



SCHOOL OF
COMMUNICATION
ARTS 2.0

2010 / 2011





Welcome from the Principal

Welcome to the 21st century. The new School of Communication Arts is a 21st century model for professional education. The pathways have been designed collaboratively with the industry; the teaching is delivered and supported by mentors who work in the industry and the approach of the school is one of hard professionalism backed by unique funding.

As a place of learning our ethos is one of professionalism, creativity and quality. Our pathways are validated by the biggest arts university in the world, University of the Arts London Awarding Body. This is your guarantee of quality from us. The pathways are created by the industry which is your guarantee of relevance.

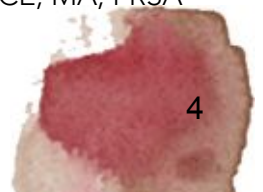
Advertising has changed and is still changing. The multitude of possible channels and technologies mean that the sky is the limit with regards to creative solutions.

The pathway will equip you with the skills to enter the world of advertising and be successful or to be a successful Ideapreneur. The rest is up to you.

Passion, interest, commitment and creative fire are what we expect of you.

Welcome to the school.

Richard Adams, BA (Hons.), PGCE, MA, FRSA



How to apply

To apply have a look at our website.

www.schoolcommunicationarts.com/apply

Then if you want to talk to us email either the Dean or the Principal. We are happy to hear from you.

Our email addresses are,

Marc Lewis, Dean,

marc.lewis@schoolcommunicationarts.com

Richard Adams, Principal,

richard.adams@schoolcommunicationarts.com

You will then need to fill in an online application form containing all your details and we may ask you to attend an interview bringing with you any creative work you have done (of any kind) and making sure you know about the issues surrounding advertising. Make sure you read the trade press, blogs, groups and make sure that you know who the agencies are and so on... It will help to show commitment.

Also prior to interview you will be asked undergo a Diagonal Thinking test online. This won't affect your application but it will give us a clue to the type of creative you are.



What will it cost?

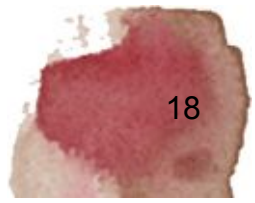
Our fees reflect the fact that we are unique and offer a professional class education.

Fees for UK and EU students are £3,250 per term

And for Outside the EU £3,750 per term

We do offer a number of scholarships for which you are welcome to apply. Please visit the website for further details.

The School will support applicants in applying for bursaries to assist with living expenses.





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