ADVERTISING DESIGN SPECIALIST LEVEL 4

CDS

CREATIVE
DESIGN
SCHOOL

**CREATIVITY
IS INTELLIGENCE
HAVING FUN**

ALBERT EINSTEIN

Coming up with clever advertising takes creativity and unique skills. you could be that one with these creative skills.

IS THIS COURSE FOR YOU?

This Advertising Design Course focuses on the essential attributes required to successfully design and produce effective advertising.

Suitable for:

- Employers who wish to increase the skills of their staff,
- Anyone who wants to increase their graphic design skills to the highest levels,
- Design Agency employees,
- Anyone wanting to create a unique and creative portfolio,
- Graphic Designers who are thinking to become freelance,
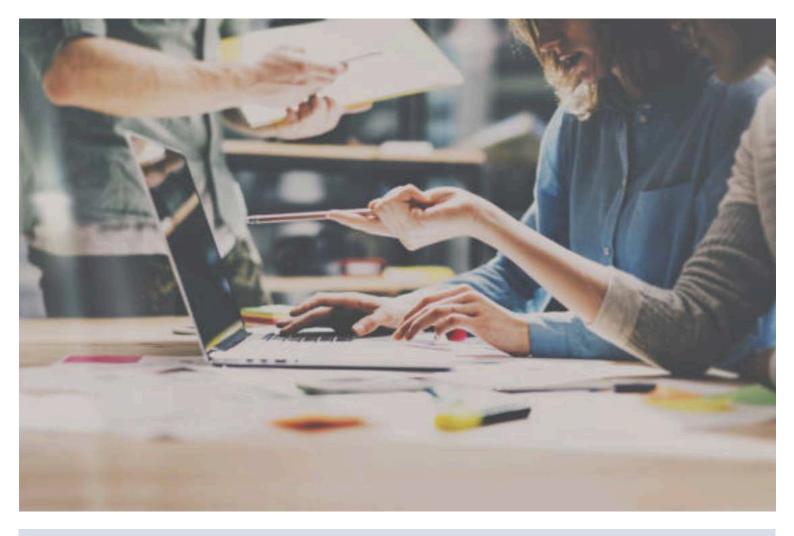- Graphic Designers who are thinking about starting their own agency,

What you will learn

Creativity and planning are key to effective advertising design. Throughout this diploma course, you will research and practice a variety of methods used to develop your unique design technique for advertising design.

A very serious course and one of our most popular courses.

- *You will learn all about the importance of effective advertising,*
- *Understand all about design for advertising,*
- *The depth of meaning for advertising design,*
- *How to develop an effective creative process,*
- *Layout & Design for advertising design,*
- *Designing for all media types,*
- *Digital Photography, and much more.*

All of these are done by carrying out projects which you will work on with your course tutor/professional design coach. This is over and above your course module studies.

COURSE STRUCTURE

There are 9 modules in this course to be completed. Each module has been designed as progressive steps so that you are learning by doing. You will be presented with Projects and Assignments in each module in which you will be assessed, plus a final exam which is carried out online through our Online Campus.

MODULE ONE: Understanding Advertising

The first module in this course looks at the Advertising Industry so that you will get a full understanding of what is involved and what you need to achieve.

MODULE TWO: Types of Advertising

Understanding what types of Advertising which is available out there will help you to establish the different procedures and specifications for each of these. You will be given several Projects to carry out by your Design & Training Coach, who will work with you on these.

MODULE THREE: Working with Clients

Knowing how to work with your clients will help you to create the advertising campaign they are looking for. You will look at how to develop a client brief and the best communication process you should be taking with them.

MODULE FOUR: Visual Communication

Being able to communicate effectively and quickly is essential. This module will present you with real-life projects on the best ways of doing this and the areas involved.

MODULE FIVE: The Creative Process

It is very important to be able to develop an effective Creative Thinking process so that you can rise to the challenge of dynamic, solution-seeking and unique design ideas, development and delivery. Working closely with your Design and Training coach, you will go through process techniques by carrying out several real-life projects.

MODULE SIX: Getting the Message Across

Now you are going to look at the impact of words, how they should be applied, the style and format of Typography, and the order of importance. This module will be carried out with projects from your Design & Training Coach.

MODULE SEVEN: Designing the Advert

It's time to put to practice what you have learned so far. Again you will be given several projects from your Design & Training Coach to demonstrate your progress and to build on any of your weak areas.

MODULE SEVEN: Producing the Advert

You are going to plan and produce project-based adverts in this module - each one will look at the order of importance, and the impact and avoid mistake-making and disasters.

MODULE SEVEN: Did it Work

How are you going to find out if you're advert works and what methods are there available for doing this? You will be given detailed guidance on how this is done following the design and development of a couple of projects.

On successful completion of this short course, you will be awarded our Specialist Level 4 Diploma Certificate. You will also be given one-year free registration as a Professional Graphic Designer with the PGDA *(The Professional Graphic Designers Association)*.

COURSE PROGRESSION OPTIONS

Once you have completed this course level you might eligible to progress onto one of our **Professional Level 5 courses**

Please read through the entry requirements for this course on the next page before applying.

COURSE FEE: £700

AVAILABLE NOW - ENROL AT ANY TIME OF THE YEAR

ENTRY REQUIREMENTS

Once you have enrolled on this Specialist level 4 Diploma Course and your campus student account have become active, you then be able to arrange with your one-to-one training coach a day and time for your first Skype tutorial. It is a good idea to set the same day and time for each week for the duration of this course. You will then work through a module each week. The aim is to complete this course over 6 -12 Months.

SOFTWARE:

For this course, students should have access to one or all of the following; **Adobe Creative Suite** or individual programs such as **Adobe Illustrator, InDesign, Photoshop, and Adobe Acrobat Pro**.

TIME:

This course has been designed to complete in 6-12 months with some flexibility depending on the time available to each student. The maximum time for completing this course is 12 months. Many students complete this course within 6-8 months but it depends on how much time you have available each week. If you are working full time we can easily help organise your study time with you. Most of our students are in full-time employment, so don't worry if your time is restricted. On average you would need a minimum of between 5-10 hours each week to commit to this course, but we do allow for flexibility. Your course tutor/professional design coach will help you with your study plan once you have started this course

STUDY MATERIAL:

Study material will be supplied to you digitally when you start through our campus plus our other facilities. If you would like recommendation or additional learning material we can suggest these for you, but you will find the material we provide will be more than enough for this course.

COMMUNICATION:

It is important that you have access to the Internet and Skype with a webcam as you will need these for your one-to-one Skype sessions. Using Skype means you can record the session plus the ability to share screens and send files during these live sessions. You will also be required to use our online campus mobile app once you have enrolled. This is used to keep in contact with your course tutor/professional design coach.

KNOWLEDGE & SKILLS:

You should have good knowledge of the design software but you will be given lessons on how to use the relevant software throughout this course. Make sure you have access to the software mentioned in this section.

YOUR ATTRIBUTES:

An ability to be self motivated, open to new ideas along with a good eye for design. You should also be committed to this course and eager to learn. Preferably you will have studied graphic design at a intermediate level before or have had training in graphic design at a intermediate level.

ENTRY QUALIFICATIONS:

Have intermediate to advanced knowledge of graphic design. If you have a portfolio of any work you have done previously please send a link to this with your course application form. You will be given a Pre-Course Assessment once you have enrolled onto this course to establish the knowledge and skills you had before you get started on the main course. You must also be able to write, understand and communicate fully in English.

HOW TO ENROL

1. Complete our Course Application Form which you can download from our '**ENROL**' page on our website.

2. Print off the application form and complete it in handwriting, making sure you complete all of the sections. Make sure you read through the terms and conditions before signing in all areas of the application form and don't forget to include your photo for our online campus profile identity.

3. Scan or take a photo of the completed application form and email it back to us at **admin@creativedesignschool.com** and we will inform you if your application has been accepted. Do not make any payments until your application has been accepted. You will receive an email from us telling you if you have been accepted or not.

4. Once your course application has been accepted, we will contact you to let you know and then give you instructions on how to make your full course payment which you will need to pay before enrolment can be completed. Payments are made using PayPal or by Bank transfer *(depending if you are located in the UK or Internationally)*. If your company or organisation is paying for your course you must inform them that payment must be received before your student account is set up.

5. Once we have received all of the above, we will then set up your student account on our online campus, which can take up to 5 working days but we aim to try and complete this sooner when possible. You will then receive your username and password which will allow you to start your course.

6. You will also be contacted by your one-to-one tutor who will arrange a Skype with you to discuss your course in detail with you.

Don't forget to answer all of the questions on the course application form. Anything missing will result in your course application being rejected.

START NOW

www.creativedesignschool.com

FAQ'S

Do I have to complete the course on a fixed timescale?
All of our courses are flexible even though we state a completion time, this is only to give you an idea of how long you could spend on your course. But, is it totally up to you how much you study and when you complete your assignments and course?

Who can I contact when I have questions or problems with my course?
You will be given the contact information of your tutor who you can contact at any time through your Student Account on our online campus and the use of our mobile App.

What if I don't have Skype or a webcam?
If you don't have Skype and a webcam, you can arrange virtual support through your Student Account. This is done by using the live messaging service on the online campus and our mobile App.

Do you have to have qualifications to study any of these courses?
There is a clear entry requirement for each course we deliver. You will see all of the entry requirements in this course guide on the previous page

Can I get additional help with my studies if I have a problem with them?
Yes, that is the aim of the Creative Design School, we are here to help at all times. You can ask questions through your student account messaging app or arrange an online Skype consultation

Is there an exam at the end of the course?
Yes, there will be an exam which will be awarded a CDS Diploma Certificate .for this level of successful completion

Where do I get my assignments and study material?
All of your study material and assignments will be made available through your student account plus our other learning facilities.

When do I start my courses?
Once you have enrolled and made your payment you will have full access to your course within 5 working days – when you start is up to you.

How do I get my Username and Password for the online campus 'Student Account'?
This is emailed to you directly once we receive your enrolment payment online and your application has been processed, which can take up to 5 working days, but we aim to do this sooner when possible.

CDS
CREATIVE **DESIGN** SCHOOL

ENROL NOW AND START YOUR JOURNEY TO BECOMING A UNIQUE GRAPHIC DESIGNER

SPECIALIST DESIGN LEVEL 4 DIPLOMA COURSES

THE DIPLOMA COURSES WE HAVE AVAILABLE FOR 2023 - 2024

VISUAL COMMUNICATION - LEVEL 4

Visual Communication is something every serious Graphic Designer should venture into if they want to become creative and unique with their designs. Thousands of graphic designers out there are designing in similar styles by applying the basics of graphic design. To be able to deliver design solutions that really work you must learn to understand the elements of visual communication. In this Visual Communication Diploma Course, you will look into expanding your knowledge in graphic design up to another valuable level. You will learn how to capture the imagination of your audience and also communicate information in many different ways. From day one of this course, you will hit the ground running, ignite the inspiration in your thinking and creative ideas. Don't forget, it is not all about the qualification, it is about the most important attributes, portfolio, your ability to demonstrate your skills and your ability to do the work - creatively and professionally.

ADVERTISING DESIGN - LEVEL 4

Here's your opportunity to achieve that passion you have to become an Advertising Designer. Our Advertising Design Diploma Course has been designed to give you all the tools, skills and knowledge you need to create an effective advertising campaign. Throughout this course, you will be presented with a number of Projects from your appointed 1to1 Design & Training Coach which will not only develop your skills and creativity but will also be included in your Portfolio which you will have produced at the end of the course. You will be given 100% support throughout the duration of this course. Here's your chance to become a unique and creative advertising designer.

PACKAGING DESIGN - LEVEL 4

Learn everything you need to know about packaging design plus all the technical areas involved in producing effective packaging. This course gives you the essential information required to become a creative designer for Packaging, Bags, Tags, and Labels. Gain the skills to a become unique designer offering potential clients around the world your new skills and creativity.

BRAND IDENTITY DESIGN - LEVEL 4

This course has been designed to help graphic designers achieve the very best in coming up with effective, creative brand designs and logo designs. You will be taken through this course step by step, looking at the world around you and how to capture inspiration aimed at developing your own unique approach to coming up with effective solutions for your clients or projects.

DIGITAL ILLUSTRATION - LEVEL 4

This course will provide you with all the knowledge and skills you need to apply all of your design techniques into digital illustrations essential in today's world of design. Without these skills, you will be without the tools you need to get ahead. Everything you will need for digital illustration is included in this course

Upon successful completion of this course level, you will be given one-year free registration as a Professional Graphic Designer with the PGDA.

We will take you through every step of the way throughout your course. Helping you to develop new skills and to become creative and unique.

COMPLETE COURSE LIST

SCHOOL OF GRAPHIC DESIGN

Graphic Design for Beginners Level 1

Graphic Design Level 2

Advanced Graphic Design Level 3

SPECIALIST DESIGN COURSES

Advertising Design Specialist Level 4

Brand & Corporate ID Design Specialist Level 4

Packaging Design Specialist Level 4

Visual Communication Specialist Level 4

Digital Illustration Specialist Level 4

PROFESSIONAL + BUSINESS COURSES

Creative Thinking & Process Techniques PL5

Creative Team Building PL5

SCHOOL OF TEXTILE DESIGN

Textile Design for Beginners Level 1

Textile Design Level 2

SHORT COURSES

Introduction to Graphic Design Short Course

Logo Design Short Course

Creative Thinking Short Course

Become a Freelancer Short Course

Digital Illustration for Beginners Short Course