



BA (Hons) 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 BA (Hons) Creative 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 research on, 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 ideas. They range from £5 - £30 depending on quality. You may need more than one of these as the 3-year course progresses. Budget for 1 a year.

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 3rd year 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, especially in the 3rd year when more travel to London happens, (cost £30 a year or £70 for three year)
We also offer optional yearly overseas trips estimated at between £200 and £1000.

In year or end of year exhibitions and projects

This course requires a degree exhibition and major projects so additional costs will be incurred. These costs can be discussed in detail with your course team, and some will be linked to a professional skills element of the

course where organised fundraising for such activities may be included. Materials costs for this will vary depending on scale and selection and could be between £200 - £800. Since we also run a special outside graduation, where you will exhibit work in a London agency venue, with potential employers present, this will be a worthwhile cost.

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.

Opportunity Modules

You can choose from a range of modules on offer, and these may incur a small cost, for example, for materials or travel to locations or work-based learning experiences. They will range from one module to another – please check the module information or ask your course team for details.