

Prospectus  
**2019/20**



# Welcome from the President



I am proud to introduce you to our prospectus for the 2019 / 20 academic year.

Our past year has been an exciting one, with the launch of several new courses, as well as a number of notable accolades. Here are just a few:

- Once again, several of our graduates were shortlisted at the annual IDI Graduate Awards - with one graduate taking top prize in her category and another graduate receiving a commendation.
- Our Certificate in Revit / Level 2 BIM was shortlisted in the Best Third Level Course category at the annual Irish Construction Excellence Awards.
- As in previous years, one of our BA Degree Graphic Design students was awarded membership of the International Society of Typographic Designers – one of the world's most prestigious design affiliations.

I am often asked what distinguishes Dublin Institute of Design from other colleges, and the answer is easy. The Institute is a friendly environment for students, young and old alike. We deliver up-to-date, practical programmes, led by experienced designers, most of whom are currently working in their specialist sectors.

Whether you are leaving school, exploring a new direction or upskilling for your job, I am sure you will find a course that suits you.

Joe Connelly

Institute President  
Dublin Institute of Design



Kalee Ann Abdollahi,  
Higher National Diploma  
Fashion Design.



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# CAD (Computer Aided Design)

**Certificate Revit & Level 2 BIM**

**8 weeks**

**Certificate 2D CAD**

**6 weeks**

# Certificate Revit & Level 2 BIM

This 8-week course will provide you with a comprehensive set of skills and knowledge that is quickly becoming industry-standard throughout the construction industry.

Today, clients often request that construction work is carried out using Level 2 BIM. The UK has mandated Level 2 BIM for all public projects from 2016, and Ireland and the rest of Europe are likely to follow suit.

To win work, practices must up-skill their existing workforce, and ensure that they hire suitably qualified staff. Level 2 BIM, which is now industry-standard in Ireland, requires Design Teams and Contractor Teams to collaborate efficiently. To achieve this, team members must comply with the British Standard BS1192:2007 - Collaborative Production of Architectural, Engineering and Construction Information.

The course delivers this skill set, starting at the very beginning. Applicants should already have some familiarity with drafting software such as Revit or AutoCAD.

The course is led by a professional who shares many years of experience for best practice through special tips & tricks sessions in each class.

You will practise and reinforce your skills in a realistic project. The final submission is a set of General Arrangement drawings and corresponding model that comply with the Level 2 BIM standards.



*Excellent quality and quantity of information.*

**Danny Murphy**, Certificate Revit & Level 2 BIM.

## Length

8 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design Certificate  
in Revit and Level 2 BIM

## Fees

€750



*Course was excellent.  
Very well taught. Notes were easy  
to follow. Pace of class was very  
good and easy to keep up with.  
I would recommend this course  
to anyone in the future.*

**Patrick Sheridan,**  
Certificate Revit & Level 2 BIM.



*The quality and pace of teaching  
was very good. Each taught  
element was reinforced by a  
practical example.*

**Francis Maguire,**  
Certificate Revit & Level 2 BIM.

# City & Guilds Certificate 2D CAD



Computer Aided Design, or CAD, is an increasingly essential skill for professionals working in a wide a range of industries, including engineering, manufacturing, architecture and building services. This course will ensure that you have a strong foundation of skills and confidence in using Autodesk's AutoCAD software.

This course starts at the very beginning, and trains you to use Autodesk's AutoCAD software to create and amend 2-dimensional drawings.

To take the course, you should have a basic knowledge of computers, and be familiar with using basic PC software to open files, save documents and access drop-down menus. Assessment of the course includes 2 drawing assignments and a paper-based theoretical test.

Dublin Institute of Design has provided CAD training to students from various disciplines including engineering, architecture, building services, interior design, retail design, shop-fitting, product design, landscape design, and fashion design, for over 15 years.



*Excellent course; the time spent on each exercise, the length of course and hours per week / day are just perfect. Love the location of Dublin Institute of Design.*

*The lecturer is superb, she explains everything so simply that CAD seems to be the easiest software in the world.*

**Aleksandra Sobieszek,**  
Certificate 2D CAD.

## Length

6 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature applicants welcome.

## Applications

Online

## Qualification

City & Guilds 7689-04 Level 2  
Award in 2D CAD  
7 ECTS

## Fees

€650





*I found the course extremely beneficial and the level of dedication from the tutor was greatly appreciated. I have recommended the course to a friend since and he has also successfully completed and was satisfied fully.*

**Sean Ventre**, Certificate 2D CAD.

# Fashion

<b>Higher National Diploma Fashion Design</b>	<b>2 years</b>
<b>Higher National Certificate Fashion Design</b>	<b>1 year</b>
<b>Associate Certificate Fashion Design</b>	<b>10 weeks</b>
<b>Higher National Certificate Fashion Buying</b>	<b>1 year</b>
<b>Associate Certificate Fashion Buying</b>	<b>10 weeks</b>
<b>Certificate Visual Merchandising &amp; Window Dressing</b>	<b>5 weeks</b>
<b>Certificate Fashion Styling: Commercial, Media &amp; Editorial</b>	<b>8 weeks</b>
<b>Certificate Personal Shopping &amp; Image Consultancy</b>	<b>8 weeks</b>
<b>Certificate Trend Forecasting</b>	<b>2 weeks</b>



Orlagh Hurley,  
Higher National Diploma  
Fashion Design.



# Higher National Diploma Fashion Design

This comprehensive 2-year course will provide you with an internationally recognised qualification in fashion design, while developing your fashion design aesthetic and giving you an in-depth understanding of the fashion world as a whole.

The course delivers a strong understanding of the role of a fashion designer in industry, and aims to ensure that graduates are industry-ready for a range of professional roles. There is an emphasis on creativity and on the development of original and inspired fashion design work, as well as industry-standard garment construction skills.

Throughout the course, you will develop a wide range of fashion design skills including visual research, concept development, trend forecast and analysis, and presentation of design ideas using the industry-standard Adobe design software Illustrator and Photoshop.

You will also become skilled at producing industry-standard flat drawings, tech packs and costing sheets; key communication skills demanded by today's fashion design industry. You will become confident in pattern drafting and garment manufacture, bringing unique fashion design work all the way from concept to catwalk.

During your first year, you will have the opportunity to enter an international student fashion design competition, in which our students have performed strongly over the past few years.

Year 2 culminates with the opportunity to showcase your final capsule collection to an audience of family, friends and industry professionals at the End-of-Year Graduate Fashion Show.

Throughout the course you will be guided on your journey by industry professionals who are experts in their field.

## Length

2 years

## Mode of Study

Full-time

Part-time Day

Part-time Evening

## Starting Dates

September 2019

January 2020

## Admission

Leaving Certificate or equivalent.

Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Diploma

Art & Design

NFQ Level 6 Equivalent

## Annual Fees

Full-time: €5000

Part-time: €3100



Magdalena Kochan,  
Higher National Diploma Fashion Design.





# Higher National Certificate Fashion Design

This exciting 1-year course will give you a strong foundation in the key skills of fashion design and manufacture. The course places an emphasis on creativity and the development of original and inspired 2D fashion design presentation skills, along with an exploration of 3D processes through technical pattern drafting and the garment manufacturing process.

You will become familiar with fashion design methodology, starting with visual research and concept development, along with customer profiling and trend analysis, building your presentation of fashion design ideas into a cohesive portfolio of work, and moving towards manufactured personal patterns, toiles and final looks.

Through lectures and practical workshops you will develop both theoretical and technical fashion design skills. You will learn to follow a design process, taking your ideas from concept to final line-up.

You will also develop up-to-date digital presentation skills, using industry-standard software Adobe Illustrator and Photoshop to create illustrations, flat drawings and mood boards, and learning to present your work to professional standards using this digital format.

Pattern drafting and garment construction are taught throughout the year, allowing you to build the skill and confidence to produce innovative 3D garment designs.

You will have the opportunity to enter an international student fashion design competition, in which our students have achieved great success over the past few years, with many selected as finalists, and a first prize winner in 2017.

The course culminates with the opportunity to showcase one outfit to an audience of family, friends and industry professionals at the End-of-Year Graduate Fashion Show.

## Further Study

On successful completion of this course, you will be eligible to progress into Year 2 of the 2-year HND Fashion Design.

## Length

1 year

## Mode of Study

Full-time

Part-time Day

Part-time Evening

## Starting Dates

September 2019

January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Certificate

Art & Design

NFQ Level 6 Equivalent

## Fees

Full-time: €5000

Part-time: €3100



*Last September I decided to go back to college to study fashion design at Dublin Institute of Design. It's been a real eye opener for me, a wonderful journey into the world of fashion.*

*I'd definitely recommend this course to anyone interested in fashion. It has really opened my eyes up to the world of fashion and design, in a special way! Although the course itself is intense at times – it really is worth the hard work and effort!*

**Debbie Fanning,**  
Higher National Certificate  
Fashion Design.



Ágota Pfening,  
HNC Fashion Design,  
accepts the first prize in  
her category at the 2017  
Frankfurt Style Award.



# Associate Certificate Fashion Design

Love fashion? Want to know more about fashion design but don't know where to start? This inspiring 10-week course will introduce you to many of the key skills used by practising fashion designers, including concept development, fashion illustration, flat drawing, pattern drafting, and sewing techniques.

In tutorials with experienced fashion designers, you will become familiar with the fashion design process from initial concept to final design presentation. You will develop your ability to generate original and inspired fashion design ideas, and you will enhance your fashion drawing and presentation skills.

You will be introduced to the skills of pattern drafting and garment construction. By the end of the course, you will produce your own pattern, and you will manufacture a toile (mock-up) for a garment.

This course is ideal if you have an interest in the area of fashion design, if you wish to explore the possibility of a career change, or if you would like to learn the core skills of the fashion design process along with pattern drafting and garment manufacturing.

## Further Study

On successful completion of this course, you will be eligible to progress into Term 2 of the HNC / HND Fashion Design course. You will be able to avail of a fee reduction.

### Length

10 weeks

### Mode of Study

Part-time Day  
Part-time Evening

### Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

### Admission

Leaving Certificate or equivalent.  
Mature students welcome.

### Applications

Online

### Qualification

Dublin Institute of Design  
Associate Certificate  
Fashion Design.

### Further Study

Graduates may progress into  
Term 2 of the HNC or HND course.

### Fees

€1095



Anna Wadolowska, Associate Certificate Fashion Design.



*Studying fashion design at Dublin Institute of Design was one of the best decisions I could make - both professionally and personally. It allowed me to not only gain an invaluable knowledge about the fashion industry but also discover who I am as a designer. Through visual research, illustration, colours, fabrics and garment construction I opened my eyes to the whole world of creativity and inspirations. It has completely changed the way I look at fashion and its industry.*

**Anna Wadolowska, Associate Certificate Fashion Design,**  
subsequently progressed into Higher National Diploma Fashion Design.



# Higher National Certificate Fashion Buying

This internationally recognised 1-year programme will provide you with the creative and commercial skill-set required to succeed as a fashion buyer in today's competitive environment. The course is delivered by a highly experienced practising fashion buyer, and a leading recruiter for Ireland's buying offices.

The programme will allow you to combine creative flair with essential buying skills, preparing you for work as a fashion buyer in a range of businesses from high street chains to owner / manager boutiques.

Throughout the year, you will develop a wide variety of skills and knowledge needed to work as a fashion buyer. A series of modules will explore trend forecasting, range planning and budget planning, product sourcing and development, the critical path and the supply chain, price negotiation, promotions and markdowns, and much more.

A highly practical module in Employability Skills will ensure that you develop confidence in applying for fashion buying roles, and you will gain valuable experience from realistic mock interviews with recruitment experts; this will ensure that upon graduation you are ready to secure a fashion buying role.

Our part-time studying options will allow you gain an internationally recognised qualification while continuing to work full-time. On successful completion of the course, you will be awarded internationally recognised certification from BTEC, equivalent to Level 6 on Ireland's National Framework of Qualifications.

## Length

1 year

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Certificate  
Art & Design  
NFQ Level 6 Equivalent

## Fees

€3100





*The approach of our tutor in carrying out the lectures and her innovative way of making every single class productive and interesting left me completely satisfied with this course. The lectures and the notes exceeded my expectations.*

Loukia Adamou, Higher National Certificate Fashion Buying.

# Associate Certificate Fashion Buying

This comprehensive 10-week course will give you a commercially focused understanding of the role of the fashion buyer, both in high volume textiles and branded selection. The course is delivered by a highly experienced fashion buyer who has worked with many of Ireland's largest retailers.

Over 10 weeks, you will explore the skills and knowledge of fashion buyers. Realistic assignments will give you opportunity to explore budget planning, trend forecasting and range planning. You will explore garment sourcing and production, price negotiation, logistics and stock management and lots more, ensuring that you are familiar with industry-standard procedures and professional terminology.

Our part-time studying options will allow you to gain a qualification in fashion buying while working full-time.

## Further Study

On successful completion of this course, you will be eligible to progress into Term 2 of the HNC Fashion Buying course. You will be able to avail of a fee reduction.



*Everything was very well prepared, the course was very intense but thanks to that I learned a lot.*

*I enjoyed studio classes where we could systematically check our progress in the project. In general all the course was very helpful as I'm working in retail and I would like to start my career in buying.*

**Katarzyna Gonzalez,**  
Associate Certificate  
Fashion Buying.

## Length

10 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design  
Associate Certificate  
Fashion Buying

## Further Study

Graduates may progress into  
Term 2 of the 1-year HNC course.

## Fees

€1095



*I attended the 10-week Associate Certificate in Fashion Buying course. Our lecturer's first-hand knowledge of fashion buying was really well reflected through each part of the course, as each class was full of relevant and interesting content. I'm currently doing an internship with a fashion company, and so many of the topics and terminology that we discussed during the course come up on a daily basis. I couldn't recommend this course enough for anyone who is thinking about a career in fashion buying.*

**Orla Lonergan, Associate Certificate Fashion Buying.**

# Certificate Visual Merchandising & Window Dressing

This inspiring 5-week programme will introduce you to many of the skills used by visual merchandisers. You will practise creative thinking and concept development, and learn many tricks of the trade.

Visual merchandising is a key skill employed in every retail business. In this course, you will learn from an experienced visual merchandiser who has worked in a wide range of industry positions.

You will learn how to develop original ideas for window displays and instore displays, how to research visual merchandising trends, and how to present your ideas to colleagues and clients. You will also learn how to dress mannequins, and use lighting, fixtures and fittings, colour and product grouping to create impressive window displays and instore displays.

The course is ideal if you are exploring the possibility of a career change, or if you are already working in the retail sector and wish to add visual merchandising to your skill set. Our part-time studying options allow you to study while working full-time.

The programme consists of lectures, studio sessions, and a field trip, and is assessed through a series of visual merchandising projects and presentations.



*Would definitely recommend this course to anyone working in retail or considering a career in visual merchandising*

Lisa Garry,  
Certificate Visual Merchandising.

## Length

5 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design Certificate  
Visual Merchandising &  
Window Dressing

## Fees

€695





*I really enjoyed this course, it was taught excellently and I met great, friendly people. The content was fun and interesting and I was kept on my toes with a field trip and practicals in class. I would highly recommend this course for anyone interested in retail because it is fun and you learn a lot.*

**Stuart Weafer,**  
Certificate Visual Merchandising  
& Window Dressing.



*The course is really amazing and fascinating. I really enjoyed it and look forward to start of the longer course. The class and teacher are very friendly and helpful.*

**Kaviraj Roopun,**  
Certificate Visual Merchandising  
& Window Dressing.





# Certificate Personal Shopping & Image Consultancy

This inspiring 8-week course, led by leading stylist Laura Jordan of StyleSavvy.ie, offers a fascinating insight into the world of personal shopping and image consultancy.

You will learn about a wide range of topics, including colour theory, body shape, wardrobe detoxing and accessorising. Make-up, hair and skincare are also covered by a leading industry professional.

This course is ideal if you wish to inform yourself of your own personal brand and image, or to explore the areas of personal shopping and image consultancy on a professional basis.



*The course is comprehensive & extremely well taught.  
It gave me the foundations to work as a freelance stylist, as well as the confidence to pursue my dream.*

**Mairead Vickers** (pictured above),  
Certificate Personal Shopping & Image Consultancy.

## Length

8 weeks

## Mode of Study

Part-time Evening

## Starting Dates

July 2019

September 2019

January 2020

March 2020

## Admission

Leaving Certificate or equivalent.

Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design  
Certificate Personal Shopping  
& Image Consultancy

## Fees

€495



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*I was very pleased with the quality of the course, and this is down to Laura's professionalism and knowledge. I was delighted that I chose to study at Dublin Institute of Design!*

**Áine Breathnach,**  
Certificate Personal Shopping  
& Image Consultancy.



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*Each week was different, always something to look forward to. I enjoyed the experience of being in this establishment, and I thoroughly enjoyed the course and the content.*

**Lisa Kavanagh,**  
Certificate Personal Shopping  
& Image Consultancy.

Lecturer Laura Jordan  
of StyleSavvy.ie



# Certificate Fashion Styling: Commercial, Media & Editorial

This comprehensive 8-week course, led by leading fashion stylist Laura Jordan of StyleSavvy.ie, delivers the skills and knowledge needed to pursue a career as a commercial, editorial, or personal fashion stylist. The course features several industry guest speakers.

The course covers the key skills and knowledge of fashion styling: hair and make-up, products and kit, body shape, colour palettes, trends and styles, and how to work to a brief and a budget. You will also learn about commercial work: the role of the stylist on a creative shoot, and how to work with photographers and other professionals.

You will benefit from professional guidance on developing a career in fashion and styling: how to develop and maintain a successful fashion and styling blog, how to present your work professionally, how to engage with industry and media, how to promote a personal brand, and the soft skills of fashion etiquette which are key to professional success.

The course is ideal if you wish to develop your fashion knowledge and expertise to a professional standard. Whether your interest lies in red carpet, media, commercial or editorial styling, this is the course for you.



*It was a fantastic course led by a highly qualified professional. Everything was delivered perfectly. Laura is extremely helpful and informative. It was a thoroughly enjoyable experience.*

Sharon Murphy,  
Fashion Styling: Commercial, Media & Editorial.

## Length

8 weeks

## Mode of Study

Part-time Day

## Starting Dates

July 2019

September 2019

January 2020

March 2020

## Admission

Leaving Certificate or equivalent.

Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design

Certificate Fashion Styling:

Commercial, Media & Editorial

## Fees

€595



*This course offers a great insight into the commercial and business world of fashion styling. The guest speakers added great value to the course and this really made it stand out from others courses being offered in the market.*

**Katie Liston,**  
Fashion Styling: Commercial,  
Media & Editorial.



*I really enjoyed this course. I felt very at home and comfortable in asking questions or any info I needed. The guest speakers were very good. I have also done the Personal Shopping course, and found Laura a great teacher, which is why I came back for this course.*

**Ciara Byrne,**  
Fashion Styling: Commercial,  
Media & Editorial.



# Certificate in Trend Forecasting

This exciting 2-day course explores the future of fashion; from what we will wear, to when we will wear it, and how we will buy it.

The course is led by Laura Jordan of StyleSavvy.ie and covers the following topics:

- The business of fashion: the key factors that control the fashion industry
- The power of forecasting: how forecasting guides and drives the design and consumer process
- Colour forecasting
- Style forecasting
- Case study - the next season
- The trend train: movement of trends and design from high end to high street
- Retail economics
- The future of fashion: technology and sustainability
- Design rights and protection



*I was looking for a course that would give me some theory behind the concept of fashion and fashion forecasting, and I found it in this course. Great information given on eg. Zara and how they operate. From this, I will be encouraged to go ahead and do the Personal Shopping course.*

Siobhan O'Connor,  
Certificate in Trend Forecasting.

## Length

2 days

## Mode of Study

Part-time Day

## Starting Dates

September 2019

January 2020

April 2020

July 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design  
Certificate in Trend Forecasting

## Fees

€200



*I loved this two-day course. Laura was fantastic. Her knowledge of the industry is remarkable. She is lovely and down-to-earth, which leads to a comfortable learning environment. We had a laugh while getting the work done.*

**Maria Commins,**  
Certificate in Trend Forecasting.



# Graphic Design

**BA Degree Graphic Design**

**3 years**

**Higher National Diploma Graphic Design**

**2 years**

**Higher National Certificate Graphic Design**

**1 year**

**Associate Certificate Graphic Design**

**10 weeks**



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*I really thoroughly enjoyed my 1st year; the content was engaging, fun, creative and at times messy (loads of poster paint), in a relaxed and open environment which encourages self directed learning.*

Darren Dean Cronje,  
BA Degree Graphic Design.

# BA Degree Graphic Design



This comprehensive 3-year programme will provide you with the professional skills and knowledge required by graphic designers in industry, including typography, poster design, illustration, editorial design, photography, web design, logo design, and branding and advertising.

From the start of Year 1, you will explore design thinking and concept generation. Through practical, studio based projects, you will develop a deep understanding of the design process, ensuring that you can deliver unique and effective solutions to any commercial brief.

You will gradually master technical skills, including digital design skills using the industry-standard Adobe design software Photoshop, Illustrator and InDesign, as well as knowledge of print and production, ensuring that you can fully realise your creative vision. The programme is delivered through a series of lectures, studio sessions and practical training workshops.

## Year 1

Year 1 will provide you with a strong foundation in graphic design skills. You will explore idea / concept generation, and learn how to deliver original solutions to design briefs.

Workshops and studio sessions teach image-making using a variety of media. Through a series of tutorials, you will develop your skill and confidence in using industry-standard software.

You will also explore typography, creating your own unique typefaces, and delivering typographic solutions to design briefs.

## Year 1 Modules

- Image Making
- Typography
- Idea Generation
- Contextual & Cultural Studies 1
- Digital Design Technology

Additional studio modules can include: Pattern Design & Illustration, Drawing for Design, Photography and Motion Studies.

## Year 2

In Year 2, you will continue to build your core graphic design skills, and take on some exciting new challenges.

In modules taught by practising professionals, you will develop new skills such as photography and web design, developing a broad and impressive portfolio.

Through realistic professional briefs, you will explore illustration, editorial design, branding and advertising.

## Year 2 Modules

- Digital Image Making and Photography
- Digital Typography
- Branding and Digital Design
- Contextual & Cultural Studies 2
- Digital Design Technology 2

Additional studio modules can include: UI / UX studies, Design for Digital Media, Binding and Print Production, Drawing for Design and Motion Studies.

## Year 3

Year 3 focuses on professional practice, industry readiness and self-directed learning. Throughout the year, you will develop your voice as a designer. You can decide to specialise in a specific discipline or broaden your portfolio. You will be required to work on several projects including industry-set briefs, intentional competitions and your own professional marketing material.

You will also have the opportunity to work on a major design project. This project is designed by you from brief to concept to application, and is guided with the support of our dedicated teaching team of design practitioners. You will have an end-of-year show and will work with industry throughout your final year, gaining as much real-world studio experience as possible, before you leave college and enter industry.

Our students have won numerous international competitions over the years, including 2015's Yamaha International GDAY design award, as well as several International poster competitions and internships. Many have been shortlisted in the IDI Graduate Awards, and in 2016 one of our final year students won the IDI's Grand Prix Award for Best Overall Design Student on the island of Ireland.

Throughout the year, you will demonstrate initiative and autonomy through a range of original design solutions, and you will become ready to engage with industry in an independent and knowledgeable manner.

## Year 3 Modules

- Major Project
- Professional Design Practice
- Contextual & Cultural Studies

Upon successful completion of this course, you will have a professional qualification, and a strong portfolio of creative, original design work, which shows your varied skill set and demonstrates your ability to communicate visually.

### Length

3 years

### Mode of Study

Full-time; 18 hours / week,  
consisting of 6 x 3-hour classes.

### Starting Dates

September 2019  
September 2020

### Admission

Leaving Certificate or equivalent.  
Mature students and  
international applicants welcome.

### Advanced Entry

Suitably qualified / experienced  
applicants should enquire at  
admissions@dublindesign.ie

### Applications

Online

### Qualification

QQI Level 7  
BA Degree Graphic Design

### Annual Fees

EU: €5000  
Non-EU: €8000



# Higher National Diploma Graphic Design

This internationally recognised qualification will provide you with the core skills required by industry. You will become familiar with graphic design practice, including editorial design, digital design methodologies, UX / UI, and branding and identity design.

## Year 1

Your first year will focus on the core competencies required to build strong foundations as a design practitioner.

You will focus on idea generation, problem solving, design process and communication in response to a series of briefs. You will also use industry standard software to create design solutions.

The emphasis is on building your skills as a design thinker. We focus strongly on the process, not just the outcome.

## Year 1 Modules

- Professional Development
- Contextual Studies
- Techniques and Processes
- Typography
- Graphic Design Practices
- Communication in Art & Design
- Contextual Studies
- Screen Based Practices
- Individual Design Project

## Year 2

In Year 2, you will build upon these skills, taking on challenging projects in editorial design, branding and identity design, web design, illustration and image manipulation.

You will also explore design in a broader societal and cultural context through a large-scale project.

The modules are taught by experienced practising designers, and briefs are realistic and industry-focused, allowing you to create a dynamic portfolio.

## Year 2 Modules

- Professional Practice
- Applied Design Practice
- Advanced Graphic Design Studies
- Advanced Digital Design
- Branding & Identity

## Length

2 years

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Diploma  
Graphic Design  
NFQ Level 6 Equivalent

## Annual Fees

€3100



*The 2nd Year has been great; really enjoying the practical sessions and the briefs are challenging.*

*The feedback from tutors is excellent and has improved the learning experience.*

**Keri Pettigrew,**  
HND Graphic Design.



*I found it really valuable that the tutors are working in the graphic design industry. We are getting up-to-date knowledge based on the real market.*

**Hanna Johannson,**  
HND Graphic Design.

Graphic Design graduate  
Alessandra Ravida  
wins the Grand Prix at the  
Institute of Designers Ireland  
Graduate Awards 2016.





# Higher National Certificate Graphic Design

This internationally recognised qualification will provide you with a foundation of skills required by design practitioners. You will begin with the basics of graphic design practice, including design thinking, ideation, visual communication, typography and professional practice.

A series of design-based lectures and studio projects exploring drawing, illustration, concept development and typography will ensure that you have a strong grasp of these core design skills.

You will be introduced to industry-standard software, and practise using it to implement your design solutions.

## Modules

- Professional Development
- Contextual Studies
- Techniques and Processes
- Typography
- Graphic Design Practices
- Communication in Art & Design
- Contextual Studies
- Screen Based Practices
- Individual Design Project

## Further Study

On successful completion of this course, you will be eligible to progress into Year 2 of the 2-year HND Graphic Design.



Ian Fennelly,  
Higher National Certificate Graphic Design.

## Length

1 year

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced  
applicants should enquire at  
admissions@dublindesign.ie

## Applications

Online

## Qualification

BTEC Higher National Certificate  
Graphic Design  
NFQ Level 6 Equivalent

## Fees

€3100



Juan Ayala, BA Degree Graphic Design.



*For me the high point was to realise what I could do. At the beginning I did not think that I could go so far... but the teachers were really great and the critiques were so helpful that I was able to see progress in my work. I'm really happy about the course, and the attention offered by the teachers and the admissions team. I already recommended for friends, because I could see my progress through the course.*

**Bruna Marcolongo Schmitz,**  
Higher National Certificate Graphic Design.

# Associate Certificate Graphic Design



This inspiring 10-week course delivers an excellent grounding in many of the key skills required by graphic designers - drawing, typography, poster design, logo design and branding.

You will explore drawing, typography, poster design, logo design and branding. You will also be introduced to the industry-standard Adobe software Photoshop, Illustrator and InDesign and you will gain experience of using these programs to implement your design work.

Enthusiastic, practising designers will guide you through the process of graphic design, and you will learn to deliver unique and original solutions to graphic design briefs.

The course is ideal if you have an interest in graphic design, if you wish to explore the possibility of a career change, or if you would like to enhance your current skills with further professional development.

## Further Study

On successful completion of this course, you will be eligible to progress into Term 2 of the HNC / HND Graphic Design course. You will be able to avail of a fee reduction.



*I thoroughly enjoyed the course and loved that it awakened my senses. Course content was very good, lecturers were very approachable and I've learnt to appreciate my own mind of awakened skills I haven't used in a long, long time.*

**Leeann Matthews,**  
Associate Certificate  
Graphic Design.

## Length

10 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

QQI (FETAC) Level 5  
Component Certificate  
Graphic Design  
(5N1978)

## Further Study

Graduates may progress into  
Term 2 of the HNC or HND course.

## Fees

€1095



*I loved every aspect of this course. The content was intensive and well rounded with lots of ideas for further learning in my own time. The tutors are really knowledgeable and helpful while offering constructive encouragement. I would recommend this course to anyone wanting a taste of graphic design.*

**Stella Sparks**, Associate Certificate Graphic Design.

# Certificate in Adobe Software for Beginners

This course will teach you how to create illustrations and vectors in Adobe Illustrator, manipulate photographs in Adobe Photoshop and create compositions and layout in Adobe InDesign.

The course is ideal for anyone aiming to begin their digital media career, as well as current students who need to create visuals for their projects.

We will go through the basics of each software program over the course of 7 Saturday workshops. You will build up your skills through a series of challenging creative tasks. You will benefit from guidance from highly experienced tutors along the way.

You will also be tasked with completing a design project, in which you will create both digital files and print-ready files.



*Our lecturer is an excellent communicator and she was so patient with all of our questions. We learnt so much in just 7 weeks!*

**Sinead Keegan,**  
Certificate in  
Adobe Software  
for Beginners.



*Relaxed, creative atmosphere, great teacher. Help and one-to-one teaching provided with design.*

**Rachel Donnelly,**  
Certificate in Adobe Software for Beginners.

## Length

7 weeks

## Mode of Study

Part-time Day

## Starting Dates

July 2019

September 2019

January 2020

March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design Certificate  
in Adobe Software for Beginners.

## Further Study

Graduates may wish to pursue courses in a variety of design disciplines. Our Certificate in Adobe Software for Improvers is an ideal way to follow on from this course.

## Fees

€750





*Very organised, very efficient, very friendly. I feel confident in the knowledge that I have gained in Illustrator, Photoshop and InDesign since I started the course.*

**Veronica Kingston**, Certificate in Adobe Software for Beginners.

# Certificate in Adobe Software for Improvers

In this exciting 7-week course, you will be able to further advance your skills using the primary Adobe software packages: Illustrator, Photoshop and InDesign.

This course is ideal if you have a basic knowledge of the three packages, and want to improve your skills to work in a more professional capacity, or to work on personal or client design jobs.

We will bring you through series of realistic briefs; creating digital illustrations, composing spreads for editorial work, outputting to print, and getting the best out of the Adobe tools. You will gain an understanding of how each piece of software works in combination with the others, and you will also explore basic animation tools to make your designs come to life. You will also be tasked with completing a design project, in which you will create both digital files, and files for output to print.



## Length

7 weeks

## Mode of Study

Part-time Day

## Starting Dates

September 2019

January 2020

March 2020

July 2020

## Admission

Leaving Certificate or equivalent.

Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design

Certificate in

Adobe Software for Improvers

## Further Study

Graduates may wish to pursue

courses in a wide variety of

design disciplines.

## Fees

€750



# Certificate in Digital Photography for Beginners

In this 8-week course, you will learn how to get the most from your DSLR camera. You will learn about camera functions and professional workflow methods, exploring composition, light and portraiture to help you understand what makes a great photograph.

This is a practical course in which you will also learn about post-production techniques, using industry-standard software such as Photoshop to perfect your images and build up a solid portfolio of work.

The course covers the following topics:

- Understanding your DSLR camera functions
- Light and exposure
- Understanding shutter speed, aperture and ISO
- Intro to tripods, flashes and lenses
- Composition in photography
- Portraiture
- Critical thinking in photography
- Introduction to abstract photography
- Post production techniques and work flow (Photoshop)
- Learning to edit and evaluate your work

## Length

8 weeks

## Mode of Study

Part-time Day

## Starting Dates

September 2019

January 2020

March 2020

July 2020

## Admission

Leaving Certificate or equivalent.

Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design

Certificate in

Digital Photography for Beginners

## Further Study

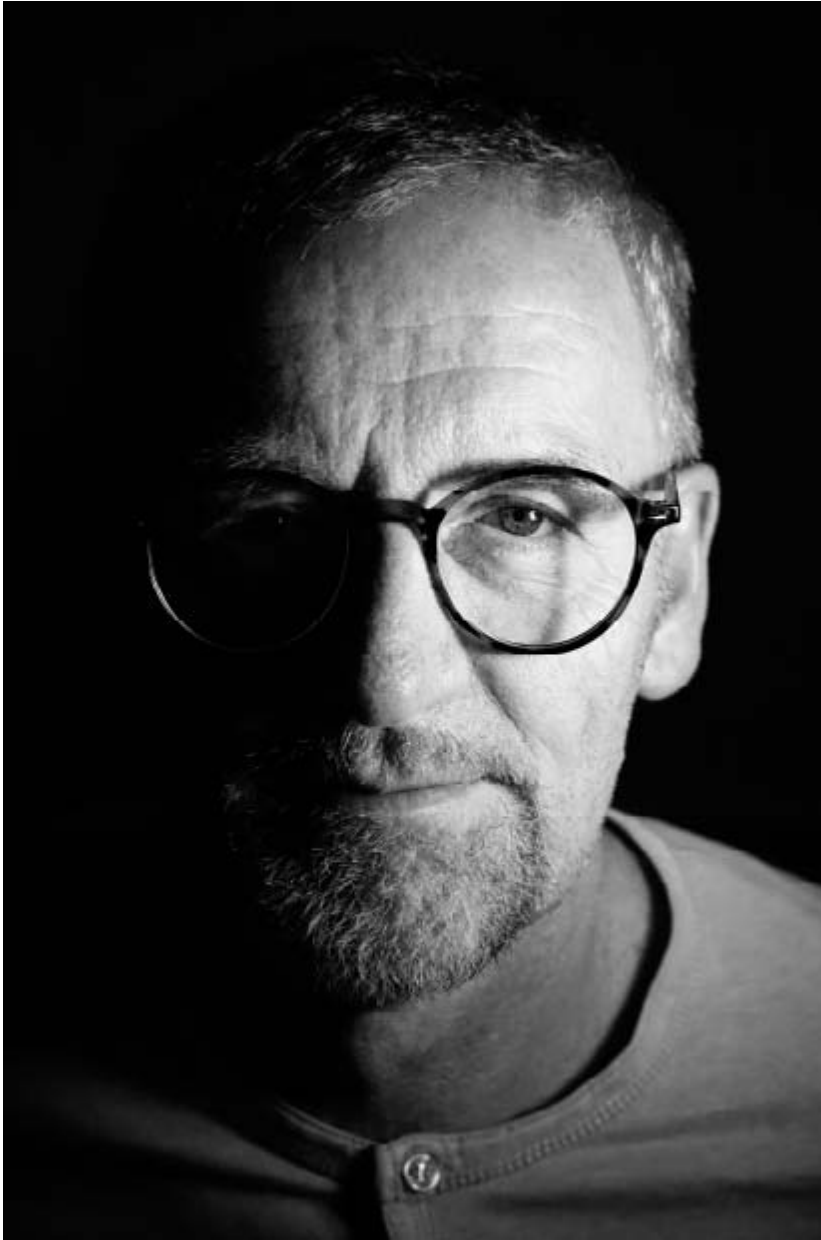
Graduates may wish to pursue

courses in a wide variety of

design disciplines.

## Fees

€750





# Interior Design

<b>BA Degree Interior Design</b>	<b>3 years</b>
<b>Higher National Diploma Interior Design</b>	<b>2 years</b>
<b>Higher National Certificate Interior Design</b>	<b>1 year</b>
<b>Associate Certificate Interior Design</b>	<b>10 weeks</b>



*The course has taught me the computer techniques and skills necessary to present my work in today's competitive environment. It has also taught me to see structure, art and design in a very analytical way. Most importantly, it has educated me to speak and express my thoughts about design.*

Derek Hooton,  
Higher National Diploma Interior Design.

# BA Degree Interior Design



This creative and exciting 3-year programme will provide you with the skills and knowledge required for a career in interior design. Upon graduation, you will also be qualified to pursue a career in related fields including residential and commercial renovations, office and commercial fit-outs, retail branding and facade design, design for the hotel, leisure and tourism industries, and sustainable design.

The programme facilitates a practical, theoretical and critical appreciation of interior design. New technologies are delivered as mandatory rather than elective modules, supporting Dublin Institute of Design's belief that these are essential skills for any graduating interior designer in today's competitive market.

## Year 1

In your first year, you will learn a wide range of skills relevant to the world of interior design, as well as traditional architectural design techniques.

The programme is structured to deliver a strong foundation of core design skills, starting with residential and domestic sized projects.

You will gain a detailed theoretical understanding of the process of interior design, as well as methods and skills required to practise.

## Year 2 Modules

- Interior Design Studio 1
- Contextual and Cultural Studies
- Design Technology 1
- Design Communications 1

## Year 2

In Year 2, you will develop your core skills and processes across a range of more complex designs, largely focused on commercial projects.

During this year, you will gain a deep knowledge of the core interior design and architectural principles.

On completion of Year 2, you will be ready to progress to a more innovative process of interior design.

## Year 2 Modules

- Interior Design Studio 2
- Interior Design Contextual Studies
- Design Technology 2
- Design Communications 2



*Great focus on practical / industry / professional education of the subject. Experienced tutors who share invaluable industry advice during the course, and inspire and motivate for further personal development. Approachable and friendly staff, good atmosphere to study and develop creatively.*

**Malgorzata Lakoma,**  
BA Degree Interior Design.



Brian O'Loughlin,  
BA Degree Interior Design.

## Year 3

In your final year, you will engage with more innovative projects. You will develop and manage designs on a large scale, and demonstrate your readiness to engage with industry in an independent and knowledgeable manner.

By the end of the year, you will have a professional qualification in interior design, along with an impressive portfolio which showcases your ability to deliver original interior design solutions.

## Year 3 Modules

- Interior Design Projects
- Contextual Research
- Design Technology 3
- Design Communications 3
- Professional Practice

On successful completion of the course, you will be awarded the BA Degree Interior Design, accredited by Ireland's official state higher education awarding body QQI. This is a Level 7 qualification on Ireland's NFQ.

### Length

3 years

### Mode of Study

Full-time

### Starting Dates

September 2019  
September 2020

### Admission

Leaving Certificate or equivalent.  
Mature students and international applicants welcome.

### Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

### Applications

Online

### Qualification

QQI Level 7  
BA Degree Interior Design

### Annual Fees

EU: €5,000  
Non-EU: €8,000



# Higher National Diploma Interior Design

This internationally recognised 2-year course allows you to explore your creativity, while developing the technical skills needed to provide interior design solutions for residential and commercial buildings.

Over two years, you will learn to develop innovative interior design schemes for large scale commercial and residential buildings, and to solve complex design challenges creatively. You will gain a wide range of skills, including techniques such as surveying, sketching, technical drawing, conceptual designs, artistic rendering and presentation in both print and digital media.

This programme will provide you with an excellent grounding in design theory and practice, and a portfolio of technical skills that will allow you to work effectively as a professional, including organising your own business, communication, problem solving and team-working.

## Further Study

On successful completion of this course, you will be eligible to apply for Advanced Entry to Year 3 of the QQI-accredited Level 7 BA Degree in Interior Design.

## Year 1 Modules

- Contextual Studies
- Techniques & Processes
- Surveying & Measuring
- 3D Practices
- Professional Development
- Materials & Structures
- Computer Aided Design (CAD)
- Individual Project

## Year 2 Modules

- Advanced Interior Design Studies
- Technical Drawing
- Material Selection & Specification
- 3D Modelling & Rendering
- Applied Practice Collaborative Project
- Professional Development

## Length

2 years

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Diploma  
3D Design  
NFQ Level 6 Equivalent

## Annual Fees

€3100





Jill L'Estrange, Higher National Diploma Interior Design.



*The course is much more than I imagined. I have engrossed myself completely, and I really believe it is amazing!*

**Sian Power,**

Higher National Diploma Interior Design.



# Higher National Certificate Interior Design

This 1-year course will provide you with a strong foundation in interior design skills. The course focuses on interior design skills for the residential market. You will learn how to develop interior design solutions for apartments, housing schemes and individual homes.

Throughout the programme, you will learn to develop innovative interior design schemes, and solve design problems creatively. You will develop a strong skill set in concept development, colour theory, design principles, sketching, technical drawing, and sourcing materials. You will also learn the technical skills and knowledge needed to present ideas and specifications to clients and colleagues. A range of realistic design projects will provide you with experience of working on professional client-led briefs.

Upon successful completion, you will be awarded the BTEC Higher National Certificate in 3D Design, equivalent to Level 6 on Ireland's National Framework of Qualifications.

## Modules

- Contextual Studies
- Techniques & Processes
- Surveying & Measuring
- 3D Practices
- Professional Development
- Materials & Structures
- Computer Aided Design (CAD)
- Individual Project

## Further Study

On successful completion of this course, you will be eligible to progress into Year 2 of the 2-year Higher National Diploma Interior Design.

### Length

1 year

### Mode of Study

Part-time Day  
Part-time Evening

### Starting Dates

September 2019  
January 2020

### Admission

Leaving Certificate or equivalent.  
Mature students welcome.

### Advanced Entry

Suitably qualified / experienced  
applicants should enquire at  
admissions@dublindesign.ie

### Applications

Online

### Qualification

BTEC Higher National Certificate  
in 3D Design,  
NFQ Level 6 Equivalent

### Fees

€3100



*I have found the course very intense and informative.*

**Emma Buckley,**  
Higher National Certificate Interior Design.

# Associate Certificate Interior Design

This challenging 10-week course will introduce you to many of the core aspects of residential interior design, including concept development, colour theory, design principles, sketching, ergonomics, space planning and technical drawing, lighting and electrical specifications, and sourcing and presenting materials.

This programme will encourage you to discover your own creativity and to apply it confidently in your work. You will also learn the technical skills and knowledge needed to present ideas and specifications to clients and colleagues.

This course is ideal if you have an interest in interior design, or if you wish to explore the possibility of a career change.

## Further Study

On successful completion of this course, you will be eligible to progress into Term 2 of the HNC / HND Interior Design course. You will be able to avail of a fee reduction.



*The course is a great opportunity to gain insights of what interior design involves, while offering the potential to progress to more advanced studies.*

**Anna Pereira,**  
Associate Certificate  
Interior Design.

## Length

10 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design  
Associate Certificate  
Interior Design.

## Further Study

Graduates may progress into  
Term 2 of the HNC or HND course.

## Fees

€1095



Eva Martinez Yanez, Associate Certificate Interior Design.



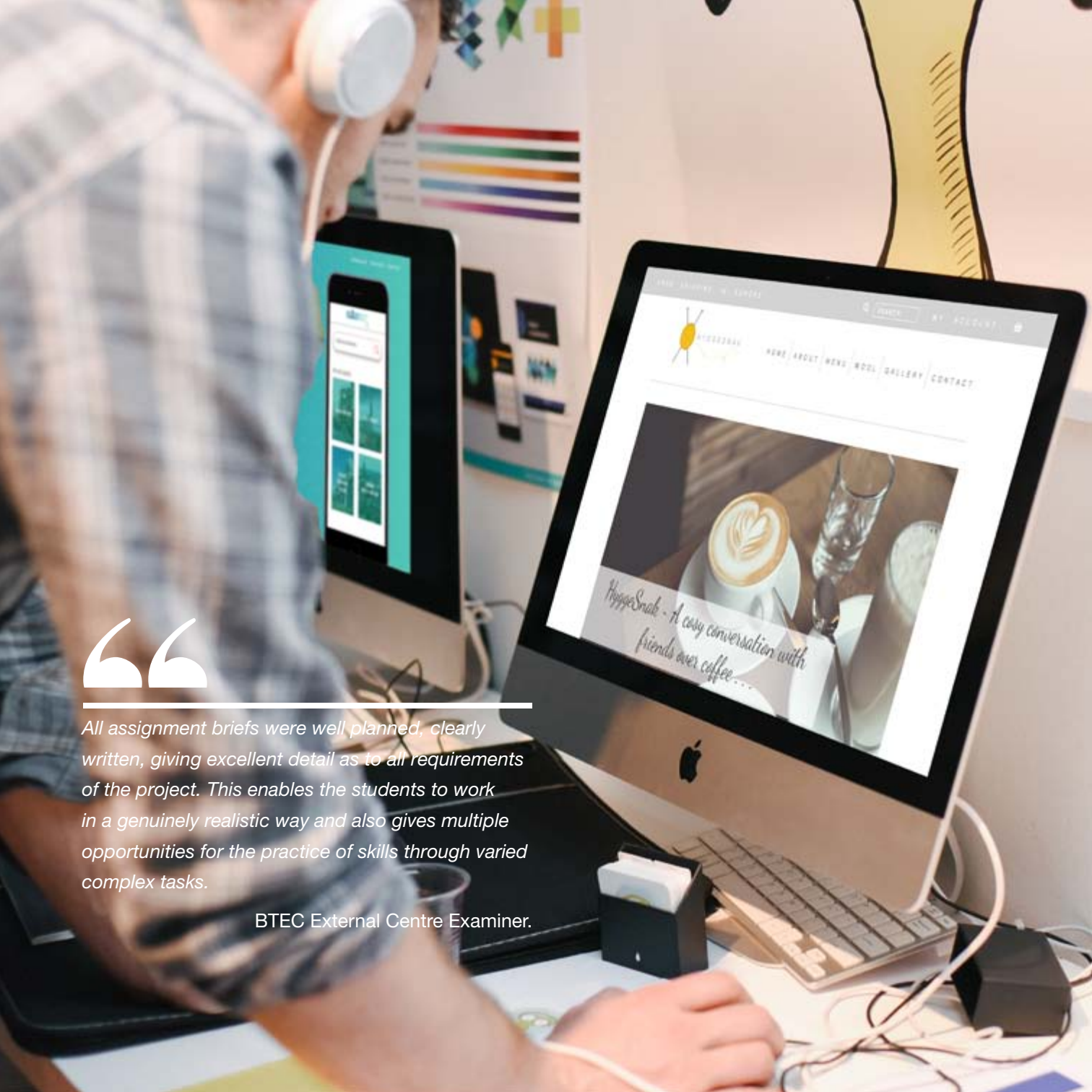
*Overall it really is a great course, with great teachers. To learn from people working within the industry gives fantastic insight into the world of interior design in Ireland. Their enthusiasm is infectious, and helps the students to generate great ideas. It really is very hands-on, and when I was told at the open evening that it was an intense course I can say after completing the 10 weeks they certainly were right!*

**Helen Whelan**, Associate Certificate Interior Design.



# Creative Media

Higher National Diploma UX Design & Front-End Development	2 years
Higher National Certificate UX Design & Front-End Development	1 year
Associate Certificate UX Design & Front-End Development	10 weeks
Associate Certificate Digital Marketing	10 weeks



*All assignment briefs were well planned, clearly written, giving excellent detail as to all requirements of the project. This enables the students to work in a genuinely realistic way and also gives multiple opportunities for the practice of skills through varied complex tasks.*

BTEC External Centre Examiner.



# HND UX Design & Front-End Development

This intensive 2-year programme will provide you with an internationally recognised professional level qualification in UX design and front-end development

The course is designed to teach you how to build, optimise and manage professional quality websites, and prepare you for employment in the interactive media sector.

In year one, the course will focus on the fundamentals of the design and development process. You will learn web coding technologies including HTML, CSS and JavaScript. Design classes will explore the user-centred design process, along with the skills and tools that UX designers use every day.

You will design and develop websites and web applications, using a range of software including industry-standard design tools such as Photoshop, Illustrator and inVision, along with coding tools such as VS Code, Command Line, Git & Github.

In year two, you will explore more advanced design and development topics, including advanced JavaScript programming, and JS libraries such as React, Angular and Cue. You will also explore emerging technologies in web and app design and development. There will be both individual and collaborative projects, and you learn to work both independently and as part of a team.

Throughout the course, you will practise and apply these skills as you design and develop single-page and multi-page websites and apps based on client briefs. On successful completion of the course, you will have numerous design and development projects to support a portfolio of work, and you will have gained realistic experience in preparation for a career in the creative media industry

The course does not require previous design or programming experience, but applicants are expected to have basic computer skills.

On successful completion of this course, you will be awarded the BTEC Higher National Diploma in Creative Media. This is equivalent to Level 6 on Ireland's National Framework of Qualifications.

## Length

2 years

## Mode of Study

Full-time  
Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at [admissions@dublindesign.ie](mailto:admissions@dublindesign.ie)

## Applications

Online

## Qualification

BTEC Higher National Diploma  
Creative Media  
NFQ Level 6 Equivalent

## Annual Fees

Full-time: €5000  
Part-time: €3100



*In my two years here I've learned so much. I started out with no experience and now I can say that I'm proficient in almost every aspect of it. I've worked in HTML, CSS, jQuery, PHP, Wordpress, Photoshop and Illustrator. I've learned to code a website and design my own imagery. I've really enjoyed my time studying here.*

**Brian Richardson**, Higher National Diploma UX Design & Front-End Development.



# HNC UX Design & Front-End Development

This intensive one-year programme will provide you with an internationally recognised professional level qualification in UX design and front-end development. Throughout this practical, project-based programme, you will explore the skills, tools and processes that UX designers and front-end developers use every day.

You will start with the core technologies of front-end development; HTML, CSS and JavaScript, along with the skills, tools and processes of UX / UI Design. You will learn to use industry-standard development and design software such as code editors, command line tools, Git, Github, Photoshop, Illustrator, Figma, inVision, and more.

The course does not require previous design or programming experience, but you are expected to have basic computer skills. You will gain an excellent grounding in web theory and practice, and you will develop an impressive portfolio of your own multi-page websites.

This is a practical course and you will be able to see the output from early on. You will have built a functioning web site with your own original branding elements by the end of your first term.

## Further Study

On successful completion of this course, you will be eligible to progress into Year 2 of the 2-year HND UX Design & Front-End Development.



*The lecturer is excellent, I really can't fault him. He wastes no time so you learn so much and he is really patient too.*

**Rachel Corcoran,**  
Higher National Certificate  
UX Design & Front-End  
Development.

## Length

1 year

## Mode of Study

Full-time  
Part-time Day  
Part-time Evening

## Starting Dates

September 2019  
January 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Advanced Entry

Suitably qualified / experienced applicants should enquire at admissions@dublindesign.ie

## Applications

Online

## Qualification

BTEC Higher National Certificate  
Creative Media  
NFQ Level 6 Equivalent

## Fees

Full-time: €5000  
Part-time: €3100





*I am really enjoying the course and learning far more than I expected.*

**Malachy Noble,**  
Higher National Certificate UX Design & Front-End Development.

# Associate Certificate UX Design & Front-End Development

This inspiring 10-week course provides an excellent introduction to the key skills required by web designers, UX designers and front-end developers. We focus on the fundamentals of the design and development process. We teach web coding technologies including HTML, CSS and an introduction to JavaScript.

Design classes explore the user-centred design process, and the skills and tools that UX designers use everyday. Throughout the course, you will practise and apply these skills as you design and develop single-page and multi-page websites based on client briefs. On successful completion of the course, you will have several projects to support a portfolio of work, and key technologies and processes to fill out your CV.

The lecturers are enthusiastic, highly qualified practising web designers, UX designers and web developers. Assessment takes place through a series of web design and development projects and a mid-term assessment. The course is ideal if you have an interest in web & UX design, if you wish to explore coding and development as a career change, or if you wish to enhance your current skills with further development.

## Further Study

On successful completion, you will be eligible to progress into Term 2 of the HNC / HND UX Design & Front-End Development. You will be able to avail of a fee reduction.



*Excellent practical course. Great quality lectures and clear instruction.*

Dean Creevey,

Associate Certificate UX Design & Front-End Development.

## Length

10 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

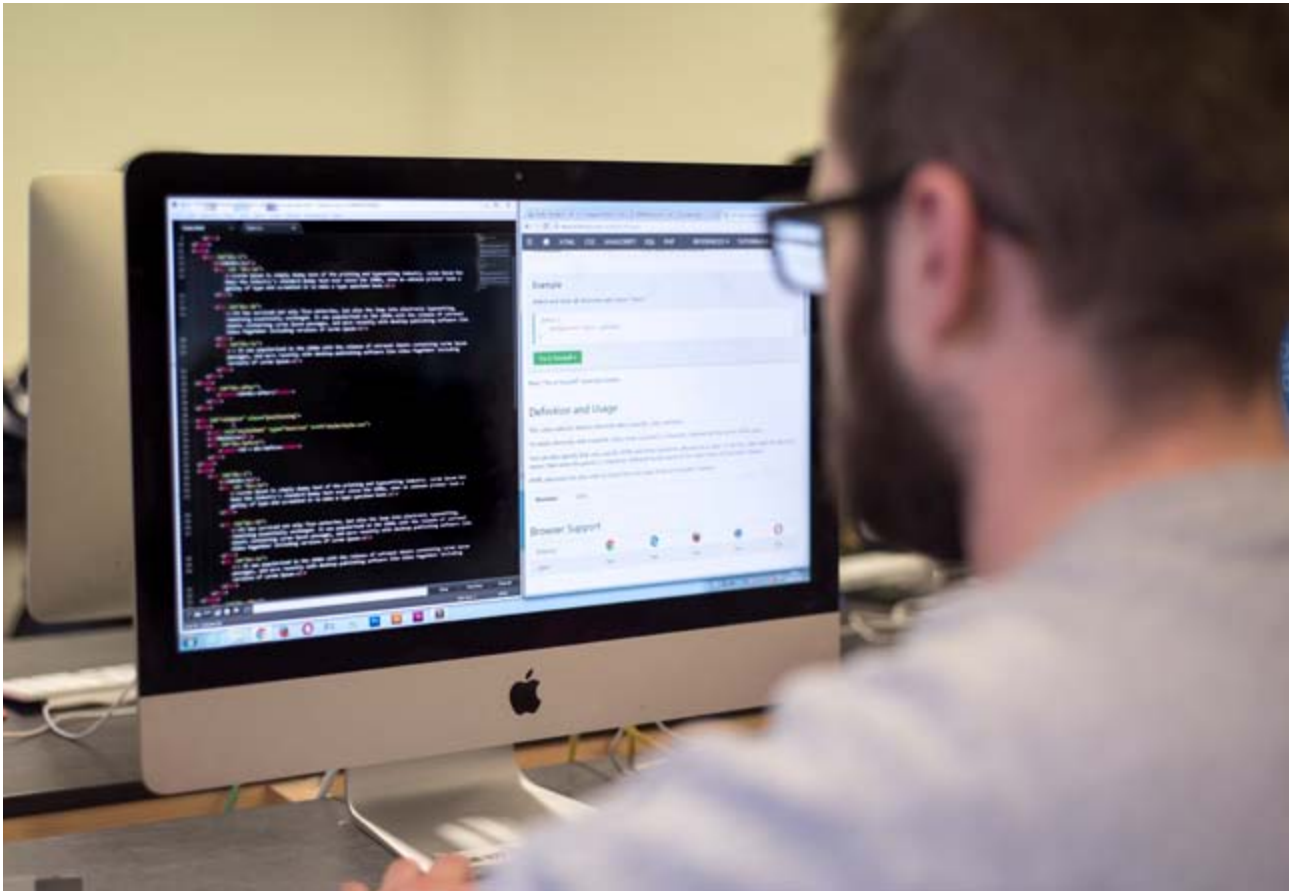
Dublin Institute of Design  
Associate Certificate  
UX Design &  
Front-End Development

## Further Study

Graduates may progress into  
Term 2 of the HNC or HND course.

## Fees

€1095



*The course is very interesting and insightful and I would recommend it to anyone looking to commit to a career in the web design industry.*

**Mark Victory**, Associate Certificate UX Design & Front-End Development.

# Associate Certificate Digital Marketing

Why Digital Marketing? It is estimated that over \$70B will be spent on digital marketing in the US in 2020... that's just in the United States! By now, you've probably heard the hype – digital marketing skills are in high demand and the job market is booming, as brands are putting more of a focus on digital marketing than ever before.

Bigger budgets, increased pay and more career choice are just some of the benefits digital marketing professionals can look forward to. There are 150,000 digital jobs predicted by 2020, and not enough digital professionals to fill them. Studying digital marketing gives you a potential competitive advantage – you're gearing yourself up for a career where demand exceeds supply.

To become a digital marketer you need to learn the full range of digital marketing specialities, and build a broad foundation that will make you an invaluable addition to any company seeking digital marketing expertise. We will cover core marketing skills, content strategy, creating marketing content, using social media to amplify your message, making content discoverable via internet searches, running Adwords campaigns, and advertising on social media. You will also learn how display and video ads work, how to market by email, and how to measure and optimise your campaigns with Google Analytics.

One of the key differences between our course and other digital marketing courses is that with our course, you will work on real live campaigns on some of the major platforms. You will use real content, real targets, real timelines and a real budget. You will apply new techniques, analyse results, produce actionable insights, and build a dynamic portfolio of work which showcases all that you have learned and achieved.

Our programme is designed to ensure your long-term success in the field. The skills that you learn will prepare you for jobs in digital marketing, and you'll be ready to deliver immediate value to any organisation... including your own!

## Length

10 weeks

## Mode of Study

Part-time Day  
Part-time Evening

## Starting Dates

July 2019  
September 2019  
January 2020  
March 2020

## Admission

Leaving Certificate or equivalent.  
Mature students welcome.

## Applications

Online

## Qualification

Dublin Institute of Design  
Associate Certificate  
Digital Marketing

## Fees

€1095









# Applications

## Entry Requirements

The Institute's entry requirements are designed to ensure that applicants have the necessary ability and commitment to do well on their chosen course. Our courses are available to everyone who can achieve the required entry standard, and have been designed to promote access and progression.

## BA Degree (QQI) Entry Requirements

Applicants are expected to hold a secondary level educational certificate or other Level 5 qualification. This requirement may be waived for mature applicants. Our BA Degree programmes require a portfolio submission or aptitude test to be completed as part of the application process.

## HNC and HND (BTEC) Entry Requirements

Standard applicants (school leavers under 23 years old) require a Leaving Certificate or equivalent. This requirement may be waived for mature applicants. Please see the applications page on our website for more information.

## Associate Certificate Entry Requirements

Applicants under 23 years old are expected to hold a secondary level educational certificate or other Level 4 qualification. This requirement may be waived for mature applicants. If you have questions about the entry requirements, or if you feel that you do not meet the entry requirements, please contact us directly.

## English Language Requirements

Applicants whose first language is not English are required to hold an IELTS qualification with a minimum score of 6.0, or equivalent, for all BA Degree programmes, and an IELTS qualification with a minimum score of 5.5, or equivalent, for all Higher National Certificate and Higher National Diploma programmes. International applicants should apply using the standard online application form, and may be required to attend an interview as part of the application process.





# International Applications

## Entry Requirements

We welcome applications from international applicants. Dublin Institute of Design is a multi-cultural environment, and we currently have students from Africa, Asia, mainland Europe, and North and South America.

International applicants should use the standard online application form, available on our website at [www.dublindesign.ie](http://www.dublindesign.ie).

If you need a student visa, you should allow up to 10 weeks for your visa application to be processed.

## Useful Websites

Irish Naturalisation and Immigration Service: [www.inis.gov.ie](http://www.inis.gov.ie)

Irish Council for International Students: [www.icosirl.ie](http://www.icosirl.ie)

# Mature Students

A mature student is an applicant of 23 years or older. The entry requirements to our programmes are different for mature students, and in many cases the minimum level of education required is reduced or removed altogether.

For mature applicants, suitability for acceptance to your chosen course is usually assessed at an interview at the Institute. This process ensures that applicants are well suited to their chosen course.

The Institute's student body comprises a high percentage of mature students, and we have experience in working with students of all age groups. We endeavour to provide access to as wide a group as possible for all of our programmes.

# Applicant's Notes

## **Important Note**

All details in this prospectus are accurate at the time of going to print.

The Institute reserves the right to make changes to programme content, start dates and fees.

## **Design**

Brian Hegarty, with thanks to all.

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