



hove college
Brighton

Brighton's college of **creativity**

Creative Media & Internet Studies



British Study Centres
GROUP

Invest in your future



Welcome

Founded in 1977, Hove College has successfully prepared thousands of individuals for rewarding careers both in the UK and worldwide - so much so that a great many of our students now come to us through recommendation.

We specialise in cutting-edge 'new media' business and I.T. training built around skills that are in real demand in the commercial world. In this fast-moving sector Hove College training is a sure stepping-stone to success.



Jeff Taylor, MRSC PRINCIPAL



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Course Key

For ease of reference, the following two symbols are used in this prospectus to indicate whether a course is mainly:

Apple Mac
based



Lecture
based



NB. Courses with a substantial element of both Apple Mac and lecture based tuition display both symbols.



Hove College Brighton, British Study Centres School of English and West London College are part of the British Study Centres group of colleges. All courses offered are subject to student numbers. While the information contained in this brochure is correct at the time of printing, the College reserves the right to amend course details as required.

An ideal location

In the heart of leafy Hove and yet also in walking distance of the dynamic, creative centre of Brighton, Hove College is the perfect setting for enjoyable learning.

Set in the peaceful heart of Hove, a short walk from its many shops, cafés and restaurants, Hove College offers a safe study environment in residential surroundings in easy reach of the beach.

Yet it is also within walking distance of Brighton city centre, famous as one of the UK's cultural hubs and a truly cosmopolitan environment. Brighton is justly famous as a centre for creative industries and is home

to a huge variety of internet and arts based companies and consultancies. It has the artistic 'buzz' of London (just 50 minutes away by train) but with the addition of the natural bohemian style that makes Brighton so unique.

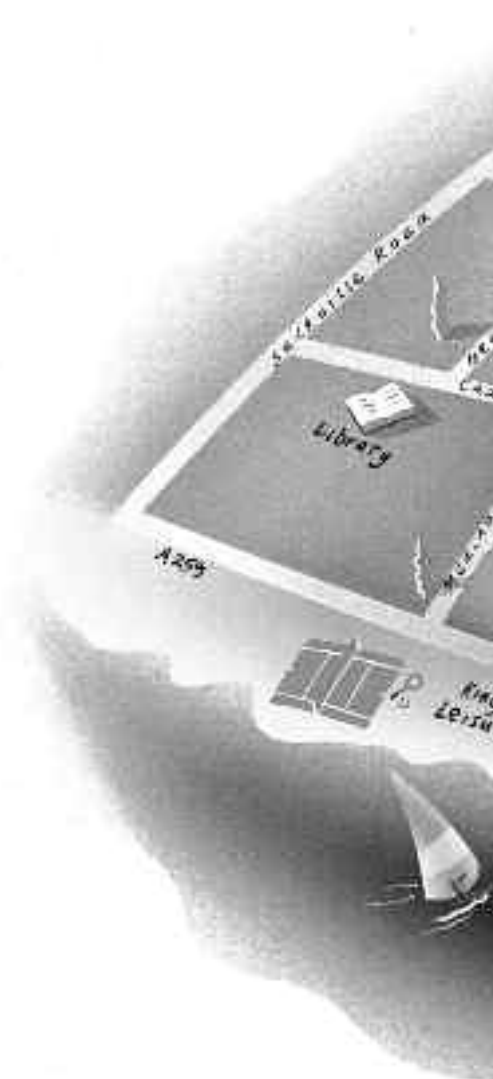
As such, the vibrant young city of Brighton & Hove makes the perfect setting in which to train for an exciting career in the fast expanding world of New Media.

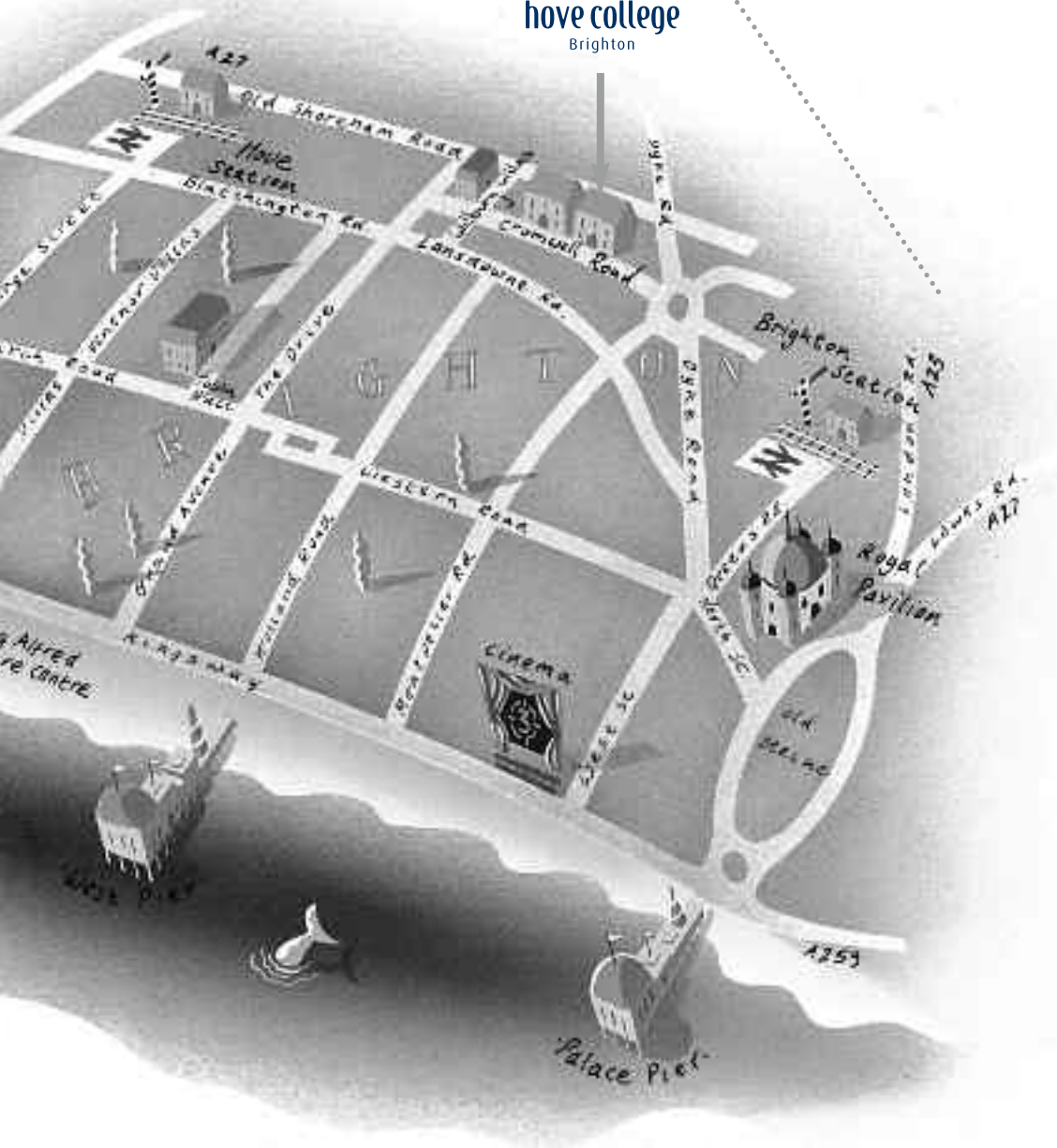
The College itself is located in a fine Edwardian villa, originally built as the home of an affluent family. Brighton & Hove has been the favourite holiday resort of British high society since 1783 when King George IV first visited the town. He went on to build himself a summer residence here (the great Brighton Royal Pavilion), as did many others, and the city retains an elegant architectural charm to this day.



Pictures:

- 1> Administration staff are always ready to help with any issues students may have.
- 2> Students come from many different backgrounds.
- 3> The Hove College buildings.





4.



5.



6.



Want to find out more?
Just visit our website at:
www.hovecollege.com

Pictures:

- 4) A view of Brighton beach on a summer's day.
- 5) The modern Brighton marina complex includes shops, restaurants and a multi-screen cinema.
- 6) Students enjoying a coffee at a restaurant in Hove.
- 7) Playing beach volley ball.
- 8) Brighton's famous Royal Pavilion, designed by one of Britain's most famous architects, John Nash, for King George IV.



7.



8.

About the College

The College's traditional setting in a fine Edwardian villa masks the modern and dynamic cutting-edge career training facility inside.



1.

A supportive environment

One of the main reasons students choose Hove College is due to its friendly and supportive atmosphere. Making friends is easy, and the learning is fun yet professional.

Class sizes are small, with no more than 12 students in each group. This small class size, coupled with a high standard of teaching means that before long Hove College students are achieving results beyond their expectations. (For example, a recent business student was awarded a medallion for achieving top grades from the London Chamber of Commerce & Industry).

All our tutors are practitioners in their field and therefore ideally placed to ensure that learning is relevant to the real world of new media, e-business and design.

The facilities at the College include three hi-tech computer training rooms, fully equipped with modern PCs and 24 hour internet access. All training rooms are light and airy, with Powerpoint presentation facilities available.

Outside of study hours students can relax in our leafy garden or use free internet facilities, including the latest wireless roaming technology. The College itself is in a superb location

in walking distance of both the beach and the city centre with all its shops, cafés and night-life.

On graduation our students leave us confident and fully skilled, with all the self-marketing techniques required to succeed in today's competitive job market. Whether progressing to work in London (just 50 minutes by train) or in Brighton's own thriving new media industry, or continuing on to further study at university, Hove College graduates know they have the advantage of the best possible foundation to their long term success.

Many of our students use their Hove College course as a pathway to bachelor's degree level study at a British university.



The student refreshment areas provide convenient central meeting points in break times between classes.





All our computers at Hove College are modern state of the art Apple i-Macs with high speed G5 processors and powerful graphics capabilities.



2.



Want to find out more?
Just visit our website at:
www.hovecollege.com



3.

Pictures:

- 1> The College has a large garden that students can enjoy.
- 2> Some of our recent successful Hove College graduates.
- 3> Some of our student services and administration team.

College Accreditation

Hove College is a member of the official British Government list of approved educational institutions for visa application purposes, and is recognised as efficient by the British Accreditation Council for Further & Higher Education (BAC).

It is important that students should be able to select a college confident that it is an institution offering a high standard of education. Hove College has satisfied the standards laid down by BAC in respect of: premises, general organisation, the control and supervision of both students and staff, the quality of teaching and supporting services, including the suitability of courses for the needs of students; and legal and financial viability.

“Because of your help I’ve just got the job offer from the United Nations (UNescap). Thanks so much. At the interview I used your techniques that you taught me in the Career Sessions. It really worked!”

SARANYA FROM THAILAND

Career placement, university admission and internships

CAREERS - Finding a new job doesn't have to be difficult!

The College provides constructive, objective and positive help during the job search process, and helps to generate a sense of purpose and self-confidence to deliver the most effective results. Feedback from our graduates indicates that this programme has helped them secure the interview, perform in front of the interview panel and secure the right position.

FURTHER STUDY - The future looks bright!

Those who successfully complete a Diploma level course can apply to enter the 2nd year of university in a related subject. Similarly, Certificate level courses allow you to accumulate credits towards university degree entrance. Your qualifications can also help boost your standing when applying for a postgraduate course.

INTERNSHIPS - Arranged for you with your career in mind!

In today's competitive world, experience in a workplace is critical for moving on. In fact, it is often difficult to find worthwhile employment unless you have a work track record. An Internship provides a first-rate opportunity to familiarise yourself with the work culture in all sorts of careers.

For Sandra (from Germany) we arranged a placement in an Arts production company. She said; “This addition to my CV is very useful. It’s a major benefit having worked in the UK.”

Lidia meanwhile did her post-course internship in a food wholesale company. She later commented; “It was very interesting to see how different members of the marketing department pooled their ideas and worked as a team.”

COLLEGE ACCREDITATION

Hove College Brighton is accredited by the British Accreditation Council for Further and Higher Education (BAC) and is a member of Study UK.



In addition to Hove College's accreditation by the British Accreditation Council, our 'in-house' English school, British Study Centres School of English, is a member of English UK and is fully accredited by the British Council.



Accredited by the
BRITISH COUNCIL
for the teaching
of English

Hove College is also approved by the following awarding bodies to offer their qualifications:



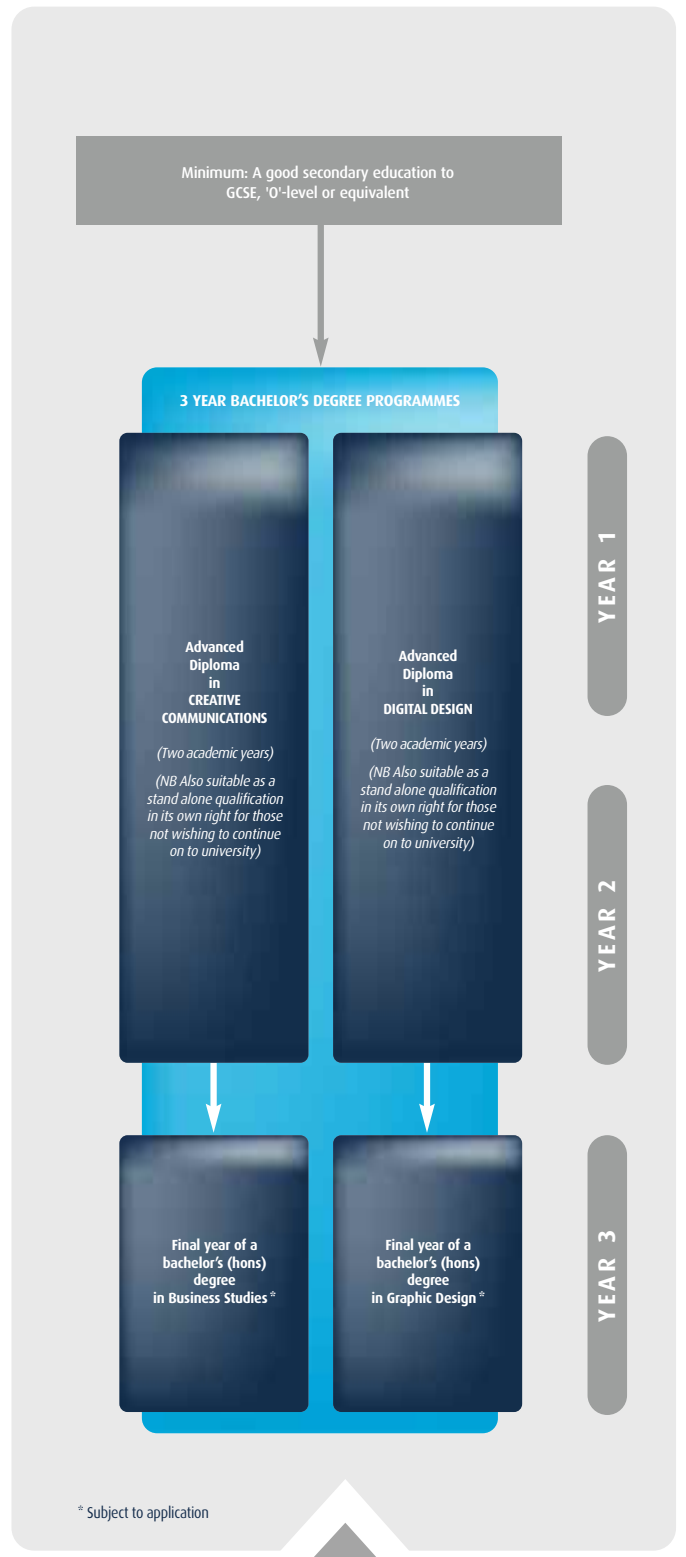
Hove College has developed its courses in line with the requirements of the following universities for direct and credit entry to their bachelor's degree programmes, giving Hove College students a range of pathways to further study at these and other British universities:





Advanced Diploma

A choice of comprehensive **two year** programmes that can lead to direct entry to the final year of a British university bachelor's degree in either business or design.



IMPORTANT NOTICE

When applying for a course it is important that you give us as much information as possible about your qualifications and work experience so that we can ensure that we offer you the programme best suited to your particular needs.

AWARDING BODY:



Advanced Diploma
COURSE SELECTOR

Use this flow-chart for a quick understanding of entry requirements and course progression.

Digital Design Advanced Diploma

Our complete creative training, all packed into a two year HND equivalent course.



Course Overview

The Digital Design Advanced Diploma is our most complete creative training programme, combining a broad base of hands-on design skills with the core strategic marketing knowledge to underpin it. The course is a perfect base from which to launch a career in a sector where artistic talent on its own is simply not enough and only those with the ability to design work that effectively conveys the desired commercial message will succeed.

As with all Hove College programmes training is focused exclusively on the 'real world' of the commercial media environment. Actual case studies and project work are fundamental parts of each course module and the training

is delivered by lecturers who themselves each have extensive career experience in the field.

The programme covers everything from professional graphic design using tools such as Photoshop, InDesign and Flash to the underpinning theory of strategic marketing practice. Highly valuable specialist skills such as PR techniques and copywriting are also taught.

A university pathway

In addition, the programme has been designed to mesh with the course requirements necessary for direct entry (subject to application) into the final year of a Bachelor's Degree in Graphic Design at a British university (See opposite).

Course Duration

- > 2 academic years

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > June > October

Qualifications

- > Hove College Advanced Diploma in Digital Design

A STUDENT SAYS...

"I am very pleased and excited by what this course is providing for me. Having completed the first year and gained some excellent results in my examinations, I am well into the second year of my studies.

The course is giving me some great options due to the comprehensive and relevant nature of the subject material. I plan to continue with my studies at University but also feel fully able to apply my new skills on a more direct career path should I so wish. Everything at Hove College is set up to help students achieve their goals.

Graduate tutors with industry experience, small interactive groups, and a really caring atmosphere have all combined to confirm that my decision to study for the Advanced Diploma has been perfect."

*Bhavna Rummun
from Mauritius*



SYLLABUS:

YEAR ONE

- > Marketing
- > E-commerce
- > Internet Marketing
- > Search Engine Optimisation
- > Macromedia Dreamweaver
- > Database Applications
- > Flash Animation
- > PHP/ASP/XML/AJAX
- > Tutorial programme

YEAR TWO

- > Marketing
- > Public Relations
- > Advertising
- > Journalism
- > Adobe InDesign
- > Adobe Photoshop
- > Website Integration
- > Adobe Illustrator
- > Tutorial programme

NB. A more detailed termly breakdown of the wide range of subject areas covered in this syllabus is available on request.

AWARDING BODY:



Graphic Design

BA (Hons) *Final Year Top-Up*

A 'top-up' pathway, open to graduates of the Digital Design Advanced Diploma.

Course Overview

Some students completing the Advanced Diploma in Digital Design seek to build on their qualification by continuing on to complete a recognised Bachelor's Degree in Graphic Design.

A Bachelor's Degree in Graphic Design can further hone students' creative skills and help them maximise their creative potential through additional study within a university visual arts based environment.

The Advanced Diploma in Digital Design is accepted for credit entry to selected degree programmes at a range of British universities.

Admission is subject to application, dependent on the university chosen, and students will normally be required to have achieved a credit profile in their examinations/coursework assessments at Advanced Diploma level.

Course Duration

- > 1 academic year

Entry Requirements

- > Hove College Advanced Diploma in Digital Design (subject to application and usually subject to a credit profile at Advanced Diploma examination/assessment)

Course Start Dates

- > January > September

Qualifications

- > BA (Hons) in Graphic Design



SYLLABUS

Sample programme:

YEAR 3

- > Screen based media
- > Studio assignments
- > Investigative study
- > Major design project



Creative Communications Advanced Diploma

Two year HND equivalent course that offers a strategic creative marketing training.



Course Overview

The Hove College Advanced Diploma in Creative Communications combines a huge range of design, creative and marketing skills with a strong business-led focus. It is an ideal career preparation for someone who wants to work in a strategic role in almost any media sector - from marketing, advertising and design to PR, journalism and new media.

This two year programme is a balanced mix of both practical and theoretical training, offering tuition in everything from Apple Mac based Adobe Photoshop electronic image manipulation through to study of strategic business theory.

The programme is HND equivalent in level, yet our small class sizes combined with the College's excellent facilities and uniquely supportive environment enable us to offer flexible entry criteria to talented candidates who lack the A-levels necessary for conventional degree admission.

A university pathway

In addition, the programme has been designed to mesh with the course requirements necessary for direct entry (subject to application) into the final year of a Bachelor's Degree in Business Studies at a British university (See opposite).

Course Duration

- > 2 academic years

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January
- > March
- > June
- > October

Qualifications

- > Hove College Advanced Diploma in Creative Communications

A STUDENT SAYS...

Hi, my name is Bao Zhen Xu from Nan Ning in China.

I have been studying a course in Creative Communications for the past two years at Hove College, having gained my Advanced Diploma.

Hove College provides an excellent study environment and hi-tech facilities. I really enjoyed studying at the college, receiving knowledge and warm smiles from the professional tutors.

This has helped me get into university study more easily. Hove College has given me a very nice memory."

*Bao Zhen Xu
from China*



SYLLABUS:

YEAR ONE

- > Marketing
- > E-commerce
- > Internet Marketing
- > Personal Academic Skills
- > Accounting
- > Economics
- > Business Statistics
- > Law
- > Tutorial Programme

YEAR TWO

- > Marketing
- > Public Relations
- > Advertising
- > Journalism
- > Adobe InDesign
- > Adobe Photoshop
- > Website Integration
- > Adobe Illustrator
- > Tutorial programme

NB. A more detailed termly breakdown of the wide range of subject areas covered in this syllabus is available on request.

AWARDING BODY:



Business Studies

BA (Hons) *Final Year Top-Up*

A 'top-up' pathway, open to graduates of the Creative Communications Advanced Diploma.

Course Overview

A degree in business studies from a British university is a valuable passport to almost any commercial career and the Hove College Advanced Diploma may be used for application to the final year of selected programmes.

For those students not going directly into employment on completion of their Advanced Diploma it can serve as an ideal next step. By combining the practical creative studies of the Advanced Diploma with the theoretical rigour of a final year Business Studies Degree programme students can acquire a superb suite of qualifications with which to launch their career.

Admission is subject to application, dependent on the university chosen, and students will normally be required to have achieved a credit profile in their examinations/coursework assessments at Advanced Diploma level.

Course Duration

- > 1 academic year

Entry Requirements

- > Hove College Advanced Diploma in Creative Communications (subject to application and usually subject to a credit profile at Advanced Diploma examination/assessment)

Course Start Dates

- > January > September

Qualifications

- > BA (Hons) in Business Studies



SYLLABUS

Sample programme:

YEAR 3

- > Marketing
- > Human resource management
- > Business strategy
- > Project-based consultancy





36 week Diploma

Study for one academic year and obtain a qualification reflecting an in-depth training and which offers a great springboard into your media-related career.



Digital Design Diploma

A complete Apple-based design training, focusing on developing commercially marketable design skills using industry-leading Adobe InDesign, Illustrator & Photoshop to produce professional graphic design, as well as HTML, Javascript, Dreamweaver and Flash to create slick, well styled web pages to a professional standard.

Web Design Diploma

All you need to know for a career in web design, combining theoretical knowledge of the secrets of internet marketing with the actual practical skills of webpage design and construction. Covers everything from internet security and the law to Macromedia Dreamweaver and Flash professional web design!

Creative Communications Diploma

An in-depth programme designed to teach marketers the skills to both plan and execute graphic communications strategies, encompassing advertising, literature and PR. In addition to case study-driven marketing theory the course includes tuition in industry-standard Apple-based Adobe design software.

International E-Business Diploma

A comprehensive business studies programme but with a cutting-edge 21st Century twist, this course focuses on the skills required for commercial success in the internet marketplace. Subjects covered range from an essential understanding of business accounting to valuable specialist skills in E-marketing and internet law.

IMPORTANT NOTICE

When applying for a course it is important that you give us as much information as possible about your qualifications and work experience so that we can ensure that we offer you the programme best suited to your particular needs.

AWARDING BODIES:



FURTHER STUDY PATHWAY TO:



Diploma

COURSE SELECTOR

A quick reference guide to the four different 36 week Diploma course options available.

Digital Design Diploma

From Photoshop to Flash - all the skills you need to exploit your graphics talent!

Course Overview

A more extensive design course, combining professional graphic design for print media with the specialist skills required for design for the web.

The course is taught on Apple Macintosh hardware, using industry standard design software including Adobe CS suite Photoshop, Illustrator and InDesign, as well as web specific Dreamweaver and Flash. Students are taught how to use these packages to proficiency level, giving them the ability to set up print documents, manipulate images, draw logos and create websites to a professional industry standard.

But acquiring proficiency with the software tools is only part of the objective of the programme. It is also our aim that each student learns to harness the best of their innate creativity; developing their abilities to imagine and execute conceptual solutions to marketing briefs. In short, it is our aim to help you think creatively!

Students graduating from the programme have the best possible preparation for a hands-on role in a digital design work environment, being able to enter their first job and 'hit the ground running'. This is true whether they are going on to join a large design studio in an agency environment or are simply looking to have the ability to do their own design.



Course Duration

- > 36 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > June > October

Qualifications

- > Hove College Diploma in Digital Design
- > OCN Certificate in Digital Design
- > OCN Certificate in Web Design

A STUDENT SAYS...

"I had always been interested in design. So when I saw the courses advertised at Hove College for web and digital design, I knew not only would this be a stimulating way to spend my time but, more importantly, I would be learning skills and gaining qualifications that would enable me to find a much more satisfying job.

Having finished my training, I know I made a good choice. I am happy to report that I was offered a job as a trainee web designer in a small web and graphic design agency within a week of graduating!"

Paula Marvelly
from Horsham



SYLLABUS:

- > Comprehensive practical use of Adobe InDesign
- > Vector-based graphics using Adobe Illustrator
- > Image manipulation using Adobe Photoshop
- > Label & packaging design
- > Design & creation of promotional materials
- > Image manipulation & website integration
- > Industry knowledge & fulfilling client briefs
- > Practical understanding of the print process
- > Macromedia Dreamweaver, the environment & site management
- > Working with images, image maps & creating rollovers
- > Design using cascading style sheets
- > Fundamental Javascript, PHP scripting & ASP
- > Database integrated web applications
- > Practical use & integration of Flash
- > Site structure, layout & navigation
- > Fully integrated individual website design project

AWARDING BODY:



Web Design Diploma

The perfect stepping-stone to your career as an internet webmaster.

Course Overview

This course combines the acquisition of essential strategic e-marketing theory with the hands-on web design skills to actually make it effective in application.

The course is practically focused and is taught by a combination of experienced business practitioners and professional web designers familiar with the real-life commercial challenges you will face working within this fast-moving sector.

The theory element covers the principles of marketing as specifically applied to the unique characteristics of the web environment. This includes issues of e-market segmentation, the Google phenomenon and e-commerce law. The hands-on element includes training in everything from simple web page design to sophisticated Flash-based graphics.

Course certification is by OCN (Open College Network) and LCCI external qualification and completion of a website project for assessment.

Course Duration

- > 36 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > June > October

Qualifications

- > Hove College Diploma in Web Design
- > OCN Certificate in Web Design
- > LCCI Level 3 Certificates in Marketing, E-Commerce & Internet Marketing.

A STUDENT SAYS...

"Before I started studying at Hove College I was stuck in a boring job I didn't want to be in and was unsure about my future career prospects.

I chose to give up my job and take the Web Design course. In terms of my career this was the best decision I ever made! Hove College helped me gain valued and industry recognised qualifications to really put my future on the right path.

lastminute.com

Along with the career guidance and first class staff I have managed to secure a job as E-Business analyst for Lastminute.com. The job is fantastic and for the first time I feel I have true career prospects. Thank you to all the staff at Hove College!"

Paul Wilkins
from Oxford



SYLLABUS:

- > Macromedia Dreamweaver, the environment & site management
- > Working with images, image maps & creating rollovers
- > Design using cascading style sheets
- > Fundamental Javascript, PHP scripting & ASP
- > Database integrated web applications
- > Practical use & integration of Flash
- > Site structure, layout & navigation
- > Fully integrated individual website design project
- > Definition & development of the internet
- > Benefits of internet marketing
- > Internet growth & customer profile
- > Successful search engine optimisation
- > Business models for eCommerce
- > eCommerce security & payment systems
- > Effective website promotion
- > International & legal issues

AWARDING BODY:



Creative Communications Diploma

Essential marketing theory *plus* hands-on design skills... this course has it all!

Course Overview

Good communication - whether the 'art of persuasion' or the 'power to inform' - is arguably the single most important skill in commercial life.

The Creative Communications Diploma combines a number of complementary disciplines into a single highly effective package of training. Beginning with a study of the principles of marketing, the course moves on into a detailed examination of advertising and public relations theory and practice. This includes hands-on training in graphics presentation and design skills using professional design software such as Photoshop, Illustrator and InDesign on specialist graphic design workstations. Creative writing skills are also covered.

All modules lead towards the appropriate London Chamber of Commerce and Industry (LCCI) qualifications and for those students who wish to continue their studies the course also offers pathways to further degree level study at selected British universities, including Chichester.



A STUDENT SAYS...

"In an attempt to support myself financially at university I decided to first work for a while to save money. A 'while' became 1 year, then 3 years - until I was a 22 year old with no real job prospects but an urge to prove myself and have a decent bank balance.

So what next...? A three year university slog or a short practical 'quickie'? The answer was simple. I was used to hard work but I did not want to risk three years of my life in a course that might not be right for me.

I am writing this one year after starting my course at Hove. I made many great friends, passed all my exams (with high grades!) and now have a wonderful job that has allowed me to capitalise on practically every skill learnt at the College. Furthermore, for the first time for a long time I feel really confident about the future!

Christie Rigg
from Brighton



Course Duration

> 36 weeks

Entry Requirement

> A good secondary education equivalent to GCSE or 'O' level

Course Starts

> January > March
> June > October

Qualification

> Hove College Diploma in Creative Communications
> OCN Certificate in Digital Design
> LCCI Level 3 Certificates in PR, Marketing and Advertising

SYLLABUS:

- > Creating & producing ads & commercials
- > Media planning & buying
- > Public relations & planning a PR strategy
- > Community relations & crisis management
- > Effective marketing plans and global considerations
- > Market research, market selection & the marketing mix
- > Branding, packaging & franchising
- > Journalism, copywriting & practical production work
- > Comprehensive practical use of Adobe InDesign
- > Vector-based graphics using Adobe Illustrator
- > Image manipulation using Adobe Photoshop
- > Label & packaging design
- > Design & creation of promotional materials
- > Image manipulation & website integration
- > Industry knowledge & fulfilling client briefs
- > Practical understanding of the print process

AWARDING BODIES:



International E-Business Diploma

Core business and marketing strategic theory for internet-driven commercial success.



SYLLABUS:

- > Effective business management & control
- > Managing people, leadership & motivation
- > Dynamics of social, political, economic & technological change
- > Benefits & integration of E-Business
- > Types of business & company law
- > Global communication & IT development
- > Business accounting & financial statements
- > Collection, preparation & reporting of data
- > Definition & development of the internet
- > Benefits of internet marketing
- > Internet growth & customer profile
- > Successful search engine optimisation
- > Business models for E-Commerce
- > E-Commerce security & payment systems
- > Effective website promotion
- > International & legal issues

Course Overview

E-Business is a sector that is rapidly coming of age. Each year the number and value of commercial transactions carried out via the web skyrockets. It is no exaggeration to say that over the next ten years the business world will be transformed.

The E-Business Diploma combines a comprehensive grounding in general business studies with specially focused training in the new skills required to harness the unique potential of the web.

Specialist subjects covered include Marketing, E-Commerce and Internet Marketing. In addition, general business modules in Law, Economics, Accounting, Statistics and Business Practice, as well as Effective Communication and Management Reporting Systems, provide a thorough underpinning in business practice.

The course leads to a Diploma in E-Business backed by external London Chamber of Commerce and Industry (LCCI) Open College Network (OCN) qualifications.

The overall programme has been designed in consultation with the University of Brighton to dovetail into its relevant bachelor's degree undergraduate programmes.

Hove College students who have successfully completed the E-Business Diploma may be considered for progression onto the University's three year bachelor's degree programmes in either Business Management with E-Commerce or Internet Business Computing. Students achieving high grades and with prior experience may, subject to interview, also be considered for credit entry at second year level.



Course Duration

- > 36 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > June > October

Qualifications

- > Hove College Diploma in International E-Business
- > LCCI Level 3 Certificates in Management, Marketing, E-Commerce & Internet Mktg.

AWARDING BODY:





18 week Certificate

A range of short, specialist programmes designed to provide a thorough foundation training, tightly targetted around a specific skill-set.



IMPORTANT NOTICE

When applying for a course it is important that you give us as much information as possible about your qualifications and work experience so that we can ensure that we offer you the programme best suited to your particular needs.

AWARDING BODIES:



Digital Design Certificate

A hands-on, practical Apple Mac-based design training, using industry-standard Adobe InDesign, Illustrator and Photoshop to produce professional graphic design.

Web Design Certificate

Learn the art of successful web design; using HTML, Javascript, Dreamweaver and Flash to create slick, well styled web pages to a professional standard.

Creative Communications Certificate

A compact training for the aspiring advertising and PR executive, incorporating both the theory and practice of advertising/PR management, as well as copywriting.

International E-Business Certificate

A business studies course for the 21st Century, this programme covers the fundamentals of business theory as set in the context of the internet-driven marketplace.

Internet Marketing Certificate

A course that unlocks the secrets of the internet as the single most powerful marketing tool available in the world today. Essential skills for any marketer!

Certificate

COURSE SELECTOR

A quick reference guide to the five different 18 week Certificate course options available.

Digital Design Certificate

Professional training in image manipulation, design, page layout, typesetting.

Course Overview

Digital technology has transformed the creative industries, opening up exciting new possibilities for those with the right mix of creative and technical design skills.

This specialist course is for students who want to be part of the growing field of graphic design and will prepare you for a range of career options including design for print, the internet and multimedia.

It offers a stimulating programme that gives the flexibility to explore an array of specialist software. From day one you'll get to grips with industry standard applications used to develop high quality printed documents, as well as the essentials of website design. Finally, the entire course is consolidated through 'real-life' digital projects designed to give you the opportunity to experiment and build on your skills.

Course Duration

> 18 weeks

Entry Requirement

> A good secondary education to GCSE or 'O'level standard

Course Starts

- > January
- > March
- > June
- > October

Qualification

> OCN and Hove College Certificates in Digital Design



A STUDENT SAYS...

"My teacher, Paul, the 'Obi-wan' of DTP, was really great and went out of his way to help me. He makes learning easy and enjoyable which really is the best way.

After finishing the course I found an ad for a Trainee Mac Operator at the Argus, the same job I'd applied for a year ago. I didn't even get an interview that time, but this time I did! I couldn't believe it! They said the Hove College course put me to the top of the pile!

The second interview went really well and I was offered the job! The course has put my foot in the door of the career I've been after for so long. The future doesn't look boring any more!"

Hayley Coleman from Brighton



SYLLABUS:

- > Comprehensive practical use of Adobe InDesign
- > Vector-based graphics using Adobe Illustrator
- > Image manipulation using Adobe Photoshop
- > Label & packaging design
- > Design & creation of promotional materials
- > Image manipulation & website integration
- > Industry knowledge & fulfilling client briefs
- > Practical understanding of the print process



AWARDING BODY:



Web Design Certificate

All the essentials - from basic web page construction to slick Flash graphics.

Course Overview

The Internet is at the cutting edge of 'new media' and the rapid expansion of business online means there is an unprecedented demand for digital media talent in all sectors of today's business world. The Web Design Certificate has been created to give you the skills required to meet this need.

The course starts with the basic building blocks of HTML page development. It is aimed both at students who are complete beginners in this field and also those who have a knowledge of other technologies but need to update their current skill base in this important sector.

The course is 'hands-on' and uses student centred learning, working on projects geared towards practical real-life applications. Class groups are small and lead by a successful, practicing web-designer. Training is built around the essential industry standard web construction tools;

Macromedia Dreamweaver, Flash and Fireworks. The course, therefore, gives students readily adaptable skills that will be applicable in all manner of internet based roles.

Course certification is by OCN (Open College Network) external qualification and completion of a website project for assessment.

Course Duration

- > 18 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > July > October

Qualifications

- > Hove College Certificate in Web Design
- > OCN Certificate in Web Design

A STUDENT SAYS...

"Before starting my course in Web Design, I had some experience of IT but no idea how to create a website let alone use an Apple Mac! So it was a real challenge for me. But Paul (our expert, friendly and very patient tutor) soon put me at ease.

I was impressed with how much we covered and how it soon started to make sense and click into place - literally! By the end of the course I felt I had grasped a real understanding of web design and a new-found confidence in my ability to use it.

Everyone at Hove College has been really great and really supportive, making it such a nice welcoming place to study.

They make sure you are looked after and get the best possible out of your experience whilst you're there. I now feel confident to use my skills at work. It's really opened doors for a bright future!"

Rob Scoble
from Lewes



SYLLABUS:

- > Macromedia Dreamweaver, the environment & site management
- > Working with images, image maps & creating rollovers
- > Design using cascading style sheets
- > Fundamental Javascript, PHP scripting & ASP
- > Database integrated web applications
- > Practical use & integration of Flash
- > Site structure, layout & navigation
- > Fully integrated individual website design project

AWARDING BODY:



Creative Communications Certificate

Learn the secrets of successful marketing, advertising, PR and copywriting...

Course Overview

Effective communication is ever more crucial in the modern business world as competition becomes more intense and consumers become more sophisticated.

Employers are therefore increasingly looking to employ individuals with the specialist knowledge to apply a full set of promotional techniques to take their products to new potential markets or to convey new messages to existing customers.

This wide-ranging course covers the fundamental principles of promotion and examines the elements that go to make up the 'communications mix'.

The course is delivered by practicing specialists who are experts in their field and the aim is to give students a 'hands-on' practical knowledge, based on what is happening in the real world, right now.

You will learn how to formulate and apply effective marketing plans, incorporating PR strategies and powerful advertising techniques, to a number of different situations and to diverse audiences.

On completion, students will gain industry-recognised qualifications in PR, Advertising and Marketing that can open up a range of employment and further study options.

This course can be summarised as a powerful combination, providing high value skills focussed on this extremely rewarding area of business. Presented by experienced forward looking tutors, successful students armed with this level of knowledge can truly talk the talk and walk the walk!

Course Duration

> 18 weeks

Entry Requirement

> A good secondary education to GCSE or 'O'level standard

Course Starts

> January > March
> June > October

Qualification

> Hove College Certificate in Marketing & Media
> LCCI Level 3 Certificates in PR, Marketing and Advertising

A STUDENT SAYS...

"It was pure chance that I saw an ad for this course. It had all I needed - I don't know of any other course that combines PR, Marketing and Advertising so well.

It's given me much-needed confidence. The tutors are really passionate about their profession, and most still work as industry freelancers so you can really benefit from their experience. Aside from the main subjects, there's a great Journalism class that fits nicely with PR. Something I also found invaluable was the section on Career Development. For anyone who hates doing CVs, covering letters or interviews, this is vital!

All the hard work paid off. Just weeks after graduating I was rewarded with a fantastic job offer with a London based publishers!

Neil McCrae
from Lancashire



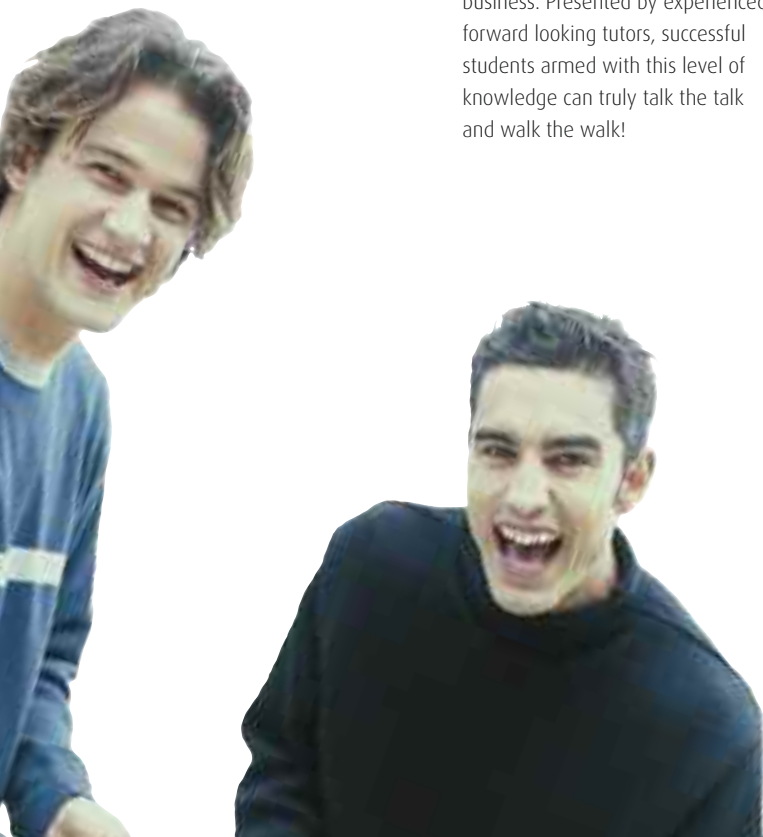
Neil McCrae and college friends

SYLLABUS:

- > Creating & producing ads & commercials
- > Media planning & buying
- > Public relations & planning a PR strategy
- > Community relations & crisis management
- > Effective marketing plans and global considerations
- > Market research, market selection & the marketing mix
- > Branding, packaging & franchising
- > Journalism, copywriting & practical production work



AWARDING BODY:



International E-Business Certificate

An introduction to business studies in the era of the worldwide web.

Course Overview

The world of business is being transformed by the Web. Whether you are directly involved in internet-based operations or not, all business is impacted by this new medium.

Commerce via the internet is the world's fastest growing industry and the fast, global nature of web trading forces companies to change the way they operate, not only in their marketing but across the whole spectrum of their activity. Financial, legal and human resource issues, for example, all require a fresh focus, as do the major strategic elements such as macro forecasting.

Course Structure

This carefully structured course gives students a thorough grounding in essential business subjects whilst maintaining a wider consideration of how proven principles can merge smoothly into the modern electronic age. Course modules include Law, Principles of Management, Statistics, Economics and Accountancy.

Delivered by experienced tutors, the course is practical and interactive. Modules are taught en bloc in four or two week sections which allows the students to concentrate on achieving proficiency with each subject within a comfortable and well organised timetable.

On completing the course, students can be confident that their skills prepare them well for onward study or give them that extra dimension to attract prospective employers in this web-driven commercial age.



Course Duration

- > 18 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > March > June
- > October

Qualifications

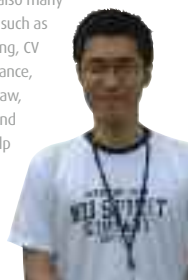
- > Hove College Certificate in International E-Business
- > LCCI Level 3 Certificate in Management

A STUDENT SAYS...

"I was a computer programmer in South Korea and came to the UK to change my career. I found this course and I have been very satisfied. Wonderful tutors, excellent facilities and lovely staff. For these reasons, I am pleased to recommend this course.

I think this course is good for finding a job because it includes not only theories of E-Business but also many practical things such as business planning, CV preparation, finance, book keeping, law, management and so on. It will help me wherever I go!

Jaewan Kim
from Korea



SYLLABUS:

- > Effective business management & control
- > Managing people, leadership & motivation
- > Dynamics of social, political, economic & technological change
- > Benefits & integration of eBusiness
- > Types of business & company law
- > Global communication & IT development
- > Business accounting & financial statements
- > Collection, preparation & reporting of data

AWARDING BODY:



Internet Marketing Certificate

Training in the new techniques for effective marketing within the worldwide web.

Course Overview

This well balanced and forward-looking course is based on contemporary industry thinking and the lessons of practical application in what is a fast evolving business environment.

The world of Internet Marketing is expanding rapidly, with online business predicted to grow massively over the next few years. New E-Marketing concepts and tools emerge almost daily as ever improving technology places greater scope into the hands of the marketer.

Course delegates learn the unique principles which differentiate the Internet business world and how to

apply new techniques to generate valuable trade through this medium of the future.

With practical, industry-recognised qualifications to back the knowledge acquired on the course, successful candidates will offer a unique mix of abilities to potential employers. Alternatively, students may continue on from the course into a range of further education studies.

Coursework undertaken includes separate modules in Internet Marketing, E-Commerce, and Marketing with London Chamber of Commerce and Industry (LCCI) level 3 professional examinations.

Course Duration

> 18 weeks

Entry Requirements

> A good secondary education to GCSE or 'O'level standard

Course Start Dates

> January > March
> June > October

Qualifications

> Hove College Certificate in Internet Marketing
> LCCI Level 3 Certificates in E-Commerce, Marketing & Internet Marketing

SYLLABUS:

- > Definition & development of the internet
- > Benefits of internet marketing
- > Internet growth & customer profile
- > Successful search engine optimisation
- > Business models for E-Commerce
- > E-Commerce security & payment systems
- > Effective website promotion
- > International & legal issues

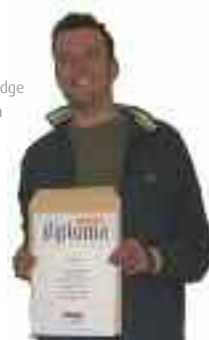


A STUDENT SAYS...

"For some time I had been struggling to get into internet marketing. This was proving difficult - until I saw this course! It's given me the confidence to go for jobs that I'd previously thought of as out of reach. The course offers a theoretical knowledge but more importantly it relates this knowledge to its actual use in the business world.

The college also provides great one to one support, which meant that I was armed with a superb CV and loads of confidence. I've now got just the kind of role I'd wanted when I originally saw the course advertised!"

*Robert Tebb
from Brighton*



AWARDING BODY:





English Language

English language courses for those students who need to improve their written and spoken English before starting their professional training.



English language at Hove College Brighton

Sometimes students need a period of full-time English language training before starting their main course of study. With its own integral English language school on-site Hove College is well placed to assist in this.

International students may take a preparatory English course of between 3 and 9 months duration that provides intensive tuition in all the linguistic and written skills they will need to benefit fully from their main courses of study. Experience has shown that international students who first spend a little time polishing their English proficiency in this way frequently outperform those who do not.

British Study Centres School of English

Tuition is provided by Hove College's 'sister' college, British Study Centres School of English, which is located in the next-door building and fully equipped with its own specialist English language facilities, study centre and student services.

All BSC teachers have an English language teaching qualification and the school has been fully accredited by the British Council and is a member of English UK, the association of quality English schools in the UK.

The school is careful to select teachers who are able to create a fun but serious learning

environment, where students have the chance to express themselves in group and individual situations. In addition teachers adopt a communicative approach in order to improve students' confidence in everyday situations.

*"If you want to take full advantage of the internet there is only one real way to do it: learn **English.**"*

NEW YORK TIMES 2005

British Study Centres School of English Brighton is a member of English UK and fully accredited by the British Council.

ENGLISHUK
member

Accredited by the
BRITISH COUNCIL

Thinking in English



Pre-entry English language preparation programme

3, 6 or 9 months depending on the student's level of English at the time of entry.

Course Overview

20 lessons per week (each lesson lasting 50 minutes), in small classes with an average of ten students (maximum fourteen), either in the morning or afternoon.

The course is divided into two parts:

Part one

(15 lessons per week)

Course-book lesson, designed to focus on the four main skills; speaking, listening, reading and writing. Grammar, pronunciation

and vocabulary are also covered to give you the opportunity to improve your all-round English skills.

Part two

(5 lessons per week)

Here you have the option to take a 'Speaking and Listening' class, where the particular emphasis is on oral communication.

Course Duration

> 3, 6 or 9 months

Entry Requirements

> 3 mth - IELTS 5.0 equivalent
> 6 mth - IELTS 4.5 equivalent
> 9 mth - IELTS 4.0 equivalent

Course Start Dates

> Any Monday

Qualifications

> Not applicable. (An IELTS test may be taken on request)

PRE-ENTRY ENGLISH LANGUAGE PREPARATION PROGRAMME SYLLABUS:

- > Speaking
- > Listening
- > Reading
- > Writing
- > Grammar
- > Pronunciation
- > Vocabulary



3.



COURSE ACCREDITATION:


British Study Centres
School of English

Accommodation

Make yourself at home! Brighton offers a wide range of accommodation options from our own College-run student houses to friendly host families in all parts of the city.

Studying, relaxing, socialising, sleeping, bathing, eating - good accommodation is a key ingredient of both an enjoyable stay in Brighton and a successful course.

We take the well-being of our students extremely seriously and understand the importance of good student accommodation for all our students whether from the UK or overseas. The College therefore has a portfolio of comfortable student houses and experienced host families around Brighton to help ensure that our students are well accommodated for the duration of their course.

Student Houses

Most students choose to stay in one of our various student houses, all of which are located within easy walking or cycling distance of the College premises. Typically, these houses will each accommodate

between six and eleven students, providing each with their own comfortable private bedroom, with shared kitchen, bathroom and living facilities.

Private Apartments

Where requested we can also help source private apartments by putting you in contact with reputable property agencies in the area.

Host Family Accommodation

Alternatively, and particularly for younger students new to the environment and culture of the UK, we can arrange for you to stay with a friendly local host family including the provision of breakfast and evening meal.



Accommodation, whether in Student Houses or with Host Families, is in comfortable private single rooms. Shared rooms are also available on request.



Brighton seafront is a great place to exercise - whether walking, jogging, swimming in the Summer... or 'roller-blading' along the Promenade





4.



Want to find out more?
Just visit our website at:
www.hovecollege.com



6.

Brighton & Hove - a students' view

WRITTEN BY STUDENTS: PATTI GOOD, KARIN VAN PETTEN & DEBBIE WARNOCK

"Whether you're into night-clubbing, great food or simply enjoying being by the sea then this is the place for you!

Hove is within easy walking distance of the historical centre of Brighton which is brimming with exciting activities. (Lots of famous bands and productions premiere here so there's no need to pay London prices to see the very best entertainment.)

Brighton has a great energy, from its young cosmopolitan restaurants and cafés to the fascinating Lanes, you're never at a loss for things to do. But the city of Brighton & Hove offers more than just history and entertainment, it offers a cultural student 'quality of life' that is quite simply unique.

So, take it from us; if you're looking for more than just a place to study, then Brighton & Hove is it!"

OUR COMMITMENT

"I remember my student days and how important it was to feel that my college was there to give support when I needed it. To me, this is the most important part of my job!"



Pam Martin
College Services Manager

5.



Pictures:

- 1> Students enjoying the College's private garden in break time.
- 2> Free internet facilities are available at the College, including wireless connection for those students with personal laptops.
- 3> The College has a regular social programme so there are always things to do outside of class.
- 4> Hove College is always a great place to meet new friends!
- 5> Student houses are simple yet comfortable.
- 6> A typical Student House in an Edwardian Hove street.

How to apply

If you would like to apply for a place at Hove College, the recommended application procedure is explained below:



UK and EU Students

Where possible we encourage prospective students to visit us as this enables them to see and hear for themselves what a course at Hove might help them achieve. It also gives us the opportunity to better assess the abilities and interests of the individual students so we can give the best advice regarding their course selection.

If a visit is not possible, use this prospectus to select the course most suited to your needs and then fill in the application form (which is available from our website).

If your application is successful we will then send you an Admission Document together with full details of the next steps required in order to confirm your place.

In the event of a query please do not hesitate to telephone or e-mail us at the address shown on the back of this prospectus.

International Students (Non EU)

Students from non-European Community countries will in most cases need to obtain a visa to study in the UK. In these circumstances the correct application procedure is as follows:

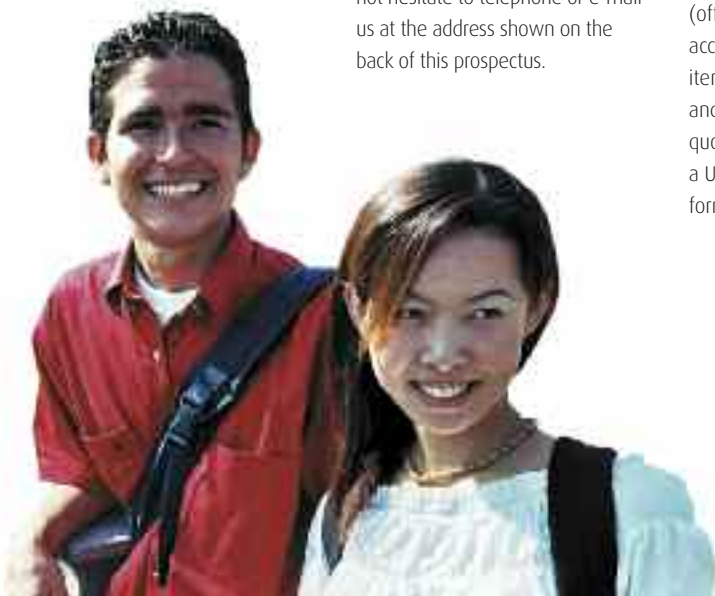
1> Use this prospectus to help you select the course most suited to your needs and then fill in the enclosed Application Form and send it to the College, together with photocopies of your academic qualifications and any other documents you think might support your application (eg. an employer's reference in the case of mature students). If you need an additional application form this can be downloaded from our website.

2> If your application is successful we will send you an International Admission Document (offer letter) confirming your acceptance for the course and itemising the cost of tuition fees and living expenses. If you have quoted the name and address of a UK sponsor on your application form they will automatically

receive a copy of your offer and an invitation to visit the College. Please note that the quotation for living expenses is a recommendation only and is intended as an approximate cost of living guide. Students who stay with friends or relatives can often live comfortably on much less.

3> Once you have received your acceptance documentation you can start making arrangements for your tuition fees to be sent to the college. If you are paying your fees from overseas you should ask your bank to arrange a bank transfer or to issue a Banker's Draft made payable to Hove College which you should send to us by courier or registered post. If your fees are to be paid by a sponsor in the United Kingdom you should ask your sponsor to telephone us to arrange an appointment to see a Course Advisor.

4> When your tuition fees have been paid, we will send you your Visa Application Document which you will be required to present to the British immigration authorities when you arrive in the UK.





Want to find out more?
Just visit our website at:
www.hovecollege.com

Pictures:

- 1> The Hove College main building.
- 2> If requested the college can arrange for international students to be met at the airport when they arrive.



Quick seven step guide for international students

- 1> Submit completed application form
- 2> Receive International Admission Document (offer letter)
- 3> Pay tuition fees
- 4> Receive Visa Application Document and accommodation booking form
- 5> Obtain Student Visa from local British authorities (if required)
- 6> Notify College of flight details and accommodation requirements
- 7> Obtain student visa on arrival in UK (if not already obtained locally)

5> Applicants from some countries are required to obtain a visa from their local British High Commission prior to travelling to London. This is likely to involve an interview with an Entry Clearance Officer who will want to see:

- [A] Your Passport
- [B] Your academic qualifications
- [C] Your International Admission Document
- [D] Your Visa Application Document (showing tuition fees paid)
- [E] Evidence you have access to the necessary living expenses

Please note that if you are refused entry to the United Kingdom by a British High Commission your tuition fees will be refunded in full less the £100 enrolment fee.

6> The College is able to arrange accommodation for you for the duration of your course. It is important, however, that you notify us in advance of your accommodation needs, together with your flight details, so we can make the necessary arrangements. This is best done by fax on +44(0)1273 748149 at least 72 hours before arrival. You should also let us know at this stage whether you want us to arrange

for a taxi to collect you from the airport. We will reply by sending confirmation to you by return fax/e-mail.

7> When you arrive at the airport in the UK you will need to obtain a student visa. The immigration officer will expect to see your Visa Application Document together with evidence that you have enough money to live on.

If you are bringing your living expenses with you, you should have at least enough for 3 months (about £1,750). If instead you have a UK sponsor who is going to provide for you then you should have evidence of this, in the form of a sponsorship declaration form which your sponsor can obtain from the College in advance.



General Notes

Course Starting Dates

The training at Hove College is an on-going process throughout the year, with student intakes arranged so that you will generally have a choice of various starting dates in any twelve month period.

The advantage of this arrangement is that the prospective student need not wait for more than a short time - possibly only a matter of weeks - before commencing a course. This has proved to be particularly valuable to overseas students living in areas where holiday periods or academic years are not the same as those of the UK. Therefore, when you complete your application form please indicate the date on which you want to commence your studies.

Entrance Qualifications

Hove College training does not normally require, on the part of the student, any previous knowledge of the subjects to be studied. However, prospective students should have attained a reasonable level of literacy and numeracy or, where they wish to enrol for Professional examination courses, be able to provide evidence of holding the necessary GCSE passes or their equivalent. Educational certificates held by intending students will vary from country to country; the College will judge these qualifications on their merits and advise the student accordingly.

Tuition is in English. Intending students must therefore have reached a reasonable level of fluency. The College has access to a remedial English Language Course (see page 28) and must reserve the right to transfer to this course any student

whose command of English is not adequate for a proper understanding of the course for which he or she has enrolled.

Students should have achieved a minimum IELTS 5.5 score before starting their course and ideally have passed IELTS 6.0.

Tuition Fees

Tuition fees cover the cost of face-to-face instruction by experienced professional tutors and 'hands-on' training and practice using modern computer technology. The tuition fee also covers all college examination fees.

Overseas based students who are 'visa nationals' (ie. required to obtain a visa from a local British Embassy or High Commission before travelling to the UK) are required by Hove College regulations to pay full tuition fees in advance. This is because statistical analysis has shown that instalment fee payment reduces the likelihood of a successful visa application.

UK based visa nationals, non visa nationals and citizens of the European Community may pay tuition fees for 36 week Diploma or 2 year Advanced Diploma courses on an instalment basis, although an extra £50 per term is payable if this method is chosen. To calculate the fee for the E-Business Diploma course for example, simply add £150 to the fee quoted on the fee sheet, and divide the total by three. Thus: £5,475 + £150 ÷ 3 = £1,875 per term.

Tuition fees may be paid either directly to the school by cheque, credit card or cash, or sent from overseas by banker's draft or

telegraphic transfer. Banker's drafts should be made payable to Hove College and sent by courier or registered post to ensure security. When sending funds by telegraphic transfer, the sending bank will require the following Hove College bank details:

Account Name:
Hove College

Bank Address:
Bank of Scotland
8 Air Street
Brighton
East Sussex BN1 3FD

Account Number: 00428449

Sort Code: 12-12-68

NB: It is essential that, whichever method of payment is used, the sender remembers to quote the student's Reference Number.

Sponsorship Forms

In the case of an overseas student, where a friend or relative in the UK will be acting as his or her sponsor by providing living expenses and accommodation on their behalf, it will be necessary for the sponsor to complete and sign a sponsorship form and provide evidence confirming their financial ability to maintain the student. The sponsor should contact the College for further details, and the appropriate form.

Accommodation in Brighton

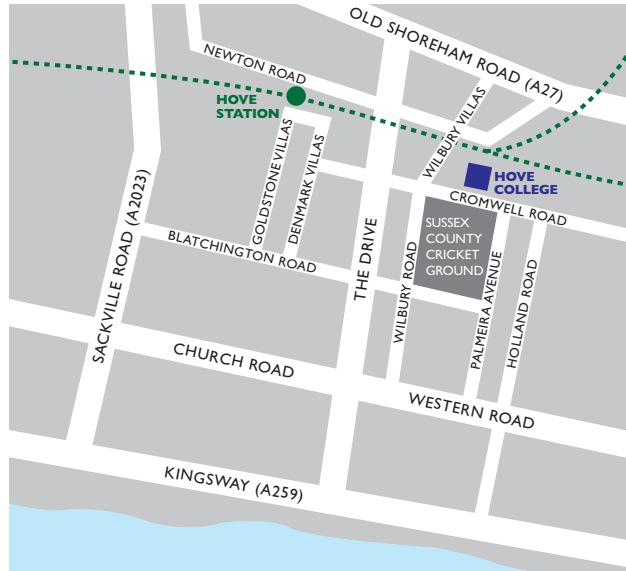
This need present no problems to intending students. Where desired, accommodation, which has been carefully selected by our Student Services team, can be arranged for the student by the College. The cost of accommodation and living expenses is not included in the tuition fee for the course.

To comply with student immigration formalities, international students are required to show that they can meet living and accommodation expenses during the period of their studies in the UK. Details of the current costs will be sent to you with your acceptance documentation.

The Accommodation Officer will only provide accommodation for new students if asked to do so (see page 30). It is not done automatically because many students live locally or arrange to stay with friends or relatives to keep costs to a minimum. If you do require accommodation it is best to inform the college at least 72 hours in advance.

Generally, new students prefer self-catering student house type accommodation. These are as close as practical to the College (thus minimising travelling expenses) and cost £1,460 per three month 'term' based on a private room typically in a five person house with shared living room, kitchen and two bathrooms. This is inclusive of all costs (such as electricity and rates), but excludes food. There is also a £150 refundable Damage Deposit. Parents please note: All our accommodation is safe, secure and supervised, and every effort is made to ensure that students make friends and settle into their studies.

How to find us



Hove College is located on a main thoroughfare in Hove within an easy walk of the many shops, cafés, and the seafront.

Parking is available in surrounding roads in Pay and Display bays. Public transport links are excellent with frequent bus services passing the College to and from the centre of Brighton, or west towards Shoreham.

Rail services are good too with fast trains to London from Hove and Brighton stations (journey time: 50 minutes). Hove station is just a 10 minute walk from the College but we recommend on your first visit that you take a taxi to avoid any risk of getting lost.



hove college
Brighton

Invest in your future

Hove College, Stuart House, 48 Cromwell Road, Brighton & Hove, East Sussex BN3 3ER, UK

Telephone: +44 (0)1273 772577 Fax: +44 (0)1273 748149

E-mail: courses@hovecollege.com Website: www.hovecollege.com



Hove College Brighton is a member of the British Study Centres group of colleges and is recognised as efficient by the British Accreditation Council for Further and Higher Education. Authorised by the OCN & LCCI examination boards to offer their qualifications.