

WELCOME

INTRODUCTION

I hope that you are having an enjoyable and relaxing summer. The course team are very much looking forward to welcoming you onto the course in September 2017. The course will commence with an induction week and during this time you will meet your fellow students and staff and be shown around the University's facilities. The induction period will also introduce you to the aims and objectives of the course and the concepts of Visual Communication.

We want to offer you the best support whilst you are with us so if you have a disability or additional needs, and wish to discuss any matter in confidence, please contact the disability support team at wellbeing@aub.ac.uk or by calling 01202 363291 / 363106.

If you need to contact one of the team, then please do not hesitate to get in touch by telephone or email. Sally will reply to all enquiries from the 31st August 2017. Our contact details are below. We look forward to meeting you all!

Sally Hope

Course Leader: Visual Communication
shope@aub.ac.uk
01202 363257

Laura Walker

Lecturer: Visual Communication
lawalker@aub.ac.uk
01202 363275

PREPARING FOR YOUR COURSE

Recommended Reading

Magazines

- Creative Review
- Eye
- Baseline
- Vroom

Blogs

- It's Nice That
- Formfiftyfive
- Creative Review
- Design Taxi
- The Dieline
- Creative Boom

Books

- Crow, D. (2003). *Visible Signs: An Introduction to Semiotics*. AVA Publishing.
- Fletcher, A. (2001). *The Art of Looking Sideways*. London: Phaidon.
- Heller, S. & Mirko, I. (2004). *Handwritten: Expressive Lettering in the Digital Age*. London: Thames and Hudson
- Hyland, A. (ed) (2001). *Pen and Mouse: Commercial Art and Digital Illustration*. London: Laurence King
- Baldwin, J., & Roberts, L. (2005). *Visual Communication: From Theory to Practice*. AVA Publishing
- Noble, I., & Bestley, R. (2005). *Visual Research: An Introduction to Research Methodologies in Graphic Design*. AVA Publishing

Summer Project

If you are joining us in the first year, you will be required to complete a summer project before the course begins. The aim of this project is to explore the creative potential of Visual Communication. It will provide you with the opportunity to present yourself to the rest of the group. It will also allow you to explore the meanings, messages and information that are communicated using either type and image or both.

MeMeMe (Summer Project):

You are required to design a presentation called MeMeMe. You will be expected to present for three minutes to explain:

- Why you have chosen to study BA (Hons) Visual Communication.
- What you hope to gain from the course.
- Something interesting about yourself.
- Which designers/illustrators inspire you (please don't choose Neville Brody or David Carson).

This must be a designed presentation either on paper or digital or both.

Exhibitions

There are a number of exhibitions taking place over the summer that could inform and enhance your studies through the first term:

- The Design Museum –
California: Designing Freedom/
24 May – 15 Oct 2017
- Tate Modern – Soul of a Nation: Art
in the Age of Black Power /
12 July – 22 Oct 2017

Computer Equipment

Please note that a computer of your own is NOT a course requirement. However, if you are purchasing any computer equipment for your course, you may find this information helpful.

The course base rooms are equipped with Apple Mac computers, Epson scanners and colour and black and white printing facilities (A3 & A4). You will also have access to large format printing facilities. Many computer retailers offer student discounts, so you may wish to wait until you have enrolled on your course before making any purchase.

Once you enrol on the course you will be able to download a student version of Microsoft Office Suite to your personal computer, so don't pay extra when buying a computer to purchase MS Office. You get it free as an AUB student.

Course Trip

There will be educational visits to major exhibitions, galleries and lectures in the UK and it is expected that you will attend all of these visits.

Course Materials Essential

- Notepad and pens
- Memory stick or CDs for backing up your computer work
- Sketchbook A4
- Drawing equipment
- Masking tape
- Steel ruler 30cm and 100cm
- Swan Morton Scalpel handle size 3 and 10a blades
- A3 Presentation portfolio
- A4 Folders to keep course handouts and various other documents

Useful

- Propelling pencil
- Double sided tape
- Layout pad A3
- Plastic ruler 30cm
- Plastic set square 30cm
- A3 Presentation portfolio
- Digital camera

NEW STUDENT CHECKLIST

- Check the fees due for your course at aub.ac.uk/fees, please email income@aub.ac.uk with any queries.
- If you have applied for a student loan, ensure you return the Declaration form and complete your on line enrolment or your loan will not be issued.
- If you have a disability please complete the disability disclosure in My Application. Please email evidence (psychologist's report or GP letter) to academicsupport@aub.ac.uk
- If you have not already done so, arrange your accommodation. You can contact Student Advice for guidance.
- Ensure you are vaccinated against meningitis and mumps.
- Complete the enclosed GP registration form.
- Arrange insurance for your belongings.
- Complete any preparatory work detailed in this Welcome Pack.
- Upload your photograph through my Application for your AUB student card.

Online Enrolment

All students are required to enrol online on, or soon after, 12 September 2017. Online enrolment is accessed via myApplication. Login with your 7-digit username (student number) and follow the instructions - this is approximately a ten minute task.

If you have any problems with on line enrolment, please contact Student Records on studentrecords@aub.ac.uk or telephone 01202 363381 or 01202 363221

Enrolment ID Check

Enrolment is completed by an ID check during your first week at AUB. It is essential that you bring one of the following ID with you to complete this process:

- Full valid passport
- Photo ID plus correspondence from Student Loans Company | Student Finance England/ original birth or adoption certificate
- Valid photo identity card (EU countries only)

If you are a Visa student it is essential that you bring a full valid passport, plus your Visa documentation*.

If you have a Tier 4 Visa, you should also bring your original qualification certificates.

*Please note: we can only temporarily enrol you with a 30 day entry clearance vignette in your passport. You must collect your Biometrics Residence Card from the Post Office within 10 days of arriving in the UK.

IMPORTANT DATES

ARRIVAL

The academic year for undergraduate students starts on Monday 18 September 2017.

Please arrive in time for 10.30am on that day and make your way to the Marquee. The Course Leader will meet you there, so please arrive promptly. If for any reason you are delayed on your way to us, please make your way to Main Reception. Please see reverse for the campus map.

If you are joining us from overseas, International Orientation week takes place from 11 – 15 September; details of this week will be provided separately.

INDUCTION WEEK

Your first few days at the University will include enrolment and induction events to introduce you to the facilities and services you will be using as a student, as well as the activities and resources on your course. You will receive copies of important documents, including your course handbook and the Undergraduate Course Framework and HE Regulations.

The following activities have been arranged for you. Please note that between these sessions there will be introductions to the course.

Monday 18 September

10.30am

Arrival (Marquee)

12.15pm

Vice-Chancellors Welcome (SH001)

2.30pm

Library Induction (SH001)

4.30pm

IT Induction (SH001)

Tuesday 19 September

3.00pm

Student Services (SH001)

3.45pm

Enrolment (Conference Centre)

Wednesday 20 September

9.30-11.30am

Summer Project Presentations
(Main Vis Com Studio - Compulsory)

2.00-4.30pm

Summer Project Presentations
(Main Vis Com Studio - Compulsory)

CONTACT

Admissions

01202 363228

01202 363225

admissions@aub.ac.uk

Student Advice

01202 363031

01202 363242

studentadvice@aub.ac.uk

Academic Support

01202 363273

academicsupport@aub.ac.uk

Disability Support

01202 363291

wellbeing@aub.ac.uk

Students' Union

01202 363286

studentunion@aub.ac.uk

To get involved and keep up to date with all our news follow us at –

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