

Diploma in Creative Advertising

S.No	Fields	Description
1.	Institution	Media Design School
2.	Location	Auckland
3.	Brief	Design and Art Direction (12 credits): Creative Thinking And Idea Generation (30 credits) Creative Development For Print Media (18 credits): Creative development for broadcast and interactive media (25 credits) Integrated campaign development (32 credits): Copywriting for integrated advertising (18 credits):
4.	Duration	12 Months
5.	Level	6
6.	Intakes	Start dates are determined by each project and are flexible.
7.	Entry requirements	Applications for Media Design School's Diploma of Creative Advertising will be chosen for their ability to demonstrate that they have a unique and insightful view of the world that will translate into the ability to make great ads through a creative portfolio and completion of the official Task Sheet (available on request). Selection of our students is based on the quality and content of the application, the applicant's prior experience and achievements, level of written and spoken English, maturity, attitude and commitment to the course.
8.	English requirement	A minimum IELTS (academic) score of 5.5.
9.	Documents required (For Admission)	<ol style="list-style-type: none"> Five Passport size Color Photographs not more than 6 months old (name of student and passport number should be written on the reverse of the photograph). Passport in original. Statement of Purpose (SOP) for Admission. A brief one Page document that describes your background, what subject you wish to study and why, and also your reasons for choosing a particular institution in New Zealand for your study. All students also have to submit a latest CV. Educational certificates. All educational certificates provided should be in original and a set of copies. <p>The documents to include are:</p> <ul style="list-style-type: none"> IELTS scores Class 10 Mark sheet/Certificates. Class 12 Mark sheet/Certificates. Graduation Mark sheet/Certificates. Post Graduate Mark sheet/Certificate. Other courses and Diplomas done. <ol style="list-style-type: none"> Evidence of Employment – Originals and attested copies If the student is working, and taking leave to study, provide an original letter of leave from the employer on company letterhead. If student is resigning from the job, a work reference from the employer on company letterhead is a must. The company's address and phone number must be included on the letter. Two reference letters from professors/HOD/tutors of previous College/university. Portfolio - the ability to demonstrate that they have a unique and insightful view of the world that will translate into the ability to make great ads through a creative portfolio and completion of the official Task Sheet (available on request).
10.	Work options (During study)	You would be allowed to work for 20 hrs per week during study and full time during Christmas break.
11.	Outcomes	Graduates from Adschool could expect to find employment opportunities primarily in the following areas: ad agency creative department- art director, copywriter, direct marketing/promotional companies, freelance practice (usually after a few years of establishment in the agency scene). Other opportunities include: TV/radio, in-house promotions/marketing dept, design consultancies/studios, public relations companies, publish.
12.	Further Study Pathways	Further study towards a degree level qualification in the same field may be an option.
13.	Immigration benefits	50 points (Diploma)
14.	Fees in NZ\$ (per annum)	17500
15.	Web links	http://www.mediadesign.school.nz/courses/creative-advertising/apply/