

# Digital Design Web Design Creative Communications E-Business Internet Marketing Film & Motion Graphics



HOVE  
COLLEGE  
BRIGHTON

BRIGHTON'S COLLEGE  
OF CREATIVITY



# COURSES 10 WEEKS 18 WEEKS 9 MONTHS OR 2 YEARS

## 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. And our programmes give our students the option of progressing on into the final year of bachelor's degrees at a range of universities too.

In this fast-moving sector Hove College training is a sure stepping-stone to success.

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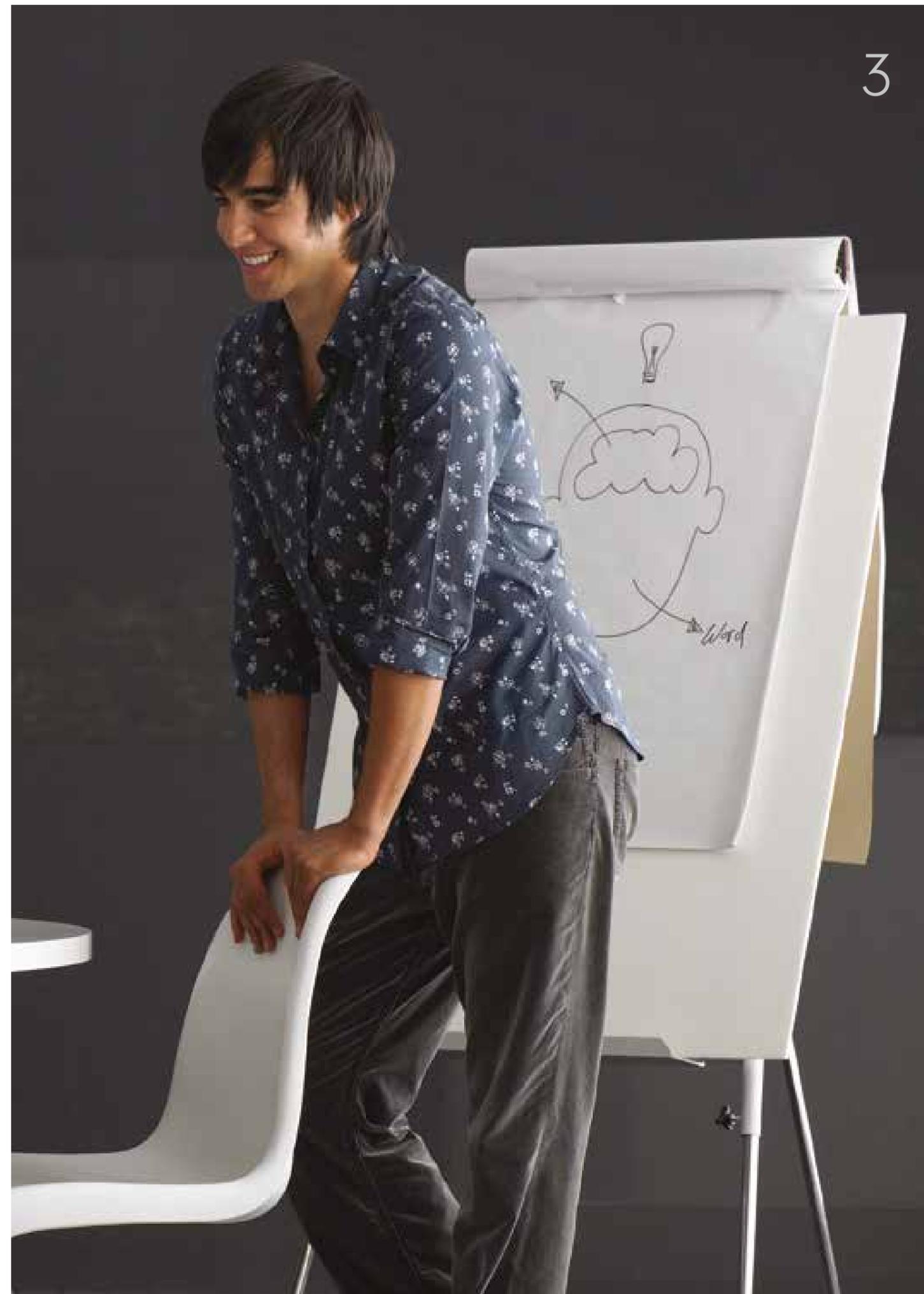
## Courses

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Hove College Brighton Ltd is a company limited by guarantee, registered in the UK. Registered number 06482027.

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.

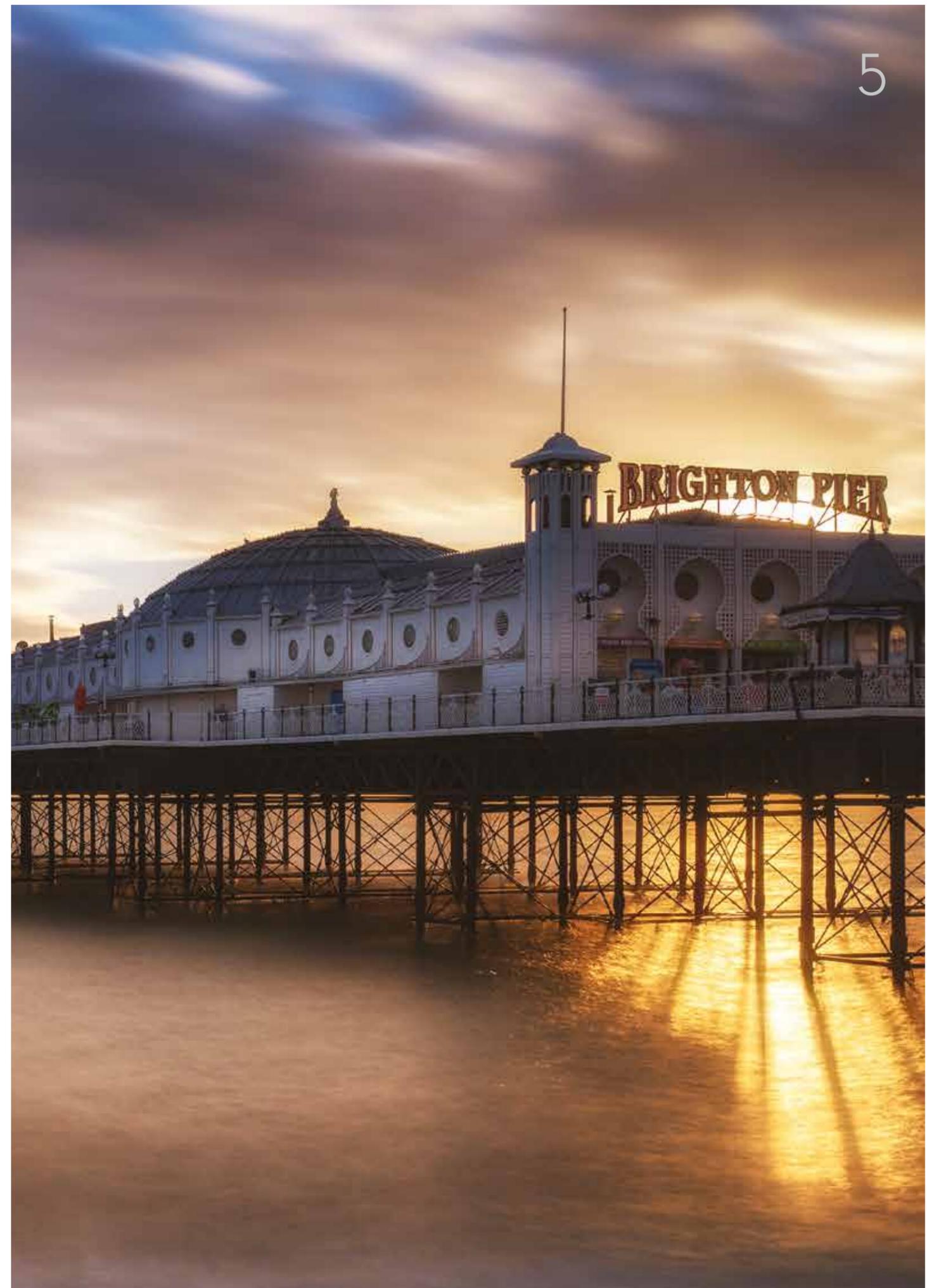
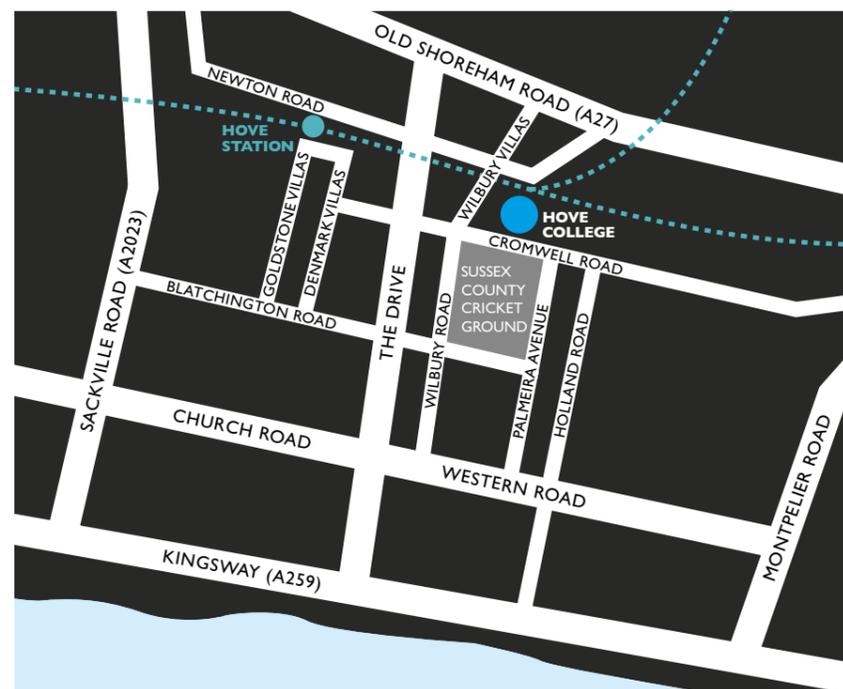
Yet it is also within walking distance of Brighton city centre, famous as one of the UK's cultural hubs and a truly cosmopolitan environment. Brighton is justly famous as a centre for creative industries and is home to a huge variety of internet and arts based companies and consultancies. It has the 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.

## How to find us

Hove College is located on a main thoroughfare in Hove with parking 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.



# ABOUT THE 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 before long Hove College students are achieving results beyond their expectations. (For example, a student recently went on to be awarded a First Class Honours Degree from the University of Brighton).

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 workstations and broadband. All training rooms are light and airy, with Powerpoint presentation facilities available.

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. And with London just 50 minutes away by train there is always the opportunity to take easy day trips to the capital whenever the mood takes.

## Pathways & careers advice

On completion of their Hove College course students have a range of options open to them. For Advanced Diploma graduates this can include the chance to join the final year of a Bachelor's degree programme at a respected university (see page 12 for details).

If they prefer to progress directly into the working world they will always have the support and advice of our college team to help them through the process.

Whether progressing to work in London (just 50 minutes by train) or in Brighton's thriving media industry, or going on to further study at university, Hove graduates know they have the advantage of a strong foundation to their long term success.



# A FRIENDLY AND FUN LEARNING ENVIRONMENT



An all-Mac environment - All our computers at Hove College are modern state of the art Apple iMacs with high speed processors and powerful graphics capabilities.

2/8/10/11 The College is equipped with modern iMacs and industry standard Adobe graphics software.

1/3/4/7 Small class sizes ensure maximum learning effectiveness and a warm interactive study environment.

9 The café next door is great for grabbing a snack at break times or for a full meal at lunchtime.

# TEACHING EXCELLENCE ASSURED

**Hove College is regularly inspected by the Independent Schools Inspectorate on behalf of the UK government and has consistently achieved the coveted 'Exceeds Expectations' rating.**

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.

## Extracts from Hove College's 2016 ISI Inspection Report

"The college exceeds expectations for the quality of education"

"The quality of teaching and its impact on learning is excellent."

"Teachers are highly qualified, with the vast majority having experience as practitioners in their specialist skills and as a result students are able to explore and exploit current technologies and measure progress against professional as well as academic standards."

"Lessons are stimulating, provoke interest and students make excellent progress in class and in their assignments. Pastoral support is excellent and students report that they are well cared for."

"There is good support for students wishing to improve their English language skills."

"A suitably organised social programme offers a wide range of cultural experiences, activities and outings." "Assessment of students prior to arrival is excellent with students receiving excellent information, advice and guidance prior to arrival. All students receive excellent academic counselling to ensure additional support needs are identified prior to arrival. Attainment and progress is excellent. Students make excellent

progress against their starting points and success levels are consistently high. All courses are evaluated against externally set performance measures and overall student achievement in assignments is excellent."

"There is outstanding individual learning support by teachers and academic managers through scheduled tutorials and targeted support. Students are encouraged to take responsibility for their own learning and as a result standards across study programmes are very high. Students produce excellent work of a consistently high standard."

"The premises are excellent providing a safe, secure and attractive environment."

"The premises are well decorated and all the facilities are very clean and fresh. Classrooms provide an attractive and comfortable environment, are well lit and ventilated with appropriate sound insulation. All student areas are uncluttered, tidy and equipped with appropriate furnishings and fittings."

"Students report feeling extremely well cared for and inspectors agree"

The full report is available for viewing at: <https://educationaloversight.co.uk/college/hove-college-8339?results=true>



## Course accreditation

Hove College is also approved by OCN to offer their qualifications. OCN is a recognised UK awarding organisation (AO) regulated by Ofqual, the official government qualifications regulatory body for England.



## Tier 4 International Students

The College is also part of the official British Government list of approved educational institutions for visa application purposes. International students applying from outside of the UK or EU may apply to the college to receive a Confirmation of Acceptance for Studies for a Tier 4 Student Visa to study in the United Kingdom.

International students may also apply to study a Certificate course or a Fast-Track Diploma course at the College on a Short Term Study Visa. Please enquire for details.



# BEGINNER TO DEGREE

All Hove College courses are designed to help achieve your first step in your chosen career. But they also allow you to build towards entry into the final year of a University Bachelor's Degree.

## A choice of recognised University pathways

Hove College Advanced Diplomas have third year progression agreements into Bachelors degrees at the universities shown below:

### Digital Design Advanced Diploma

University of Brighton BA (Hons) Digital Media Design

Southampton Solent University BA (Hons) Journalism

Southampton Solent University BA (Hons) Promotional Media

Southampton Solent University BA (Hons) Web Design & Development

### Creative Communications Advanced Diploma

University of Brighton BSc (Hons) Business

Southampton Solent University BSc (Hons) Accountancy and Finance

Southampton Solent University BA (Hons) Business Management

Southampton Solent University BA (Hons) Business Administration

Southampton Solent University BA (Hons) Business Marketing

Southampton Solent University BSc (Hons) International Management

Southampton Solent University BSc (Hons) Marketing

### Global E-Business Advanced Diploma

University of Brighton BSc (Hons) Business

Southampton Solent University BSc (Hons) International Management

Southampton Solent University BSc (Hons) Business Administration

Southampton Solent University BSc (Hons) Accountancy and Finance

### Motion Graphics & Film Advanced Diploma

Southampton Solent University BA (Hons) Media Production

Southampton Solent University BA (Hons) Digital Animation

Please note that all Advanced Diplomas award a minimum of 120 credits at Level 4, and 120 credits at Level 5. This qualifies a student to be considered for third year entry into any relevant top up degree at any university.

Entrance requirements  
Minimum: A good secondary education to GCSE, 'O'-level or equivalent



YEARS 1&2

72 week  
Hove College  
Advanced Diploma



YEAR 3

Final year of a  
bachelor's (Hons) degree\*



\* Subject to application





## 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.

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 all the staff at Hove College!

Paul Wilkins from Oxford.

# DIGITAL DESIGN

**Graphic Design offers highly enjoyable and varied career options for those with artistic talent and the right training behind them.**

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.

Students are taught how to use design software 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 to help you think creatively!

Students graduating from the programme have an excellent preparation for a hands-on role in a digital design work environment. 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.

## Fast-track!

The Digital Design Certificate and Diploma programmes are also available as 10 and 18 week intensive fast-track courses.

## DIGITAL DESIGN CERTIFICATE

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

### Course Overview

This Certificate 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 (Standard full-time study)
- 10 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February
- July
- September

### Qualification

- Hove College Certificate in Digital Design (OCN - RQF Level 4)

### Syllabus

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Label & packaging design

## DIGITAL DESIGN DIPLOMA

All the skills 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, using industry standard software including Adobe CS suite Photoshop, Illustrator and InDesign, as well as web specific Dreamweaver and Flash.

### Course Duration

- 36 weeks (Standard full-time study)
- 18 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February, July & September

### Qualifications

- Hove College Diploma in Digital Design (OCN - RQF Level 4)

### Syllabus

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Label & packaging design
- Graphic design & design for print
- Image manipulation
- Macromedia Dreamweaver
- Web image maps & rollovers
- Cascading web style sheets
- Javascript
- Database integration
- Flash animation
- Website structuring
- Web project

## 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.

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. 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 British university bachelor's degree in Visual Design & Communication (See opposite).

### Course Duration

- 2 academic years

### Entry Requirements

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

### Course Start Dates

- February  
- July  
- September

### Qualifications

- Hove College Advanced Diploma in Digital Design (OCN - RQF Level 4)

### Syllabus

#### YEAR ONE

- 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

## DIGITAL MEDIA DESIGN BA (Hons)

A final year 'top-up' at the University of Brighton, open to graduates of the Digital Design Advanced Diploma.

### Course Overview

Some students completing the Advanced Diploma in Digital Design opt to build on their qualification by continuing on to complete a bachelor's degree in Digital Media Design from the University of Brighton through South Downs College.

This one year top-up programme is divided into four units - Cultural and Critical Studies, Digital Media Design Practice, Professional Practice and a self-initiated project. Students produce a range of outcomes that include interface design, screen design, time-based media, digital image making and authoring.



University of Brighton

### 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

- September

### Syllabus (Final year)

- Cultural and Critical Studies
- Digital Media Design Practice
- Professional Practice
- Project

### Qualifications

- BA (Hons) in Digital Media Design

### Awarding Body

- University of Brighton

## OR...

Choose from other options:

- BA (Hons) Journalism
- BA (Hons) Promotional Media
- BA (Hons) Web Design & Development

All available at Southampton Solent University.



# CREATIVE COMMS

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

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 programmes combine a number of complementary disciplines into highly effective packages of training.

The Certificate delivers core marketing knowledge coupled with an understanding of advertising, media, market research and copywriting.

The Diploma builds on this by adding in valuable design skills, while the full Advanced Diploma programme completes the package with the addition of web design training as well as business skills for the online environment.

Courses are 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.

## Fast-track!

The Creative Communications Diploma programme is also available as an 18 week intensive fast-track course.

## CREATIVE COMMUNICATIONS CERTIFICATE

**Marketing, advertising, PR & journalism...**

### Course Overview

This course covers the fundamental principles of promotion and examines the elements that go to make up the 'communications mix'. You will learn how to formulate and apply effective marketing plans, incorporating PR strategies and advertising techniques to a number of different situations and to diverse audiences.

### Course Duration

- 18 weeks

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualification

- Hove College Certificate in Creative Communications (OCN - RQF Level 4)

### Syllabus

- Creating & producing ads
- Media planning & buying
- Public Relations (PR)
- Crisis management
- Market research & the marketing mix
- Branding, packaging & franchising
- Copywriting & production

## CREATIVE COMMUNICATIONS DIPLOMA

**Marketing theory plus hands-on design!**

### Course Overview

Beginning with the principles of marketing, the course moves on to advertising and public relations theory and practice. This includes hands-on training in graphics presentation and design skills using professional design software on specialist graphic design workstations. Creative writing skills are also covered.

### Course Duration

- 36 weeks (Standard full-time study)  
- 18 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February  
- July  
- September

### Qualifications

- Hove College Diploma in Creative Communications (OCN - RQF Level 4)

### Syllabus

- Creating & producing ads
- Media planning & buying
- Public Relations (PR)
- Crisis management
- Market research & marketing mix
- Branding, packaging & franchising
- Copywriting & production
- Adobe InDesign, Illustrator & Photoshop
- Label & packaging design
- Graphic design & design for print
- Image manipulation

## CREATIVE COMMUNICATIONS ADVANCED DIPLOMA

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

### Course Overview

This two year course 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.

It 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 and meets the requirements necessary for direct entry (subject to application) into the final year of a bachelor's degree in Business Management at Brighton University (see opposite). Yet our small class sizes, excellent facilities and supportive environment enable us to offer flexible entry criteria to candidates who lack the A-levels necessary for conventional degree admission.

### Course Duration

- 2 academic years

### Entry Requirements

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

### Course Start Dates

- February  
- July  
- September

### Qualifications

- Hove College Advanced Diploma in Creative Communications (OCN - RQF Level 4)

### Syllabus

#### YEAR ONE

- E-commerce
- Internet marketing
- Search Engine Optimisation
- 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

## MARKETING BSc (Hons)

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

### Course Overview

Students not going directly into employment can apply to combine the practical creative studies of their Advanced Diploma with a final year Marketing degree, giving themselves a superb suite of qualifications with which to launch their career.



### 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 Date

- September

### Qualifications

- BSc (Hons) in Marketing

### Awarding Body

- Southampton Solent University

### Syllabus

- Strategic Marketing Management
- International Marketing
- Electronic Marketing
- Effective Marketing Communications
- Academic & Professional Development
- Business Consultancy Project

## OR...

Choose from other options:

- BSc (Hons) Acc. & Finance
- BA (Hons) Business Man.
- BA (Hons) Business Admin.
- BA (Hons) Business Marketing
- BSc (Hons) International Management

All available at Southampton Solent University.

## OR...

- BSc (Hons) Business

Available at the University of Brighton



**University of Brighton**

# WEB DESIGN

The rapid expansion of business online means there is huge demand for digital media talent in all sectors of the commercial world. These programmes have been specifically created to give you the skills required to meet this need.

The courses are practically-focused and are 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 programmes start with the core building blocks of HTML page development, but develop on to cover sophisticated web design techniques.

A recent student commented: "The decision to study at Hove College wasn't one I made lightly, I was in a full time job but had a strong desire to move into web design. It was a big risk, but one that definitely paid off! I have loved every minute of the course and can't wait to put my newly learnt skills to use. The tutors were fantastic and although I was apprehensive about returning to study, the tutors and learning environment made the transition very easy. Thank you!"

The courses are aimed both at students who are complete beginners and also those who have a knowledge of other technologies but need to update their skills.

## Fast-track!

The Web Design Diploma programme is also available as an 18 week intensive fast-track course.

## WEB DESIGN CERTIFICATE

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

### Course Overview

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

- 18 weeks (January, March & October starts)
- 9 weeks (July start)

### Entry Requirements

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

### Course Start Dates

- February
- July (Intensive)
- September

### Qualifications

- Hove College Certificate in Web Design

### Awarding Bodies

- OCN (RQF Level 4)

### Syllabus

- Adobe Dreamweaver
- IDE Development Tools
- Web Site Development Process
- Mobile device compatibility
- Core JavaScript
- jQuery Functionality
- PHP, OOP & MVC Techniques
- MySQL
- Content Management
- Flash Integration
- Web Project Tools
- Wordpress and Modx
- App Development

## WEB DESIGN DIPLOMA

A stepping-stone to a web-based career.

### 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 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 Duration

- 36 weeks (Standard full-time study)
- 18 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February
- July
- September

### Qualifications

- Hove College Diploma in Web Design (OCN - RQF Level 4)

### Syllabus

- Macromedia Dreamweaver
- Web image maps & rollovers
- Cascading web style sheets
- Javascript & Flash animation
- Database integration
- App Development
- Website structuring
- Web project
- Internet development
- Internet marketing
- Internet profiling
- Search engine optimisation
- E-commerce business models
- E-Commerce security & payment systems
- Web promotion
- International & legal issues
- Social Media

# GLOBAL E-BUSINESS

**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 fast and global nature of web commerce forces companies to change the way they operate across the whole spectrum of their activity. In recent years we have seen all manner of sectors utterly transformed, from travel booking to retail, from currency trading to communications.

Even for those industries and sectors seemingly less directly impacted there is in fact a huge pace of web-driven change. Financial, legal and human resource issues, for example, all require a fresh focus, as do the major strategic elements such as macro forecasting.

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

The Advanced Diploma course can be used as a stepping stone to the final year of some great bachelors degree programmes.

## GLOBAL E-BUSINESS CERTIFICATE

**An introduction to business for the web.**

### Course Overview

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

- 18 weeks

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualifications

- Hove College Certificate in  
Global E-Business (OCN - RQF Level 4)

### Syllabus

- Business management
- Leadership & motivation
- Dynamics of change
- E-business
- Business law
- Business communication
- Accounting & finance
- Business reporting

## GLOBAL E-BUSINESS DIPLOMA

**E-business & marketing combined.**

### Course Overview

A powerful combination of specialist subjects are covered including marketing, E-commerce, Internet Marketing and a comprehensive range of general business modules. The result is an excellent primer in e-business practice.

### Course Duration

- 36 weeks (Standard full-time study)  
- 18 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualifications

- Hove College Diploma in  
Global E-Business (OCN - RQF Level 4)

### Syllabus

- Business management
- Leadership & motivation
- Dynamics of change
- E-business
- Business law
- Business communication
- Accounting & finance
- Business reporting
- Internet development
- Internet marketing
- Internet profiling
- Search engine optimisation
- E-commerce business models
- E-Commerce security & payment systems
- Web promotion
- International & legal issues

## GLOBAL E-BUSINESS ADVANCED DIPLOMA

**Core business & 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.

### Course Duration

- 2 academic years

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualifications

- Hove College Advanced Diploma in Global E-Business (OCN - RQF Level 4)

### Syllabus

- Business management
- Leadership & motivation
- Dynamics of change
- E-business
- Business law
- Business communication
- Accounting & finance
- Business reporting
- Internet development
- Internet marketing
- Internet profiling
- Search engine optimisation
- E-commerce business models
- E-Commerce security & payment systems
- Web promotion
- International & legal issues

## BUSINESS BSc (Hons)

**A final year 'top-up, open to graduates of the  
Global E-Business Advanced Diploma.**

### Course Overview

For those students not going directly into employment on completion of their Advanced Diploma direct progression into the final year of this respected Degree in Business 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 degree programme students can acquire a superb suite of qualifications with which to launch their career.



**University of Brighton**

### 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 Date

- September

### Qualifications

- BSc (Hons) in Business

### Awarding Body

- University of Brighton

### Syllabus

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

**OR...**

**Choose from  
other options:**

- BSc (Hons) International Management
- BSc (Hons) Business Administration
- BSc (Hons) Accountancy and Finance

All available at Southampton Solent University.



# MOTION GRAPHICS & FILM

**Video motion graphics and film production is a fast expanding sector. You can 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.

These programmes take 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. The remainder of the module focuses on group projects that will culminate in the production of a range of videos. At each step student work will be evaluated visually for expression, technical correctness and aesthetic qualities.

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.

Hove College programmes can be used as a stepping stone to the final year of some great bachelors degree programmes in design, marketing and business subjects.

## Fast-track!

The Motion Graphics & Film Diploma programme is also available as an 18 week intensive fast-track course.

## MOTION GRAPHICS & FILM CERTIFICATE

**Incorporating a range of practical skills and underpinning theory.**

### Course Overview

Introduces students to video development, computer animation and the production pipeline. It lead students through a series of exercises that build on each other, to learn skills in video production and editing, as well as the use of 2D and 3D animation tools.

### Course Duration

- 18 weeks

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualification

- Hove College Certificate in Motion Graphics & Film (OCN - RQF Level 4)

### Syllabus

- Introduction to key concepts of motion graphics and storyboarding ideas
- Principles of photography
- Principals of film grammar
- Shooting interviews & filming ads
- Digital graphics & film production
- Video and audio editing skills
- Pre-production, Production & Post-production
- Principal theories and evolution of animation
- Animation and visual storytelling
- 2D and 3D animation techniques

## MOTION GRAPHICS & FILM DIPLOMA

**From graphic design to 3D animation, a great package of visual design skills.**

### Course Overview

Students explore the limits of their creativity using static and motion graphics to generate a complete branding experience. At the heart of the course lie the principles and best practices of film grammar, the cornerstone of all audio visual communications from viral hits on YouTube to Hollywood blockbusters.

### Course Duration

- 36 weeks (Standard full-time study)  
- 18 weeks (Intensive full-time study)

### Entry Requirements

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

### Course Start Dates

- February, July & September

### Qualifications

- Hove College Diploma in Motion Graphics & Film (OCN - RQF Level 4)

### Syllabus

- Introduction to key concepts of motion graphics and storyboarding ideas
- Principles of photography
- Principals of film grammar
- Shooting interviews & filming ads
- Digital graphics & film production
- Video and audio editing skills
- Pre-production, Production & Post-production
- Principal theories and evolution of animation
- Animation and visual storytelling
- 2D and 3D animation techniques
- Digital Design
- Adobe InDesign, Photoshop & Illustrator

## MOTION GRAPHICS & FILM ADVANCED DIPLOMA

A complete commercial design training all packed into a two year HND equivalent course.

### Course Overview

The Motion Graphics & Film Advanced Diploma contains a full range of hands-on design skills with a valuable inclusion of vital media subjects. The course takes the student into the developing world of commercial animation opening up real opportunities in this fast moving market place. As with all Hove College programmes training is focused exclusively on the real world of the commercial media environment. The course covers everything from professional graphic design and website design to the use of video and audio editing, 2D/3D animation and much more. High value subjects such as marketing, advertising and public relations are also taught.

### Course Duration

- Two academic years

### Entry Requirements

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

### Course Start Dates

- February  
- July  
- September

### Qualifications

- Hove College Advanced Diploma in Motion Graphics & Film (OCN - RQF Level 4)

### Syllabus

- Introduction to key concepts of motion graphics and storyboarding ideas
- Principles of photography
- Principles of film grammar
- Shooting interviews & filming ads
- Digital graphics & film production
- Video and audio editing skills
- Pre-production, Production & Post-production
- Principal theories and evolution of animation
- Animation and visual storytelling
- 2D and 3D animation techniques
- Digital Design
- Web Design
- Creative communications

## PROMOTIONAL MEDIA BA (Hons)

A final year 'top-up' pathway, open to graduates of the Motion Graphics & Film Advanced Diploma.

### Course Overview

Students completing the Advanced Diploma at Hove College can opt to build on their qualification by continuing on to complete a bachelor's degree from Southampton Solent University.

The programme structure covers a broad spectrum of areas such as television/film production, promotional media, new media, advertising design or graphic image-making depending on students' individual interests.

### Course Duration

- 1 academic year

### Entry Requirements

- Hove College Advanced Diploma in Motion Graphics & Film (subject to application and a credit profile)

### Course Start Date

- September

### Qualifications

- BA (Hons) in Promotional Media

### Awarding Body

- Southampton Solent University



## OR...

### Visual Design & Communication BA (Hons)

Alternatively students may apply to join the final year of the bachelor's degree in Visual Design & Communication from the University of Kent through K College.

This is a one year top-up degree that will enable you to specialise in a chosen design field such as graphic design, interactive media, photography or animation.

# INTERNET MARKETING

**From Search Engine Optimisation to effective site promotion his course provides the skills you need to make the web work for you.**

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.

Recent student, Turgut Yoludogru from Turkey commented: "Studying at Hove College was one of the best experiences of my life. Learning with great tutors in an excellent classroom environment was amazing, and meant I learnt so much useful information about marketing strategies and the internet. I also had the great fortune to make some excellent contacts, and my classmates will remain my friends forever."

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 move easily into a range of further education studies.

## 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 current thinking and the lessons of practical application in what is a fast-evolving business environment.

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

- 18 weeks

### Entry Requirements

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

### Course Start Dates

- February  
- September

### Qualifications

- Hove College Certificate in Internet Marketing (OCN - RQF Level 4)

### Syllabus

- Internet development
- Internet marketing
- Internet profiling
- Search engine optimisation
- E-commerce business models
- E-Commerce security & payment systems
- Web promotion
- International & legal issues
- Social Media



## 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 & 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 & 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

# BRIGHTON LIVING

**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.**

## 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!"**



Pamela Martin  
General Manager

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. Our accommodation providers, therefore, have 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 accommodation provider's 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.



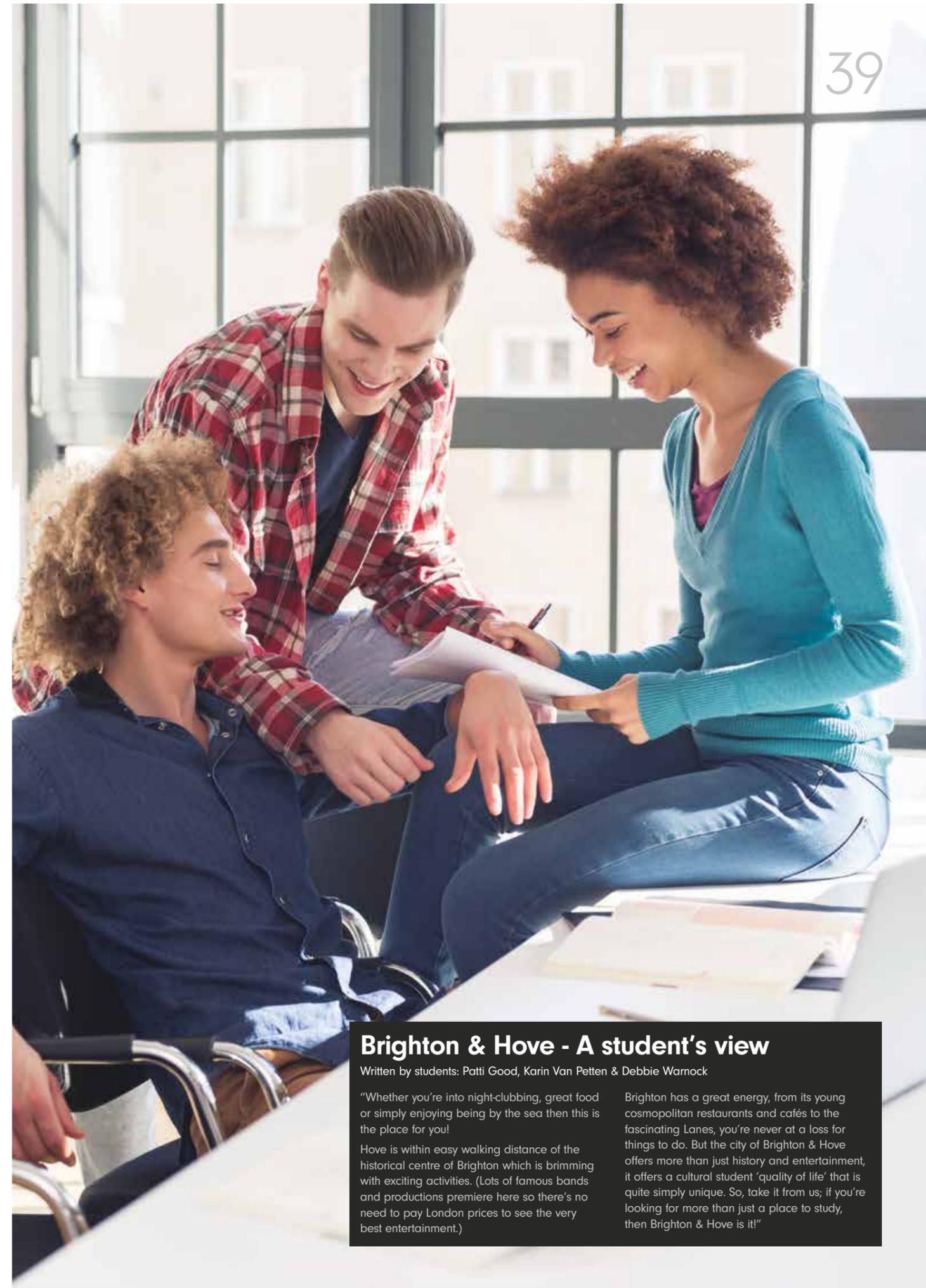
## Private Apartments

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.



## Brighton & Hove - A student's 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!"

# BRIGHTON & HOVE A GREAT SEASIDE CITY



1/ Student café garden.  
 2/6/7/11 Brighton's historic beachfront with its dramatic pier centrepiece.  
 3/ A student house.  
 4/ The famous royal Brighton Pavillion, built by King George IV in the late 18th Century as a seaside home.  
 5/10 The Lanes, a shopper's paradise.  
 8/ British Airways i360 viewing tower.  
 9/ Brighton marina.

# HOW TO APPLY

When you apply for your place at Hove College you will find our course admissions team both friendly and helpful...

## Making your application

We encourage prospective students to visit us as this enables them to see for themselves what a course at Hove College might help them achieve. It also gives us the opportunity to better assess 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 details of the next steps required to confirm your place.

## Entrance Qualifications

Because of their specialised nature, Hove College courses do 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 good level of literacy and numeracy. 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. Please note: Tuition is in English and intending students must therefore have reached a good level of fluency equivalent to a minimum IELTS 5.0 score before starting their course (4.5 for design courses).

## Tuition Fees

Tuition fees may be paid either directly to the College or sent by banker's draft or electronic 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 electronic transfer, your bank will require the following bank details:

**Account Name:** Hove College  
**Bank Address:** Bank of Scotland,  
300 Lawnmarket, Royal Mile,  
Edinburgh EH1 2PH  
**Account Number:** 06045227  
**Sort Code:** 12-12-68

NB: It is essential that the sender remembers to quote the student's Reference Number.

## 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> Submit completed Application Form

**2> Receive International Admission Document (IAD)** - If your application is successful you will receive, by email, a letter offering you a place.

**3> Pay tuition fees/accommodation deposit** - Once you have received your IAD the next step is to pay tuition fees. The amount that you will need to pay in advance will be indicated on your IAD. Payment can be made in a number of ways (see opposite). 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. NB. If you require accommodation you should include a deposit of £300 with your tuition fees.

**4> Receive CAS document** - Once we have received your tuition fees we will send you by email a Confirmation of Acceptance for Studies (CAS) which will tally with information we will already have provided about you to the immigration authorities.

**5> Obtain Student Visa** - You will then need to submit an application to your local British High Commission (the forms can be downloaded from [www.gov.uk/government/organisations/uk-visas-and-immigration](http://www.gov.uk/government/organisations/uk-visas-and-immigration)), together with your qualifications and bank statements. To comply with student immigration formalities, non-EU students are required to show that they can meet living and accommodation expenses during their studies in the UK. Details of the current costs will be sent to you with your CAS document.

**6> Notify College of flight details & accommodation requirements** - Once you have your visa you must let us know if you require accommodation and/or airport collection. The College will respond so that you know where to go and what to do on arrival.

## English Language Tuition

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

Tuition is provided by 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.

### 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 improve your all-round English skills.

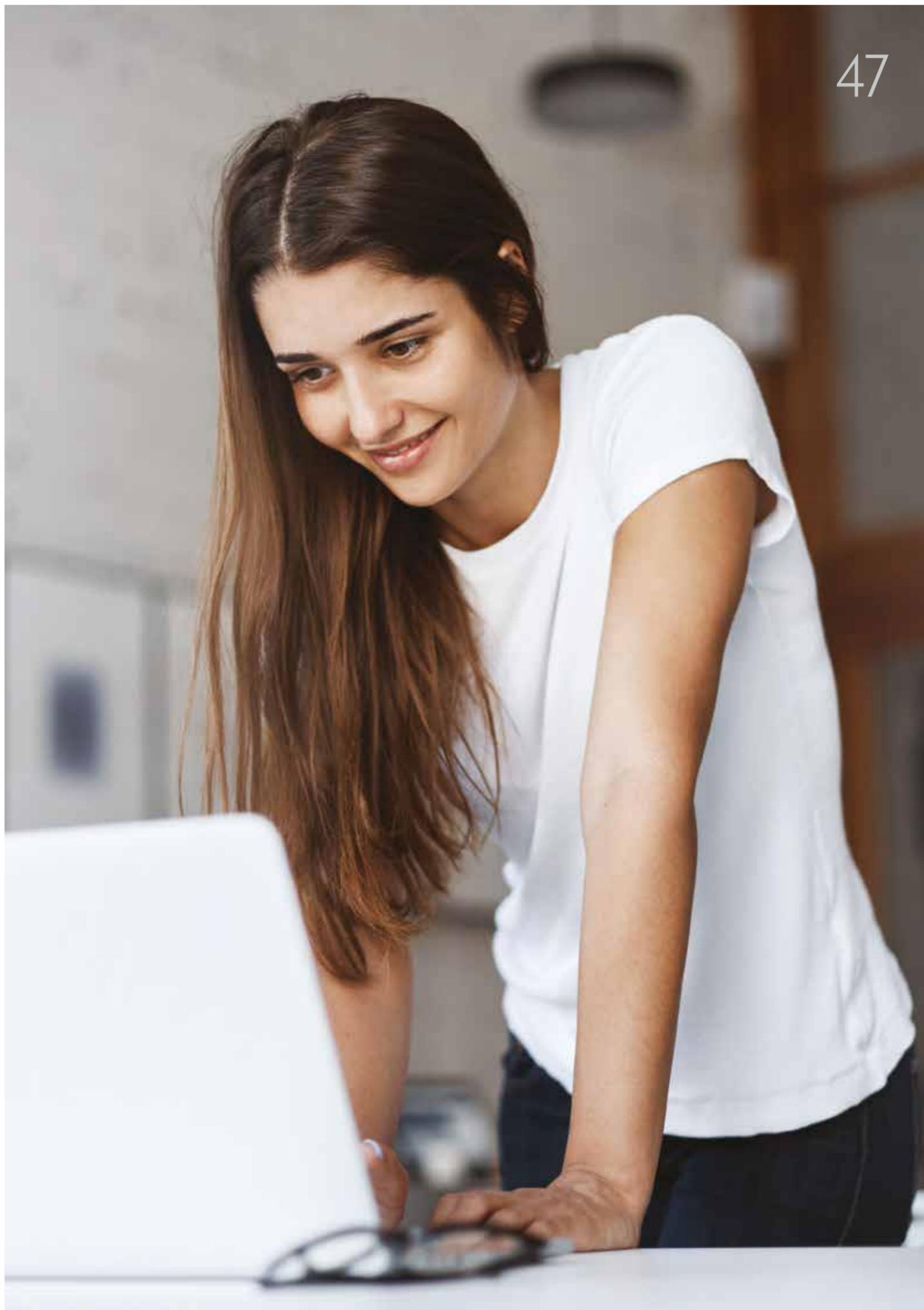
**Part two (5 lessons per week)** - Here you have the option to take a 'Speaking and Listening' class, where the particular emphasis is on oral communication.

**Course Duration** - 3, 6 or 9 months

**Entry Requirements** - 3 mth: IELTS 5.0 equivalent, 6 mth: IELTS 4.5 equiv., 9 mth: IELTS 4.0 equiv.

**Course Start Dates** - Any Monday

**Qualifications** - Not applicable (An IELTS test may be taken on request)





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