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COLLEGE

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Westminster  
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The College of  
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and North East London



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Training

# Branding, Social Media and Entrepreneurship - Level 3 Extended Diploma (UAL)

This course will be delivered at the new Centre for Applied Technology in Soho, in the heart of London's Digital and Creative economy. This is an exciting new addition to Westminster Kingsway College, opening in September 2024.

Our bespoke building will provide unparalleled facilities tailored for the creators and innovators of tomorrow, enabling learners to hone their craft on industry-standard equipment and develop the skills that the industry desperately needs.

The centre boasts industry-leading equipment and state-of-the-art training spaces including:

- Green Screen Studio
- Animation Studio
- Virtual Production Suite
- Edit, Grade, Dub and Voice-Over Studio
- Podcast Studio
- TV Studio and Control Room
- Lecture Theatre
- Comprehensively Equipped Alienware Animation Studios

The repurposed Soho Centre will act as a beacon for world-class Creative and Digital sector provision, providing a talent pipeline of qualified & experienced individuals to access the fantastic career opportunities in these sectors.

Sitting within the Creative Media area, the Level 3 Diploma in Branding, Social Media and Entrepreneurship is a comprehensive program designed to equip students with the skills and knowledge necessary to succeed in the fashion and design industry. The course covers a range of topics, including fashion styling, brand development, social media management, and marketing strategies. Students will learn how to create stylish and attractive visual content for various platforms, including Instagram and YouTube, and how to use social media to promote a brand.

The course will also cover the fundamentals of brand management, including brand identity, brand positioning, and brand strategy. Through hands-on projects and real-world experience, students will develop the skills and confidence

**Start Date: 2 September 2024**

**Duration: 2 Years**

**Attendance: Full Time**

**Location: Soho Centre**

<https://www.capitalccg.ac.uk/wkc/course/course-detail/pdf/30998/>



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needed to succeed in a fast-paced and ever-changing industry. Upon completion of the program, graduates will have a strong portfolio of work and a deep understanding of the fashion and design industries.

Extended Diplomas have two one-year programmes. You need to finish the first year before moving on to the second.

## WHAT WILL I STUDY?

**Media Processes and Technical Skills:** Students will learn about various media processes, such as photography, videography, and graphic design, as well as the technical skills required to produce high-quality visual content.

**Design and Research Skills:** Students will develop their design and research skills, learning how to conduct market research, analyze trends, and create visually appealing and effective marketing materials.

**Professional Practice and Contextual Awareness:** The course will explore professional practice in the art, fashion and design industries, including working with clients, project management, and the importance of ethical and sustainable practices.

**Audio and Visual Production:** Students will learn about the production of audio and visual content, including lighting, sound, and post-production techniques.

**Interactive Technology:** The course will introduce students to the latest interactive technology and how it can be used to engage with audiences and promote a brand.

## WHAT WILL I NEED?

- Four GCSEs at grade 4 or above, including English Language or Maths or an equivalent Level 2 qualification at Merit (and Functional Skills in English at Level 2/GCSE English Language at grade 4 or above)
- An interest in the fashion or design sector

All applicants must have an interview to confirm that the course is suitable for them.

## HOW WILL I BE ASSESSED?

The course is assessed through a combination of coursework and practical projects. Students work through 7 formative units in year one, each aimed at introducing them to an area of the subject and developing core skills. The final 8th unit in year one is a summative unit where you'll apply the skills, knowledge and understanding developed in Units 5-7, and get the chance to show what you can do on your own by working on a big project.

In year two, you dive deeper into the subject and figure out what you're interested in and what you want to do in the future. You'll work on projects that involve working with others and communicating with different people. The more you do, the more control you'll have over your own learning and future goals. The final unit that determines the final grade of the two-year course, gives you the chance to show that you're confident in your chosen area of interest by working on projects related to it. You'll have more chances to be creative and express yourself. It's your chance to show how well

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you've learned and how well you can use the skills you've gained.

## WHAT WILL IT COST?

### AGED 16-18

If you will be aged 16, 17 or 18 on 31st August prior to the start date of your course and you have the legal right to remain in the UK for the duration of your programme then your study with us will be free. Please see [here](#) for the documents you will need to show us.

Some courses will have other associated costs, such as for specialist materials and trips. Many of our students are eligible for financial support, see [here](#) for details.

No set cost, although students should expect to pay approximately £100 for various trips during the year.

## WHAT CAN I DO AFTER?

This course will help you to move on to higher-level courses, such as a Bachelor of Arts, an apprenticeship or other employment. Many of our students go to the London College of Fashion or Central Saint Martins.

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