



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 Marvally
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.



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.



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

AWARDING BODY:

