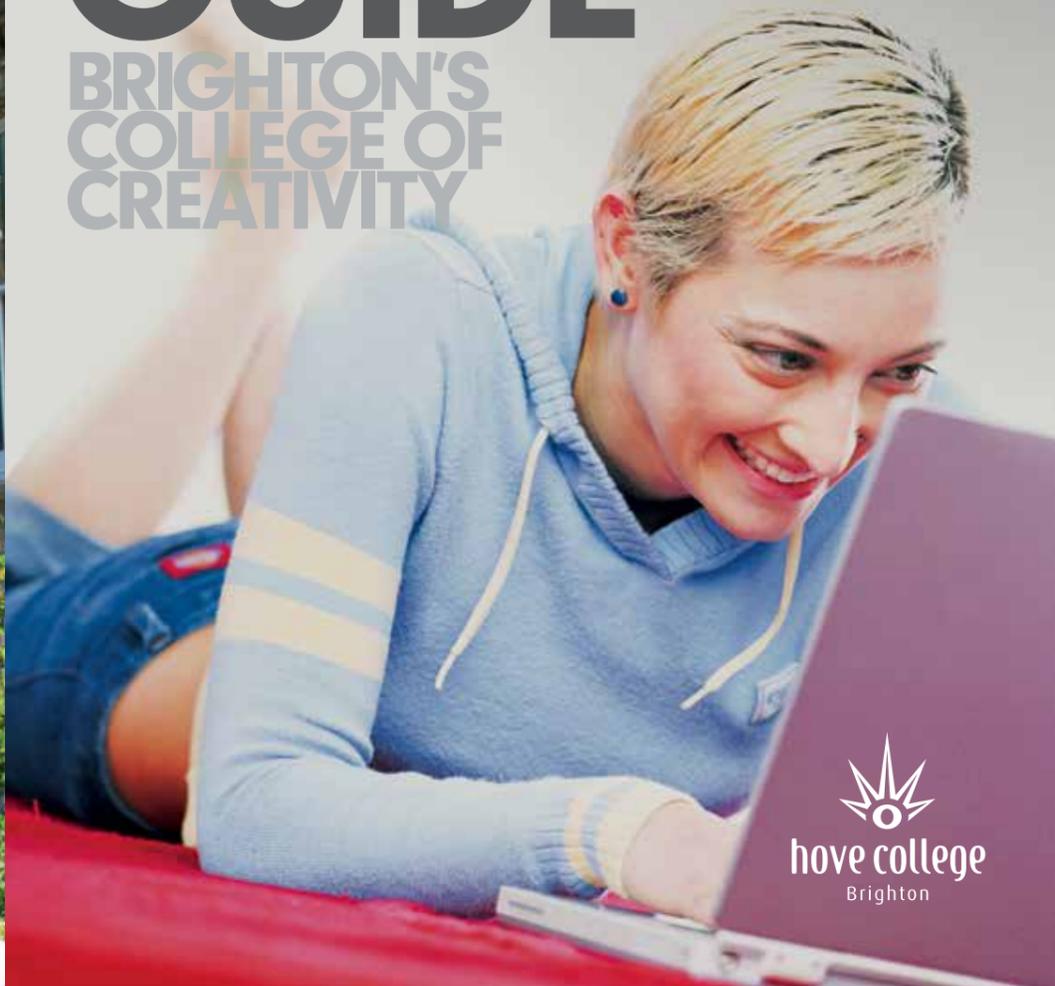


COMPACT COURSE GUIDE

BRIGHTON'S COLLEGE OF CREATIVITY



HOW TO APPLY

To apply for a place we recommend you contact us to arrange an appointment to visit the College.

If that is not possible, check out our website where you will find all the information you need as well as an application form with which to make your application.

If you need further help or advice just phone us on the number below.

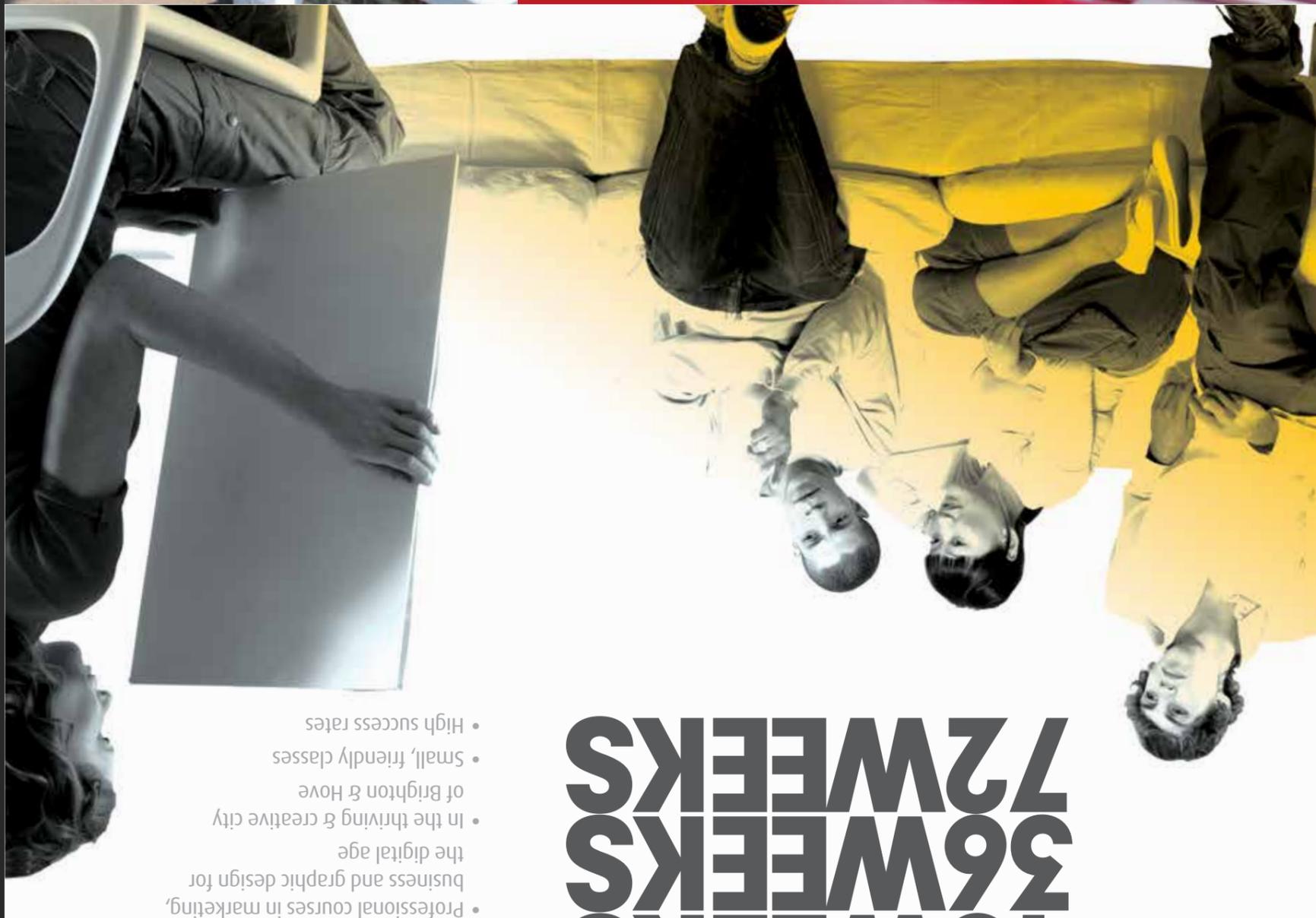


hove college
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Telephone: 01273 772577
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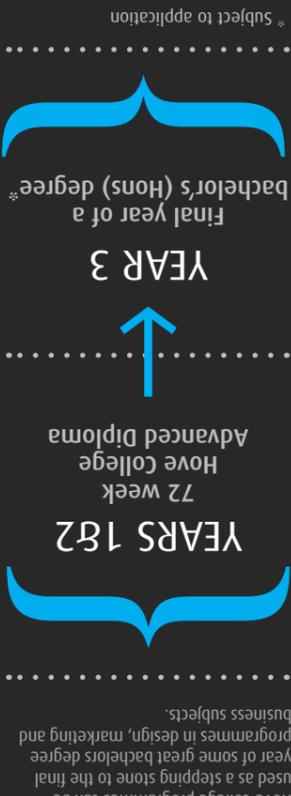
courses@hovecollege.com
www.hovecollege.com



COURSES FROM 18 WEEKS 36 WEEKS 72 WEEKS

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.

- Professional courses in marketing, business and graphic design for the digital age
- In the thriving & creative city of Brighton & Hove
- Small, friendly classes
- High success rates



BACHELORS DEGREE PATHWAY

DIGITAL DESIGN

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

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 - Certificate: 18 weeks
Diploma: 36 weeks
Advanced Diploma: 72 weeks

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

Course Start Dates - February, July and September

Qualifications & Awarding Bodies - Hove College Certificate, Diploma or Advanced Diploma in Digital Design (OCN)

CREATIVE COMMS

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

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

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.

Course Duration - Certificate: 18 weeks
Diploma: 36 weeks
Advanced Diploma: 72 weeks

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

Course Start Dates - February, July and September

Qualifications & Awarding Bodies - Hove College Certificate, Diploma or Advanced Diploma in Creative Communications (OCN)

MOTION GRAPHICS & FILM

Video motion graphics and film production is a fast expanding sector. Become part of it!

Motion graphics are short pieces of time-based visual media; a creative combination of film and graphic design. They can feature 2D and 3D animation, video, film, typography, illustration, photography and music. They are used in film title sequences, TV commercials and TV broadcast graphics, as well as across a vast range of internet based environments.

This course takes the student into the developing world of commercial animation, opening up real opportunities in this fast growing market place. Subjects covered are state of the art and will equip students with valuable skills to make a real impact. With the goal of building both business acumen and creative ability, successful students truly will be able to talk the talk and walk the walk.

Course Duration - Certificate: 18 weeks
Diploma: 36 weeks
Advanced Diploma: 72 weeks

Entry Requirements - Please contact the college for full details

Course Start Dates - February, July and September

Qualifications & Awarding Bodies - Hove College Certificate, Diploma or Advanced Diploma in Motion Graphics & Film (OCN)

WEB DESIGN

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

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 and also those who have a knowledge of other technologies but need to update their skills. The course is 'hands-on', working on projects geared towards real-life applications and led by a practicing web-designer. Training is built around the key industry-standard web construction tools; Macromedia Dreamweaver, Flash & Fireworks. The course, therefore, gives students readily adaptable skills that will be applicable in a wide range of internet based roles.

Course Duration - Certificate: 18 weeks
Diploma: 36 weeks

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

Course Start Dates - February, July and September

Qualifications & Awarding Bodies - Hove College Certificate or Diploma in Web Design (OCN)

Fast-track!

The **Web Design Certificate** is also available as a 10 week intensive fast-track course (July start). Please contact the College for full details.



GLOBAL E-BUSINESS

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

The fast and global nature of web commerce forces companies to change the way they operate 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.

This carefully structured course gives students a thorough grounding in essential business subjects whilst maintaining a wider consideration of how proven principles can be applied in the context of the digital age. Delivered by experienced tutors, the course is practical and interactive, delivering a set of valuable employment skills.

Course Duration - Certificate: 18 weeks
Diploma: 36 weeks

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

Course Start Dates - February and September

Qualifications & Awarding Bodies - Hove College Certificate or Diploma in Global E-Business (OCN)

INTERNET MARKETING

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

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.

This course covers 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, students from this programme can offer a unique mix of abilities to potential employers.

Course Duration - Certificate: 18 weeks

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

Course Start Dates - February and September

Qualifications & Awarding Bodies - Hove College Certificate in Internet Marketing (OCN)

ABOUT HOVE COLLEGE

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

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 Hove College students achieve results beyond their expectations. All our tutors are practitioners in their field and therefore ideally placed to ensure that learning is relevant to the real world.

The facilities at the College include three hi-tech computer training rooms, fully equipped with modern Apple iMac workstations. Training rooms are light & airy, with the latest interactive whiteboards and Powerpoint presentation facilities available for use. Outside of study hours students can relax in our garden or use free internet facilities, including wireless. 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.

Career placement & internships

Finding a new job doesn't have to be difficult! The College provides constructive help during the job search process, and helps to generate a sense of purpose and self-confidence.

For example, we arrange for employers and recruitment agencies to come to the college, meet students and help them with their career choices. Feedback from our graduates indicates that this has helped them secure interviews and the right position for their career.

We can also arrange internships which can provide a first-rate opportunity to familiarise yourself with the work culture in all sorts of careers. Lidia for example did her post-course internship in a food company. She commented; "It was very interesting to see how different members of the marketing department pooled their ideas and worked as a team."

Student accommodation available

College accreditation

The College is accredited by the Independent Schools Inspectorate (ISI), having met standards set in respect of: premises, organisation, the supervision of students & staff, the quality of teaching & supporting services & financial viability. The College is also a member of Study UK and part of the official British Government list of approved educational institutions for visa application purposes.

