

**Welcome 2021**



**BA Graphic Communication**

# Welcome to the University of Northampton

We would like to take this opportunity to welcome you to your studies at the University of Northampton. The purpose of this document is to help you prepare for coming to study with us and give you an opportunity to meet members of your programme team as well as other students who've chosen the same course. We want to make sure that you are inspired, anchored, prepared, and enabled to succeed.

Through engaging with our welcome and induction activities you will get to know your super-supportive tutors, have a chance to make new friends and be able to access what you need to know and do to start studying successfully. Ultimately, we want you to feel confident about how you will learn.

This Welcome Pack covers the following key areas:

- A welcome message from your Programme Leader
- Details of online Welcome and Induction sessions for all new Year 1 and Year 3 students scheduled in mid-September and technical information to make joining these sessions as easy as possible
- What happens during the onsite Welcome and Induction Week starting on 27<sup>th</sup> September – meeting with your Personal Tutor and other University-wide events

## Welcome – Your Programme Leader

### Trevor Brown BA, MA, FHEA

Hello and welcome to you all.

Some of you may have already met me during the online interviews, but if not, I am Trevor Brown, the Programme Leader for BA Graphic Communication. We are looking forward to meeting you all firstly online in mid-September and then face to face in our Welcome Week which starts on Monday 27<sup>th</sup> September.

You have chosen to join a vibrant and challenging course at a dynamic, supportive and future focused university that will provide you with the skills you need to succeed in the creative industries. We ask you to come with an open mind, boundless energy and commitment and a 'can-do' attitude and, in return, we will prepare you for an exciting design career.

We appreciate the last 18 months of your education has been difficult – you may feel nervous, underprepared or anxious but rest assured, we would not have

offered you a place on the course if you hadn't demonstrated the ability and motivation needed to succeed and excel.

Please read this Welcome Pack carefully and I will see you soon, firstly online and then along with the rest of the staff team and all your new fellow designers, on campus in your studio.

If you have any questions, please email me - [trevor.brown@northampton.ac.uk](mailto:trevor.brown@northampton.ac.uk)

## Welcome and Induction Online Sessions

We would like to invite our **new 1<sup>st</sup> years and our new 3<sup>rd</sup> years** to join members of your programme team, and other students joining you at the University of Northampton this year for an online welcome and induction experience in the weeks leading up to the start of term. The details of your programme specific experience are as follows:

<b>New Year 1 Students: Getting to Know You and Introduction to Learning and Teaching on your Programme</b> Session 1	Date:	Monday 13 <sup>th</sup> September 2021
	Time:	10 – 11am
	Link:	<a href="https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6">https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6</a>
<b>New Year 1 Students: Supporting Your Success</b> Session 2	Date:	Thursday 16 <sup>th</sup> September 2021
	Time:	10 – 11am
	Link:	<a href="https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6">https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6</a>
<b>New Year 3 Students: Introduction to your Programme and Supporting Your Success</b>	Date:	Thursday 16 <sup>th</sup> September 2021
	Time:	2 – 3pm
	Link:	<a href="https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6">https://eu.bbcollab.com/guest/01053620e7194f949d0d4d411a6550a6</a>

The Blackboard Collaborate online platform operates very similarly to Zoom etc (and is the same platform you had your interview on), so there is no need to download any applications. Just click the link 5 minutes before the sessions start, add your name when prompted and that's it.

You'll then see me on screen and I will talk through the functions of the platform.

# Preparing you for Learning and Teaching at Northampton

Learning and teaching at the University of Northampton is designed to help you take control of your own learning, using small group teaching, team-working and one-to-one tutorials that allow learning to take place in face-to-face environments and using carefully crafted digital experiences. To help you prepare for this personalised approach to learning, our welcome and induction activities are designed to introduce you to our learning technologies so that you are ready to go for the start of term. Through engaging in some preparatory work before our live sessions, you can think about some of the questions you might have and have opportunities to explore the many ways in which you are supported. You can also meet the other students on your programme.

## Technical Support

As part of our welcome and induction, we would like you to engage with us using our online tool, Blackboard Collaborate. It is broadly similar to using Skype or Zoom, which you may have come across before. You will be able to join your Welcome and Induction sessions as a guest, meaning that you do not need to create an account in order to participate.

### Using Collaborate

- 1) [Test whether your browser will work with Collaborate](#)
- 2) Review the [student guide to using Collaborate](#)
- 3) Test Collaborate by visiting our test 'classroom' to address any technological challenges. This classroom will be available 24/7 from now until the end of September. You can [join the classroom now](#) and follow the instructions to test your audio and video functions.

**If you are still experiencing difficulties, please call our on-site team for further help: +44 (0)1604 893333.**

## LinkedIn Learning

Once you become a student at the University of Northampton, you will also have access to a wealth of online technical support through [LinkedIn Learning](#) so you can improve your digital skills any time, any place.



## **What Happens in Welcome Week?**

The first week of the semester is devoted to a range of activities that will help you to meet the rest of the students on your course, the people who will teach you and allow you to familiarise yourself with what you will be studying and the facilities you will use.

**There is a timetable at the bottom of this document for the events happening in the Welcome Week, which will tell you where you need to be and at what time – there is a timetable for Year 1 and another for Year 3.** There will also be plenty of other staff and student ambassadors around to make sure that you find your way to the right things.

Each student is allocated to a [Personal Tutor](#) (PT) and you will have an opportunity to meet with them during the first week.

[Year 1 Personal Tutor is James Smith](#)

[Year 3 Personal Tutor is Alex Taylor](#)

The PT meeting would be a good opportunity for you to discuss any questions you may have about personalised support if you haven't already contacted those teams directly. Please know that you can also get in touch with your Personal Tutor directly should you need to. Your PT will tell you more about how to do this. At the University of Northampton, our Personal Tutors meet regularly and frequently with their tutees, both in group and in 1-to-1 sessions. They will help you to reflect on how your studies are going and explore actions you can take to maximise your chances of success.

Between receiving this email and the start of term:

Have a look at our course page on the university website and, if time, I suggest you read a few of the book recommendations in the Reading List at the bottom of the page and start buying 'Computer Arts' magazine. This magazine is all about Graphics and the creative industries.

<https://www.northampton.ac.uk/courses/graphic-communication-ba-hons/>

Also spend some time on the 'Creative Bloq' website – this is full of excellent articles about design, along with 'It's nice that' and 'Design Inspiration'.

<https://www.creativebloq.com>

<https://www.itsnicethat.com/graphic-design>

<https://www.designspiration.com>

Additionally, here are some books and magazines from our Reading Lists that will get your creativity flowing.....if time, read a few!

**Books:**

Graphic Design: a user's manual – Adrian Shaughnessy

Know your onions: graphic design – Drew De Soto

The A-Z of visual ideas: how to solve any creative brief – John Ingledew

The art of looking sideways – Alan Fletcher

Design History, A Student's Handbook – Hazel Conway

Graphic Design : A New History – Stephen Eskilson

On Creativity – John Hegarty

**Magazines:**

Creative Review

Eye: the international review of graphic design

Baseline: international typographics journal

Computer Arts Magazine

Juxtapose

Aesthetica

Adbusters

# BA Graphic Communication Year 1

Welcome Week Timetable 27<sup>th</sup> September to 1<sup>st</sup> October 2021

*(Subject to change. Please check programme NILE site after enrolment for the latest version)*

Monday 27 <sup>th</sup> September	Tuesday 28 <sup>th</sup> September	Wednesday 29 <sup>th</sup> September	Thursday 30 <sup>th</sup> September	Friday 1 <sup>st</sup> October
<p><b>10am to 12.30pm</b> Meet me outside the Creative Hub on the Waterside Campus at 10am please.</p> <p>I will give you a tour of campus and then we will gather in our studio, 103 in the Creative Hub (first floor). You will meet your staff teaching team and Personal Tutor and I will talk through your timetable, the modules, the studio and facilities.</p> <p>Additionally, we will get to know each other a little more and I will answer any of your questions.</p> <p><b>Optional 2 – 4pm</b> Northampton Town Tour</p>	<p><b>10am to 4pm</b></p> <p><b>Group Workshop Activities</b></p> <p>After a summer of maybe not exercising your creative minds as much as usual, we will be running a few projects to get you thinking, creating and making again so you hit the ground running in week 1 of teaching.</p> <p><b>Please bring creative materials (pens, markers etc)</b></p>	<p><b>Individual times to be arranged</b></p> <p><b>1-1 Individual Tutorials with your Yr 1 Personal Tutor – James Smith</b></p> <p>These will be 10-minute chats to discuss any queries you may have and to allow James to get to know you better.</p> <p>These will be face to face on campus. James and I will explain this more in the Monday session</p>	<p>Free time to settle into accommodation and explore the campus and town</p>	<p><b>Time to be confirmed</b></p> <p><b>Cultural trip to London</b></p> <p>Details will be discussed in the online sessions and in Monday's on campus session.</p>

## BA Graphic Communication Year 3

Welcome Week Timetable 27<sup>th</sup> September to 1<sup>st</sup> October 2021

*(Subject to change. Please check programme NILE site after enrolment for latest version)*

Monday 27 <sup>th</sup> September	Tuesday 28 <sup>th</sup> September	Wednesday 29 <sup>th</sup> September	Thursday 30 <sup>th</sup> September	Friday 1 <sup>st</sup> October
<p><b>1.30-3pm</b> Meet me outside the Creative Hub on the Waterside Campus at 1.30pm please.</p> <p>I will give you a tour of campus and then we will gather in our studio, 103 in the Creative Hub (first floor). You will meet your staff teaching team and Personal Tutor and I will talk through your timetable, the modules, the studio and facilities.</p> <p>Additionally, we will get to know each other a little more and I will answer any of your questions.</p>	<p><b>Optional 2 - 4pm</b> Northampton Town Tour</p>	<p><b>Individual times to be arranged</b></p> <p><b>1-1 Individual Tutorials with your Yr 3 Personal Tutor –Alex Taylor or Trevor Brown</b></p> <p>These will be 10-minute chats to discuss any queries you may have and to allow Alex and I to get to know you better.</p> <p>These will be face to face on campus. I will explain this more in the Monday session</p>	<p>Free time to settle into accommodation and explore the campus and town</p>	<p><b>Time to be confirmed</b></p> <p><b>Cultural trip to London</b></p> <p>Details will be discussed in the online sessions and in Monday's on campus session.</p>