



## Programme Fact Sheet



### QUICK FACTS

<b>Programme Name</b>	Certificate in Advertising Design
<b>Programme Level</b>	Level 4
<b>Programme Length</b>	34 weeks part-time study
<b>Qualification Awarded</b>	Students who successfully complete the specified requirements will be awarded the Certificate in Advertising Design
<b>Programme Fee for 2010</b>	\$3,025.00 (Domestic students) International fees apply to foreign students if places are available
<b>Additional Costs</b>	Nil
<b>Location</b>	Dunedin Campus
<b>Start Date</b>	February
<b>Introduction to the Programme</b>	The aim of this introductory programme is to produce designers that are technically proficient and grounded in the necessary skills required to enter today's industry, and at the same time allowing them to explore and realise their individual potential. You will learn to use Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Acrobat to prepare promotional material for a variety of media. You will also create a graphical portfolio of quality work that will showcase your design samples to prospective employers.



### CONTACT DETAILS

**Programme contact**  
Archana Dhanda  
0800 DUNEDIN  
[Archana.Dhanda@oraki.ac.nz](mailto:Archana.Dhanda@oraki.ac.nz)

**Aoraki Polytechnic**  
Private Bag 902  
TIMARU  
Phone: 0800 4 Aoraki  
(0800 426 7254)

*Aoraki Polytechnic Disclaimer*  
Aoraki Polytechnic reserves the right to alter training start dates or amend training course content as required. Commencement of all training is subject to sufficient enrolments and gaining internal and external approvals. Fees may also be subject to some alteration prior to commencement of the training.

## What will the programme cover?

The course will covers the skills required to design layouts for professional promotional material using the latest graphics and design software.

You will produce:

- Catalogues
- Newsletters
- Brochures
- Portable Document Format (PDF)
- Magazines
- Logos
- Advertisements for newspapers
- Image manipulation

## Entry Criteria

Potential students will go through an application and interview process. Mature students are welcome to apply.

## Pre-requisite

Students must have basic computer skills and understanding of file management in an operating system to be able to enroll in this program.

Open entry - *\*\*Please note this applies to all applicants aged 16 years and over. Unless otherwise stated applicants where English is a second language must also have an IELTS score of 5.5 or equivalent.*

## Employment Opportunities

This course enhances the opportunities for employment in:

Graphic design; Freelance Graphic design; Secretary; Office manager; Sales consultant; Advertising agent; Account manager.

## Further Study Options

Completion of this certificate may lead to study in the areas of web design, digital photography and 3-D animation.

## How to Apply

Complete an Application Form and return it to Aoraki Polytechnic or call us to make an interview time. Enrolment Procedure website link: <http://www.aoraki.ac.nz/enrolment>

6<sup>th</sup> floor, Radio Otago House,  
Cumberland Street – Dunedin  
PO Box 943, Dunedin 9054  
Phone 03 471 7628, 0800 386334

## Recognition of Prior Learning

Aoraki Polytechnic has Recognition of Prior Learning (RPL) processes to assess relevant, current skills and knowledge gained from previous study and learning. Please contact Aoraki Polytechnic if you think you might have previous learning that could be credited towards an Aoraki Polytechnic qualification.

## Verification of Citizenship/Permanent Residency

For information about the type of documentation required for verification of citizenship and permanent residency, please refer to the Aoraki Polytechnic *Guide to Enrolment*.

## StudyLink

For student loan and/or allowance information please contact StudyLink on 0800 88 99 00 or visit the website [www.studylink.govt.nz](http://www.studylink.govt.nz).

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