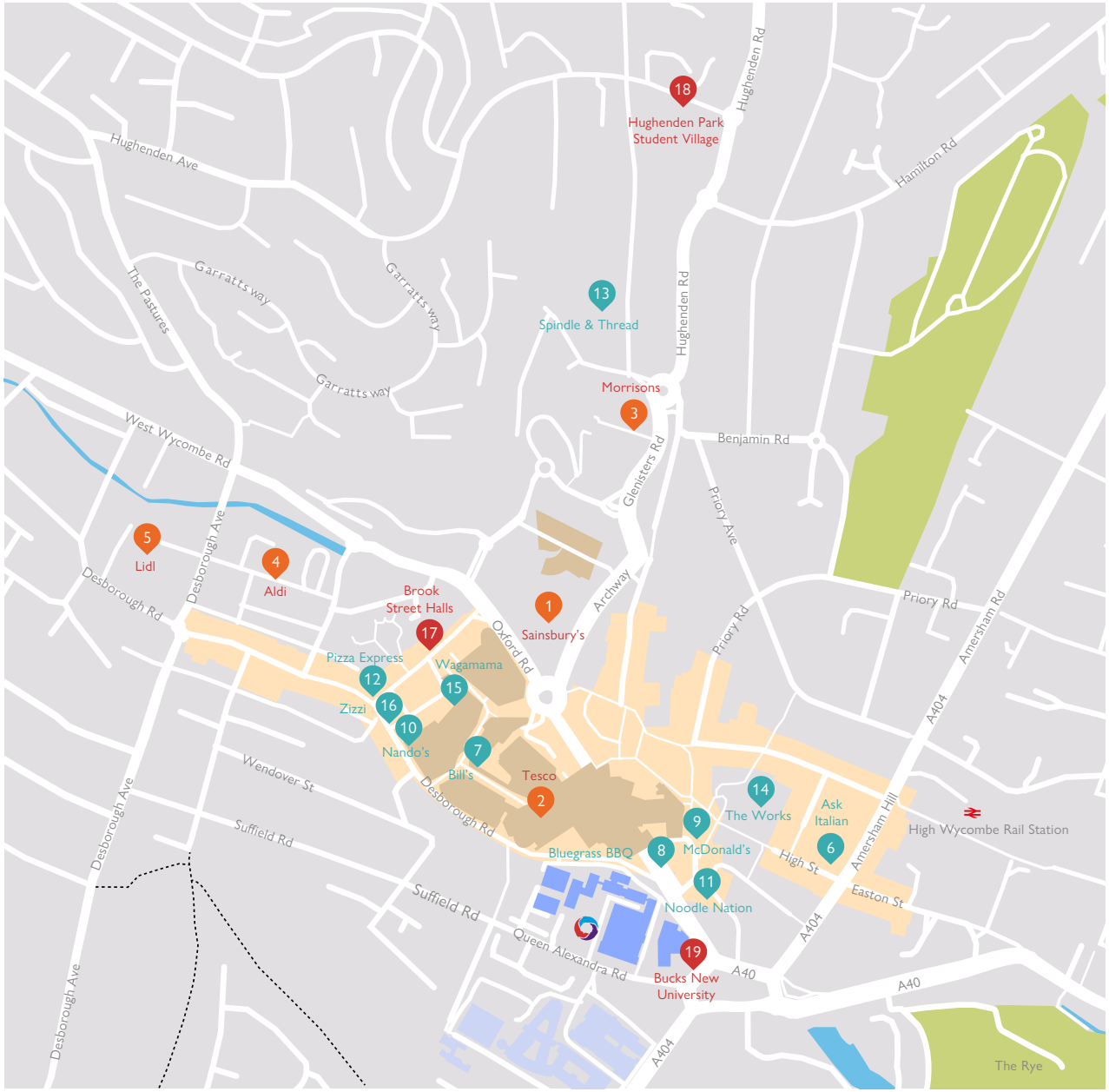
1. Sainsbury's Superstore
2. Tesco Superstore
3. Morrisons
4. Aldi
5. Lidl

RESTAURANTS

6. Ask Italian
7. Bill's
8. Bluegrass BBQ
9. McDonald's
10. Nando's
11. Noodle Nation
12. Pizza Express
13. Spindle & Thread
14. The Works
15. Wagamama
16. Zizzi

UNIVERSITY LOCATIONS

17. Brook Street Halls
18. Hughenden Park Student Village
19. Bucks New University Main Campus



UXBRIDGE CAMPUS

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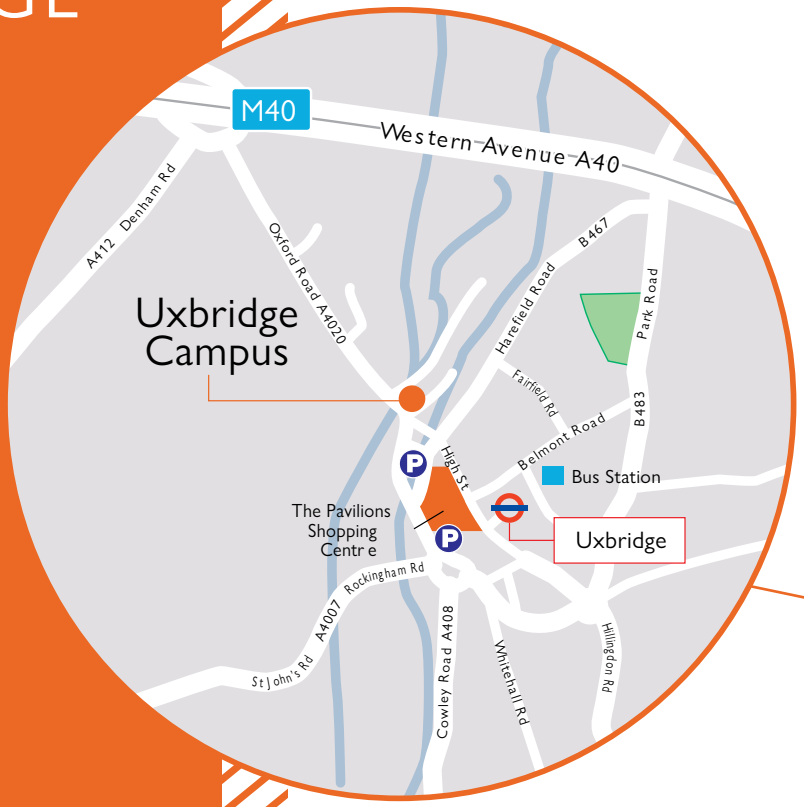
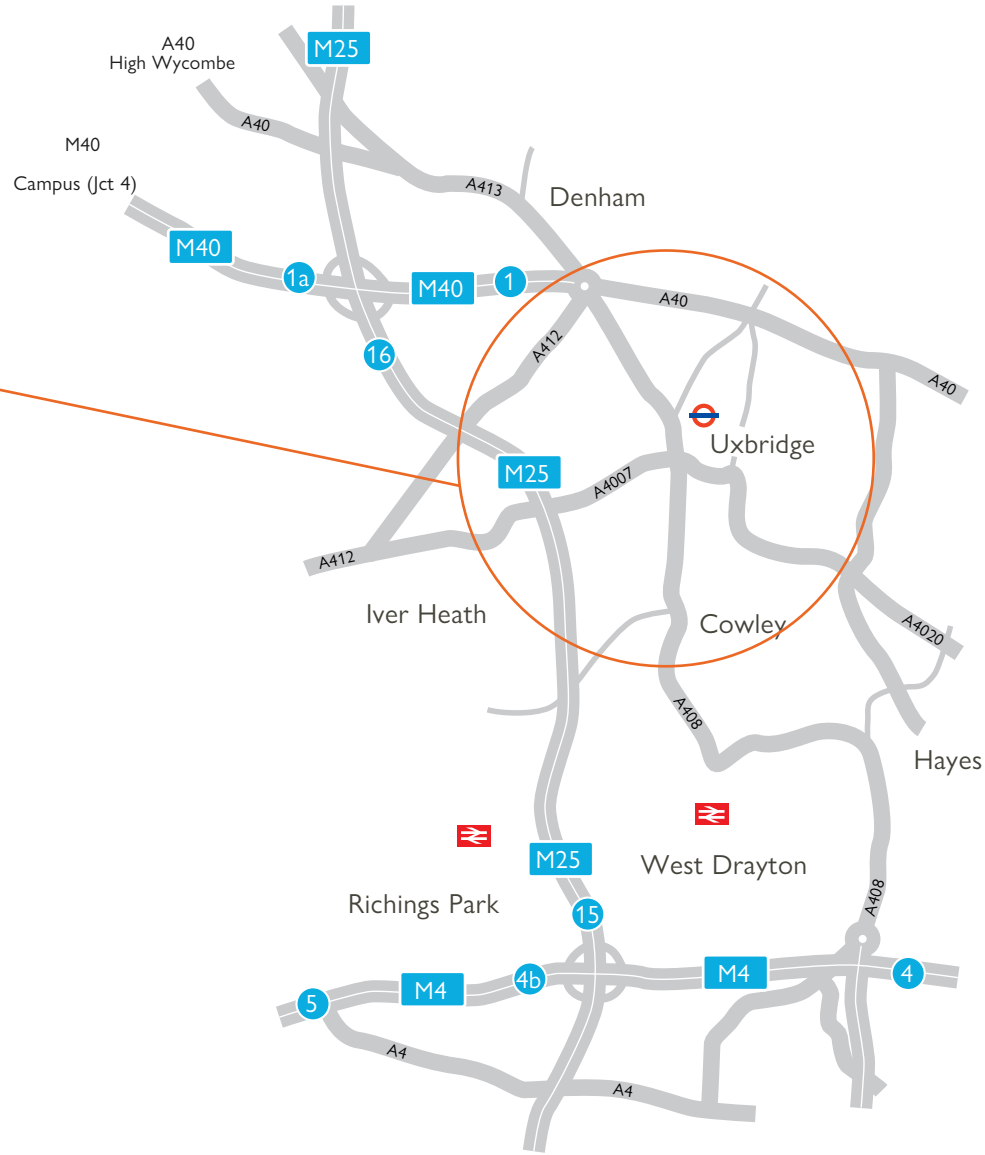




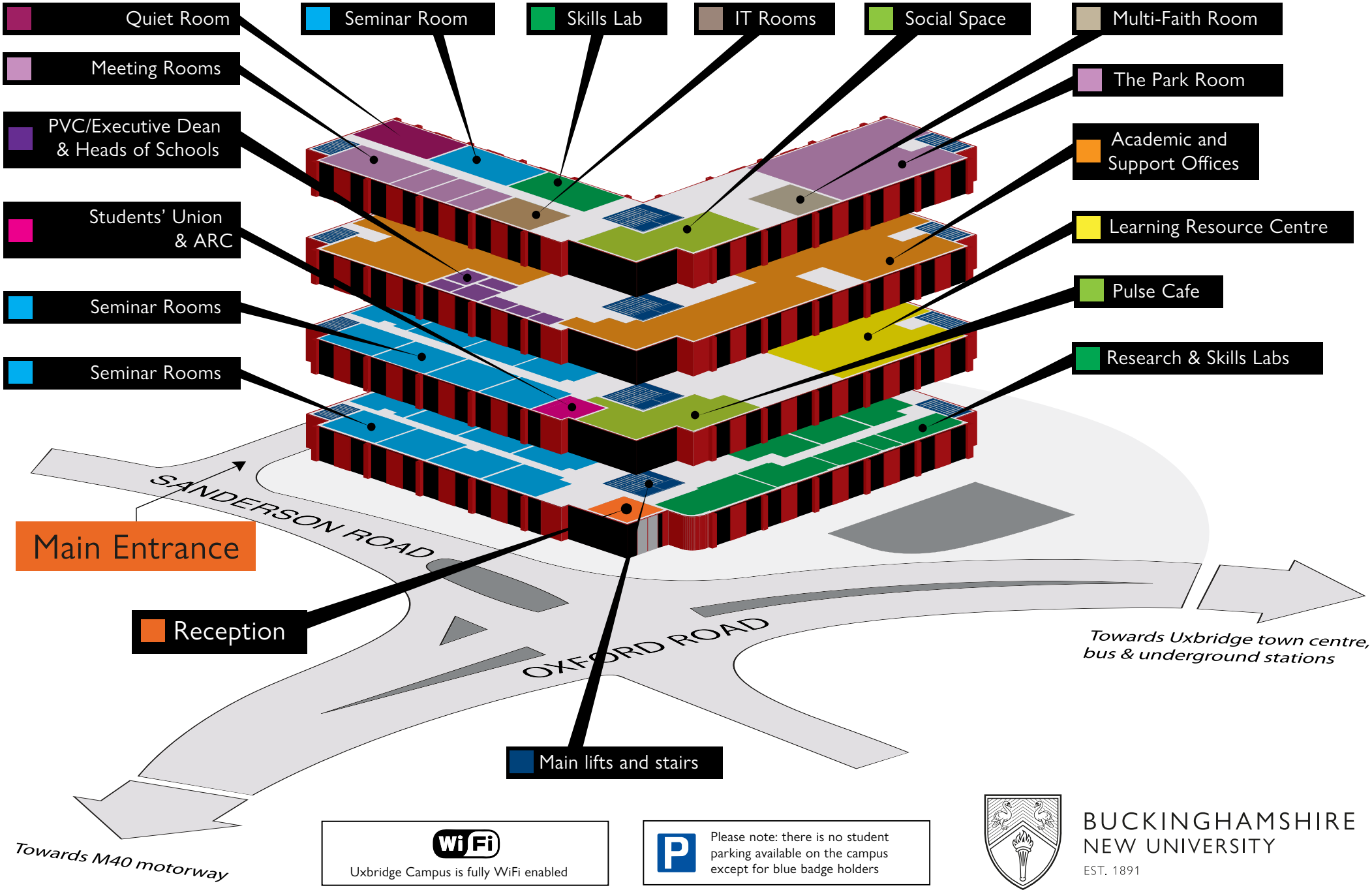
106 Oxford Road
Uxbridge
Middlesex UB8 1NA

By tube
Metropolitan or Piccadilly Line to Uxbridge. The campus is approximately five minutes' walk, and quarter of a mile from the station.

By bus
The campus is approximately five minutes' walk from the tube and bus station.

More information can be obtained from Traveline on 0871 200 2233

UXBRIDGE CAMPUS



Uxbridge Campus is fully WiFi enabled

Please note: there is no student parking available on the campus except for blue badge holders

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AYLESBURY CAMPUS

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Aylesbury Campus
Walton Street
Aylesbury
Buckinghamshire HP21 7QG

By rail
Aylesbury Station is approximetly 8 minute walk via Great Western St and Walton St

By bus
The campus is a few minutes walk from the bus station by walking via Market Square

More information can be obtained from Traveline on 0871 200 2233

High Wycombe Campus
Queen Alexandra Road
High Wycombe
Buckinghamshire HP11 2JZ

Aylesbury Campus
Walton Street
Aylesbury
Buckinghamshire HP21 7QG

Uxbridge Campus
106 Oxford Road
Uxbridge
Middlesex UB8 1NA

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