



**Art &
Design,
Media &
Communications**

TRINCITY CAMPUS

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Pathways to Your Degree!

**SBCS Diploma in Media & Design
OR CAPE Entry
OR ask about our alternative entry routes**

**BTEC Higher National Diploma
(HND) in Art & Design**

**BA (Hons) in
Graphic Design
(Top-Up)**

**BTEC Higher National Diploma
(HND) in Creative Media Production**

**BA (Hons) in Mass
Communications
(Top-Up)***



*** Subject to ACTT Approval**

01

The Centre for Media, Communication and Design

The Centre for Media, Communication and Design is one of SBCS' specialist campuses, dedicated to the delivery of interdisciplinary and creative skills-based qualifications.

Our locally and internationally recognised Media and Graphic Design programmes aim to prepare students for exciting careers in areas as such as Journalism, Television and Film, Advertising, Corporate Communications, Marketing UX/UI Design, Illustration, Web Design and Arts Practice.

Students completing their studies will benefit from the academic support offered by our experienced and qualified faculty of creative professionals, becoming immersed in a progressive environment made to encourage media literacy, design thinking and creative expression.

Information in this document is subject to change
without prior notice.



02

Diploma in Media and Graphic Design

This Pearson and ACTT approved foundation programme is geared toward CXC/CSEC graduates as an alternative to CAPE, 6th Form or Level 3 study

Graduates of this foundation programme can progress directly to Pearson's Higher National Diploma (HND) in Creative Media Production or Art and Design and upon successful completion be eligible for the final year of an honours degree in Mass Communications or Graphic Design from the University of Sunderland.



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Courses:

- Marketing and Creative Projects
- Website Design
- Print and Image Communication
- Introduction to Design Theory
- Introduction to Digital Technologies
- Introduction to Media Theory

Entry Requirements:

- Possess a minimum of four (4) CSEC/CXC passes inclusive of Mathematics and English or any equivalent qualification
- Interested persons not meeting the criteria as stated above may be further assessed to confirm programme eligibility.

Duration:

- 1 Year

Fees:

Option 1: Full Payment

- Registration: \$500 (One-time)
- Tuition: \$7500 (One-time)

Option 2: Installments

- Registration \$500 (Per semester)
- Tuition: \$2500 (Per semester)

Flexible payment plans available



“I’m a lover of all arts. I like ceramics, drawing, painting, graphics, video editing, photography... I have grown from semester one till now...I’m learning as I go...Having a teacher or the environment to do what you need to do to learn is really cool! I’m really excited every day I come to school. With this programme you meet a lot of people like yourself...so it’s really fun to have those people around you.”

Faith Ayoung

**Diploma in Media and
Graphic Design**





Students' work on display at an exhibition held at the Trincity Campus

BTEC Higher National Diploma in Art and Design

This internationally recognised qualification is equal to the first 2-3 years of a UK honours degree. Graduates gain direct access to the extended final year of the University of Sunderland's BA (Hons) in Graphic Design.

The programme prepares students for employment in the creative industries, in areas such as Web Design, Animation, Marketing, Illustration and Multimedia.



Courses:

- Digital Design Practices
- Visual Narratives
- Typography
- Screen-based Practices
- Techniques & Practices
- Contextual Studies
- Professional Development
- User-testing for Design
- Digital Animation
- Applied Practice – Collaborative Project
- Web Design
- Professional Practice
- Advanced Digital Design Studies
- Individual Project

Entry Requirements:

(Applicants must satisfy any one of the following criteria):

- SBCS Diploma in Media and Graphic Design
- 18+ years with 2 A Levels or CAPE equivalent
- 18+ years with ABE Certificate or ABE Diploma (Level 4) or any equivalent qualification
- 21+ years with 2 years relevant working experience and 4 O' Levels inclusive of English)

Duration:

- 2 Years, 8 months

Fees:

Per Semester

- Registration Fee: \$1000 (semester 1); \$850 (semesters thereafter)
- Resources: approx. \$1,000

One-time

- Pearson Registration: £450
- Pearson Annual Fee: £20 (due in years 2 and 3)
- Tuition: \$2,200 (per unit)

Flexible payment plans available

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These programmes have been both fun and stimulating, but most of all they have inspired me to challenge myself as a small business owner and designer.

Rayhann Joseph

**BTEC Higher National
Diploma (HND)
in Art and Design**



SBCS Lecturers consulting with students on projects



A student's branding and promotion project on display

BTEC Higher National Diploma in Creative Media Production

This internationally recognised qualification is equal to the first 2-3 years of a UK honours degree. Graduates gain direct access to the extended final year of the University of Sunderland's BA (Hons) Mass Communications.

The programme prepares students for employment in the creative industries, in areas such as Radio, Television, Film, Journalism, and Multimedia.



Courses:

- Creative Media Industry
- Film Studies
- Professional Practice
- Individual Project - Pearson Set
- Film Practices
- Principles of Photography
- Social Media Practice
- Radio Production
- Editing for Film and Television
- Personal Professional Development
- Advanced Film Production Studies
- Magazine & Feature Production
- Documentary
- Specialist Journalism
- Collaborative Project - Pearson Set

Entry Requirements:

(Applicants must satisfy any one of the following criteria):

- SBCS Diploma in Media and Graphic Design
- 18+ years with 2 A Levels or CAPE equivalent
- 18+ years with ABE Certificate or ABE Diploma (Level 4) or any equivalent qualification
- 21+ years with 2 years relevant working experience and 4 O' Levels inclusive of English)

Duration:

- 2 Years, 8 months

Fees:

Per Semester

- Registration Fee: \$1000
- Resources: approx. \$1000

One-time

- Pearson Registration: £450
- Pearson Annual Fee: £20 (due after 1st year)
- Tuition: \$2200 (per unit)

Flexible payment plans available

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“The PEARSON BTEC HND Creative Media Production facilitated by SBCS Ltd is a must for any Creative... it opened my eyes to a new world of opportunities!”



Sean Nanton

**BTEC Higher National
Diploma (HND)
in Creative Media Production**



Students working with sound and video equipment



BA (Hons) in Graphic Design (Top-Up)



Designed for persons who already hold a Higher National Diploma or foundation degree in Graphic Design or other relevant discipline, this qualification is also for individuals with extensive practical experience who wish to be certified with a full honours degree.



**University of
Sunderland**

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Modules:

- Graphic Design and Professional Practice
- Design Research Project
- Final Major Project

Entry Requirements:

(Applicants must satisfy any one of the following criteria):

- Higher National Diploma or Foundation Degree in Graphic Design or related subject
- Portfolio of relevant Graphic Design work

Duration:

- 1 Year, 6 months

Semesters:

The BA (Hons) in Graphic Design (Top-up) programme spans 4 semesters

Fees:

- Application Fee: \$500
- Admin Fee: \$500
- Foreign Fee: £375 (per semester)
- Tuition: \$5000 (per semester)

Flexible payment plans available



“Doing the BA (Hons) Graphic Design Degree at SBCS was a very fulfilling and rewarding experience...I can definitely say I am a better designer and art director... All this coupled with the degree being issued through the University of Sunderland making it transferrable internationally makes it an excellent choice for someone like myself..

Christophe Pierre

**BA (Hons) Graphic Design
First Class Honours**





Students' branding projects on display



BA (Hons) in Mass Communications (Top-Up)

The SBCS Centre for Media, Communication & Design in collaboration with the University of Sunderland is pleased to offer you our new Bachelor of Arts (Honours) degree in Mass Communications. With this programme students will gain understanding of new media, cultural theory and popular culture, and acquire new skills in media studies.

On the practical side, modules such as Moving Camera II & Advanced Digital Post Production will focus on developing students' video production skills.



**University of
Sunderland**

Core Courses:

- Media Studies
- Media - Final Major Project

Electives:

- Advanced Digital Post Production
- The Moving Camera II
- Cultural Theory and Popular Culture II

Entry Requirements:

(Applicants must satisfy any one of the following criteria):

- Higher National Diploma (HND) in Creative Media Production (formerly Media)
- Foundation Degree, Associate Degree, UTT Diploma (or any other relevant certifications) deemed equivalent to the first two years of a UK undergraduate degree, in the field of Media & Communications

Duration:

- 18 months

Semesters:

The BA (Hons) in Mass Communications (Top-up) programme spans 4 semesters

Fees:

- Application Fee: \$500
- Admin Fee: \$500
- Equipment Fee: \$300
- Foreign Fee: £375 (per semester)
- Tuition: \$5000 (per subject)

Flexible payment plans available

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Professional Development Courses in Creative Skills

Our professional development courses are geared toward both new and experienced practitioners acquiring or refining creative skills needed in today's dynamic workplace.





Acing a Media Interview

- Duration: 8 Weeks
- Tuition: \$2,250

Professional Journalism: Social Media and Digital

- Duration: 8 Weeks
- Tuition: \$2,450

Broadcast News: The Fundamentals

- Duration: 6 Weeks
- Tuition: \$2,250

Voice Articulation: Presenting for Broadcasting

- Duration: 8 Weeks
- Tuition: \$2,450

Digital Audio Production and Engineering 101

- Duration: 14 Weeks
- Tuition: \$3,450

Video Editing Essential

- Duration: 10 Weeks
- Tuition: \$2,950

Video Production for PC: A Complete Guide from Script to Screen

- Duration: 8 Weeks
- Tuition: \$2,950

Adobe After Effects CS6 Fundamentals

- Duration: 12 Weeks
- Tuition: \$2,950

Professional Certificate in Design Essentials

- Duration: 2 Months
- Tuition: \$3,750

Advanced Certificate in Design Essentials

- Duration: 6 Weeks
- Tuition: \$2,950

Certificate in Video and Photography Elements

- Duration: 10 Weeks
- Tuition: \$2,400

Principles of Digital Photography

- Duration: 12 Weeks
- Tuition: \$2,950

Flexible payment plans available

Create & Inspire!



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Trincity Campus -
Centre For Media, Communication & Design

Beaulieu Av. & Trincity Blvd.

Tel: 640-7090 | Email: cmcd@sbc.edu.tt

www.sbc.edu.tt

