



UNIVERSITY OF
GLOUCESTERSHIRE

at Cheltenham and Gloucester

BA (Hons) ADVERTISING



The Advertising degree is a multi-award winning course, the essential training ground for anyone seeking a career in the creative side of advertising.

This highly successful course is dedicated to achieving excellent creative results. It's an essential platform for anyone seeking a career on the creative side of advertising, offering students an exciting mix of practical and theoretical study in modern studios.

As an advertising student you'll be part of a creative team, working as an art director or conceptual copywriter, developing strategies and campaigns for innovative press, poster, direct mail, ambient, online, radio and television advertising.

Our course provides you with a complete introduction to advertising forms, systems and practices. You'll gain specific insights into creative art direction and effective copywriting from practising creative directors. Our students regularly enter competitions and over many years have been incredibly successful.

You'll also benefit from our productive links with top regional and London agencies including Publicis, Tangible UK and Ogilvy. Many of these agencies provide excellent work placement opportunities as well as motivational visiting speakers. Work placements are usually taken during level 2, from March until the end of term and throughout level 3 whenever time and opportunity permits. For all placements, students are given advice and guidance from experienced module tutors who have a wide knowledge of all aspects of the industry.

The 'Professional Practice' module provides students with key information as to how to research, contact and approach agencies. The 'Creative Portfolio' module encourages students to be entrepreneurial in developing their own links with a number of potential employers.

International Development Centre

BA (Hons) Advertising

Year 1	The Business and Creative Process	Brand, Briefs and Campaigns	Design, Production and Presentation	Advertising and Visual Culture
	Advertising Design	Advertising Language	Photography and Art Direction	
Year 2	Creative Advertising <small>Option</small>	Radio Advertising <small>Option</small>	Illustration for Advertising <small>Option</small>	Direct Marketing <small>Option</small>
	Advertising Agency <small>Option</small>	Outdoor Advertising <small>Option</small>	Television Advertising <small>Option</small>	Professional Practice
Year 3	Creative Portfolio	Advertising Awards	Creative Exhibition	Dissertation

Please Note: This course map gives an example of what can be studied within this degree programme (single honours).

ILLUSTRATIVE MODULES COVERED

The Business and Creative Process provides a first introduction to the concept of Advertising and aims to identify its role and place within the media services industry. It introduces the concept of working as part of the 'creative team' and looks at the way ideas are generated and processed.

Creative Advertising aims to reinforce the practice of working as part of a 'Creative Team', as a copywriter or art director. You'll be given a choice of 'live' project briefs set by industry professionals and advertising agencies and asked to deliver formal presentations to senior creatives in London and Cheltenham.

Television Advertising You'll build on your skills and knowledge by producing adverts suitable for broadcasting on television. This module places particular emphasis on the conceptual development of ideas, from storyboarding through to finished television production. Students are expected to demonstrate their subject expertise as well as an ability to work in TV production teams.

Advertising Awards This advanced double module encourages you to compete for top international awards and represents a substantial part of the level III work. Project briefs covering broadcast and print based media will be selected from the internationally recognised award schemes such as D&AD and YCN.

Creative Exhibition Here you will be asked to assemble your best and final work for an end of year exhibition. You will present your 'creative team' and exhibition to creative directors from the advertising industry

Option Modules allow you to choose from a selection of modules - a full list of modules can be seen at www.glos.ac.uk/courses/undergraduate/adv and then selecting 'Detailed Course Information'

STAFF PROFILE

Frank Holmes Reg. Dip. AD, Dip. Mem. CSD, Cert. Ed.

Course Leader

Frank Holmes has an extensive range of experience working as Art Director for a number of advertising agencies in London, Devon and Somerset. Frank continues to develop links with major international agencies, in addition to examining and advising a number of British universities.

STUDENT PROFILE

Emily Churches

BA Advertising

I chose the University because I liked the close community feel and because of the great reputation of the creative Advertising course. Many other advertising courses are business based whilst this one is all about the creative solutions to advertising. I attended an open day which proved really helpful as you get honest and enthusiastic feedback from the students showing you around.

Benefits of the Course

- ▮ Top agency links - Lowe, Oglivy, Abbott Mead Vickers, BBDO, Saatchi & Saatchi
- ▮ Live briefs set by D&AD award winning creatives
- ▮ Work placement opportunities

Entry Requirements

- ▮ Applicants should have completed High School with good grades and must have studied a relevant subject in the visual arts. Some students may have to complete an international foundation course before progressing to the bachelors degree. Selection is normally by interview and portfolio of work
- ▮ IELTS 6.0 overall (5.5 in writing).

Mode of Attendance

Full-time

Duration

3 years

International Fees for 2010/11

Annual tuition fee £8,615

Career Paths

- ▮ Creative advertising
- ▮ Account management
- ▮ Marketing management

Location

Cheltenham

Enquiries and Applications

International Development Centre
University of Gloucestershire

Tel: **+44 1242 714300**

Email: intoffice@glos.ac.uk