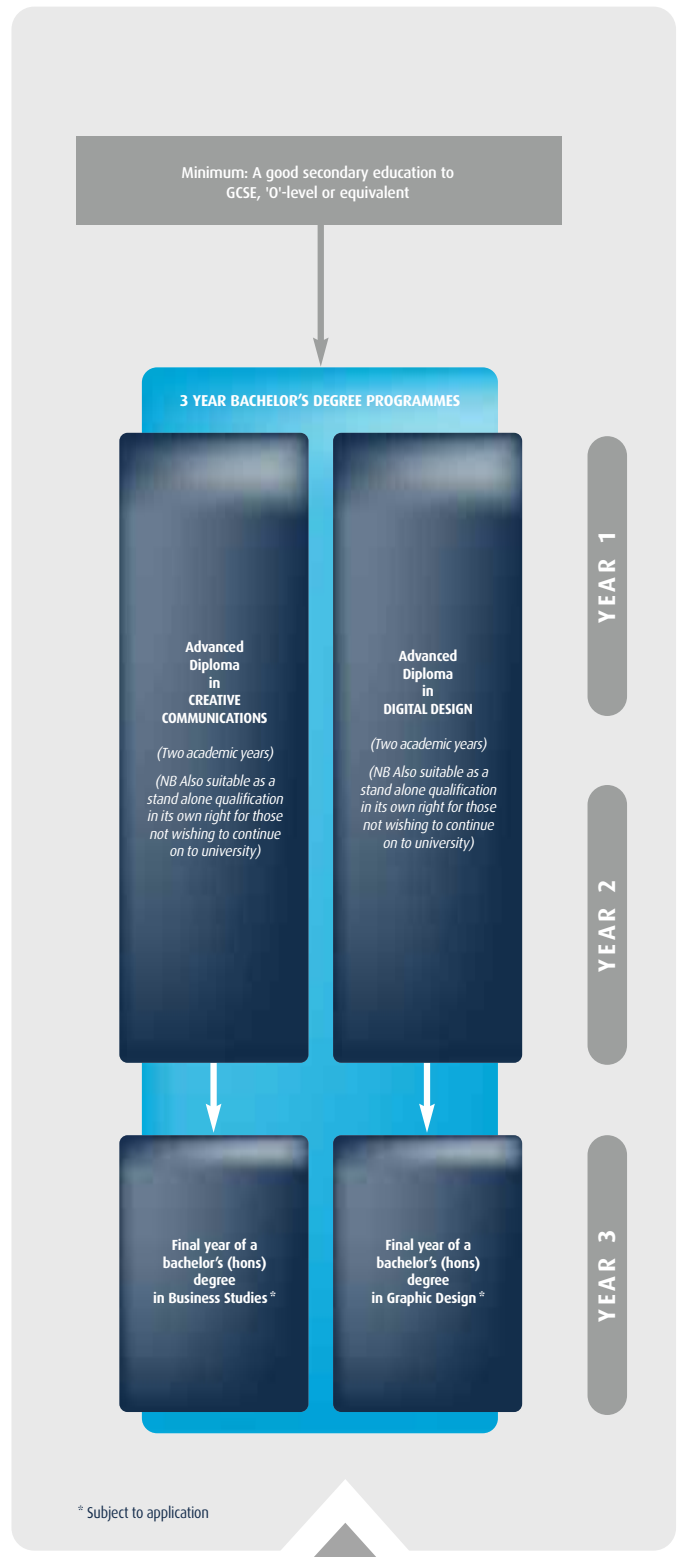




Advanced Diploma

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

