4 ........ Apple MacBook Pro Offer
5 ........ SAE Educational Concept
6 ........ Audio Engineering Diploma
8 ........ Audio Production Degree Programme
10 ....... Digital Film Making Diploma
12 ....... Digital Film Making Degree Programme
14 ....... Web Design+Development Diploma
16 ....... Web Design+Development Programme
18 ....... Digital Animation Diploma
20 ....... Interactive Animation Degree Programme
22 ....... Application Checklist
Mission

SAE provides specialized vocational and higher education courses to effectively prepare professionals for creative audio and media technology careers. Our courses focus on the needs of students and industry, our staff use the latest knowledge and expertise, and our campuses utilise state-of-the-art equipment, studios and facilities to further enhance student learning. Our graduates are leaders of development and innovation in global media and entertainment industries. SAE supports free intellectual enquiry and encourages and supports a culture of creative research and development that will flow through to the industry and the community raising awareness, sensitivity, achievement levels and productivity.

THE SAE EDUCATION CONCEPT

SAE’s training system is characterised by a modern structure and a high amount of flexibility. SAE does not follow traditional university semesters, so we are therefore able to deliver all programmes more efficiently allowing our students to complete a Bachelor’s (Hons) degree within two years. All our courses are a combination of practical training with solid theoretical lectures. Our teachers have extensive industry experience and great emphasis is placed upon individual hands-on tuition in all our main fields of instruction.

DIPLOMA LEVEL

These courses are highly practical in nature and culminate in an SAE Diploma qualification. These qualifications are designed to enable graduates to start working in their chosen industry upon successful course completion. The SAE Diploma is equivalent to 50% of the Bachelor’s Degree (accredited by Middlesex University).

BACHELORS - DEGREE LEVEL

Middlesex University has accredited the following degrees: BA / BSc (Hons) Audio Production, BA / BSc (Hons) Digital Film Making, BA / BSc (Hons) Web Design & Development, and BA / BSc (Hons) Interactive Animation. SAE has been enabled to deliver these qualifications as a global partner on an exclusive basis. The first year of the degree programme is the SAE Diploma; the second year explores subjects at a more academic level and introduces students to scientific research methods and further practical experience. The Bachelors Degree qualification opens up a wider range of career options to graduates including management, teaching and advanced production work.

MASTERS - DEGREE LEVEL

Middlesex University has accredited the MA in Creative Media Practice programme. The programme is designed to further enhance the qualifications of film, audio, multimedia, web and animation students and introduce them to the academic postgraduate world.

THE SAE ADVANTAGE

Decisions about one’s education are amongst the most important in life. Choosing the right school will determine your success in the future. First and foremost this choice should be guided by passion and interest in your chosen field. We believe that passion and enthusiasm are the best guarantees for success.

Here are some SAE advantages:

• Established training provider since 1976
• SAE was the first practical audio college in the world and has since expanded into various other media fields
• An impressive track record with highly successful graduates
• An active international Alumni Association for lifelong learning and networking
• The most modern and professional equipment
• Facilities for the exclusive use of students
• Individual practical and studio time guaranteed
• Individual computer workstation time is guaranteed
• Extensive access to practical facilities
• Students create their own global contact networks
• Industry guest lectures
• Students are able to study at various SAEs
• The SAE qualification has international acceptance and industry approvals
• Largest college worldwide for creative media education
• The single most important advantage of SAE training is:

‘Our graduates work’

dedicated career officer to explore work experience & internship opportunities for enrolled students during their study period, as well as career options for successful graduates

THE SAE COURSE PROGRESSION

SAE COURSE PROGRESSION

2-YEAR DEGREE PROGRAMME*

<table>
<thead>
<tr>
<th>CERTIFICATE</th>
<th>DIPLOMA YEAR</th>
<th>DEGREE YEAR*</th>
<th>MASTERS LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - 6 months (part-time)</td>
<td>12 months (full-time)</td>
<td>12 months (full-time)</td>
<td>online (varies)</td>
</tr>
</tbody>
</table>

* All course availability may differ depending on campus location. Degree level qualifications are accredited through Middlesex University – London, UK.
The Audio Engineering Diploma Programme offers students the opportunity to study all aspects of audio engineering. It is designed to train future professionals for the audio and media industries. Practical classes and hands-on studio time are supported by theoretical classes, giving students thorough knowledge of a broad range of audio related issues. Successful completion of the diploma level gives graduates the possibility to continue their studies towards a BA / BSc (Hons) Audio Production Degree.

CONCEPT
The Programme is designed to prepare graduates for work in audio production for music, TV, film, multimedia, web streaming, broadcast audio and live events. This requires a broad knowledge of audio technology and a wide variety of skills in recording, editing, mixing and mastering audio. Studio setups found in the industry range from small home studios to a variety of large format consoles in commercial recording studios. This course provides the required diversity and professionalism in equipment, skills and theory topics. Students acquire essential theory and practical experience in order to be well prepared for work in the industry.

AIMS
Graduates of the SAE Audio Engineering Diploma are able to operate a wide range of professional industry-standard equipment including: studio effects processors, operate analogue and digital consoles and hard disc recording systems. Graduates will also learn mixed techniques, studio procedures, production techniques, basic studio acoustics and music business. Graduates who gain this qualification will have recorded and mixed several music productions, completed a comprehensive post production project, programmed MIDI arrangements and worked extensively with Pro Tools mixing systems.

WHO IS THIS COURSE FOR?
This course is suitable for applicants without prior specific audio or studio knowledge. However, an understanding of maths and physics is required and musical hearing is a great advantage. The programme is conceived for those interested in gaining a professional qualification in order to pursue an occupation in the field of professional audio. The course is equally useful for artists who wish to record and produce their own projects.

SUBJECT OVERVIEW:
Acoustics: This includes the behaviour of sound in enclosed spaces, studio design and construction, reverberation and modal characteristics, various acoustic treatments, room analysis and evaluation.

Advanced MIDI & Electronic Production: This utilises industrial-standard programming software, synthesizers and samplers, and has students working on MIDI based projects and gaining skills in synchronisation, using MIDI in the studio, working with live musicians and MIDI theory.

Audio Post Production: This examines the creation and use of sound in motion picture and video production. Audio post-production equipment and work flow are studied as well as sound design concepts and audio mixing techniques for picture. Topics include: Synchronisation, dialogue recording, Foley recording, the use of sound effects in picture, the creation and use of music in picture, surround sound concepts, location recording and the history of sound in film production.

Advanced Studio Studies: This focuses on studio recording techniques and concepts. It covers the operation of more advanced studio equipment and aims to prepare students for the workplace. Topics include: Advanced production techniques, mix analysis, advanced mixing and recording techniques, studio workflows, advanced microphone techniques, digital audio software operation, mixing for surround sound and working with a producer.

Sound Theory: This explores the physical properties and characteristics of sound and human auditory perception. Topics include: the anatomy of the ear, principles of sound propagation, psychoacoustics, perception of loudness, stereo imaging, perception of direction, understanding the decibel (dB) and basic acoustical principles.

Basic Electronics: This covers the basic concepts of electronics and electricity as they relate to audio technology. Topics include: Basic electrical theory, power, voltage, resistance and current, Ohm’s Law, electrical circuits, electrical decibel scales, standard operating levels, audio connectors and cabling and studio fault finding.

Digital Audio: In this section, students are introduced to digital audio theory, topics include: A/D conversion, digital processing, digital audio formats, digital storage media and future digital developments, DAW principles, recording audio in the digital domain and digital compression.

Introduction to Studios & Recording: This covers the equipment and processes used in small recording studios. It looks at the recording process from beginning to completion. Topics include: mixing console operation, gain structure, recording session procedures, multi-track recorders, reading schematic diagrams and basic recording techniques.

Live Sound Engineering: This covers the live sound engineering principles for club, concert hall, stadium or live theatre shows. Topics include: Understanding the components of the PA system, the monitoring systems and live sound signal flow, live consoles, crossovers, FOH, power amplifiers and loudspeakers, live recording, working in a team, cabling for a ‘live’ show, power requirements, fault finding methods and working with broadcasters.

Mastering & Media Preparation: This looks at the role and process of mastering in producing a final product. It focuses on the preparation of various media formats and examines the history of audio media formats. Topics include: Mastering techniques and equipment, CD/DVD production and duplication and analog and digital audio formats.

Mixing Consoles and Signal Flow: This covers the use and design concepts of various studio mixing consoles. Topics include: Console design and different types of consoles, analog and digital consoles, control surfaces, sound studio signal flow, broadcast and TV sound signal flow and equipment features and specifications.

Microphones and Loudspeakers: This focuses on microphone and loudspeaker design. Topics include: Transducer principles, microphone and loudspeaker design, speaker placements, choosing the right microphone, working with multiple microphones, using microphones in the studio and in live recording situations, different types of studio monitors, various stereo microphone techniques, location microphones and techniques.

Music Production: This looks at the link between creative and technical elements of professional music production. Topics include: Planning and pre-production, studio team work, working with musicians, post production and mastering, understanding music styles, the role of a producer/engineer and various mixing rules and examples.

Signal Processing: This explores the design principles and operation of studio effect units. Topics include: Description of different types of effects processors, dynamics processing, time based processing, equalisers and filters, explanation of plug-in type signal processing, when to use effects and understanding parameters of effects.

Synchronisation: This looks at the concept, hardware and software used to synchronise music. Topics include: Synchronising using ProTools, music to film, synchronising tape machines, sequence, hard disc systems and other hardware synchronisation using SMPTE and MIDI time code and other proprietary systems including those that facilitate mixing console automation.

QUALIFICATION
* SAE Diploma (Equal to 180 Middlesex University credit points)

DIPLoma ENTRY REQUIREMENTS
* Minimum age 17; and
* completion of a minimum of High School (grade 4) diploma or equivalent.
* SAE shall seek to admit all mature student over 21 years of age on receipt of suitable evidence (via special entry) who are considered to have a reasonable chance of success in the programme; and
* Proficiency in English Language (TOEFL or IELTS)

DIPLoma DURATION
* 12 months full time

DEGREE PATHWAY
* After successful completion of the SAE Diploma Programme students are eligible to continue their studies to the degree level. The degree is issued in partnership with Middlesex University and is a BA / BSc (Hons) Audio Production degree.

ASSESSMENT METHOD AND AWARD
Practical:
* Students submit a number of prescribed practical exercises throughout the course; and
* Students undertake a substantial recording project with musicians of their choice, within the guidelines set by the College; and
* Students sit a final practical “In-studio” examination.

Theoretical:
* Students sit theoretical progress examinations at regular intervals over the duration of the programme; and
* Students submit a written diploma assignment on a subject of the student’s choice. (Subjects must be approved by SAE Academic Staff); and
* Students sit a final written theory examination.

Award:
* In order to qualify for the SAE Diploma, candidates need to reach an overall assessed mark of 75%; and
* Graduates who have successfully completed the SAE diploma programme have obtained 50% of the credit points (195) towards the BA / BSc (Hons) Audio Production degree programme.
AUDIO PRODUCTION DEGREE (BA/BSc)

The degree consolidates knowledge gained during the audio engineering diploma programme and further develops academic skills. The degree broadens the learning experience beyond purely vocational training by creating a wider knowledge base and providing a research-based educational experience.

The Audio Production BA / BSc can only be taken at the various approved SAE Degree Centres.

UNIVERSITY QUALIFICATION

The BA / BSc (Honours) Audio Production Degree is comprised of the audio engineering diploma plus a second year of degree level studies. This degree is taught and administered by SAE and accredited by Middlesex University, London. The degree is normally taken over a period of two years as an intensive programme (including the SAE Diploma Level). The BA / BSc (Honours) degree is a direct path to higher post graduate degrees e.g. MA/MSc.

WHO IS THIS COURSE FOR?

This course is ideal for candidates wishing to expand their knowledge within the wider field of the recording industry. Individuals with previous industry experience wishing to expand their employment opportunities and formalise their years of experience. Candidates wishing to pursue academic research-based careers and attain postgraduate qualifications to doctorate level.

(N.B. For First Year, see Diploma Subject Overview)

SECOND YEAR - MODULE OVERVIEW:

SAE3110 – Advanced Audio Practice

This module aims to develop discipline, specific knowledge and skills to more sophisticated conceptual and technical levels through the realisation and evaluation of advanced audio applications. Legal, contractual and ethical factors introduced in SAE2000 are considered significant, with the expectation that the student’s creative practice shows a mature understanding of these issues.

Finally, students are offered the opportunity to reflect on their career options, engage in professional practice and consider strategies for continuing professional development.

SAE3200 – Major Project (BA) / SAE3300 – Major Project (BSc)

N.B. Students not completing stage 4 (Honours Project) can only be considered for an Ordinary BA, not BSc.

The major project is self-generated and may take one of many forms. There is an expectation however that the final product will be of a calibre that will help the student progress into employment or postgraduate work.

The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial Level-3 Final Project. Through successful completion the student will also exhibit their capacity to conduct independent research and manage a large-scale venture.

Central to the module is an exploration of research methodologies and their successful application. Students will develop a project proposal and submit this for approval. They will project manage all aspects involved in preliminary and planning phases through to realisation.

In addition, for SAE3300 – Major Project (BSc) Since the SAE3300 project is central to the BSc award, the level of sophistication and appropriateness of its technical or scientific focus will be a criterion in the approval process.

SAE3110 – Advanced Audio Practice

Details

QUALIFICATION

* BA / BSc (Hons) Audio Production

DEGREE ENTRY REQUIREMENTS

- Minimum age 18; and
- Completion of SAE Diploma; or
- SAE shall seek to admit all mature student over 21 years of age on receipt of suitable evidence (via special entry) who are considered to have a reasonable chance of success in the programme; and
- Proficiency in English Language (TOEFL, IELTS).

DEGREE DURATION

* 24 months full time (12 months Diploma + 12 months Degree)

ASSESSMENT METHOD AND AWARD

Practical:

- Will involve progressive assessment and the submission of studio logs; and studies in acoustics.

Theoretical:

- All BA / BSc (Hons) students must undertake a specialist written research project; and

Award:

- In order to qualify for the Bachelor degree with Honours, students must acquire 360 Middlesex University credit points.

SECOND YEAR DIRECT ENTRY

- Graduates who have successfully completed the SAE Audio Engineering Diploma from other SAE Campuses can continue with the degree in Serbia. Graduates with similar qualifications from other institutions can apply for advanced standing in the degree programme.

CREDIT POINT NOTES

- The BA/BSc (Hons) degree programme is equivalent to 360 Middlesex University credit points which is equal to: 180 ECTS (European Credit Transfer System) credit points.
- USA equivalent: Our Bachelor degree is equal to a full 4 year US bachelor degree programme. Our bachelor degree is instructed in an accelerated delivery format over a 2 year period.
DIGITAL FILM MAKING DIPLOMA

STAGE 1

DIPLOMA
The Digital Film Making Diploma Programme covers all necessary aspects of computer-based video production techniques and camera techniques. It presents students with a complete and extensive education. The course content and structure encourages students to learn the theoretical background to the topics covered and to apply it creatively, to the production process. Individual practical time and experimentation is an essential component of the course. Successful completion of the diploma level gives graduates the possibility to continue their studies towards a BA / BSc (Hons) Digital Film Making.

CONCEPT
Digital Film Making has revolutionised the film industry. The power and availability of digital cameras and computer editing gives everyone the means to produce their own movie, music video or documentary. This programme is designed to give students a full experience of all aspects of digital film making, from concept to final production. Topics range from scripting and storyboarding, through to all aspects of shooting, including: camera operation, framing, digital photography, editing, color correction, broadcast standards, compositing, camera tracking, chroma keying (green screen studio), VFX developing, and authoring and delivery formats.

The Film Making courses follow the SAE concept - combining technical skills with creativity - and provide training for the film industry. Students are encouraged to work on their own projects to develop skills as directors, editors and special FX composers in order to become proficient film makers and creatives.

AIMS
Students will have a broad yet focused understanding and skill set in all of the main areas related to film production and post production. The course ensures that students will have the necessary skills to continue developing and adapting to the changes in this fast-paced industry. Essential skills and techniques are taught in a creative atmosphere with a strong emphasis on practical application of design and theoretical concepts.

WHO IS THIS COURSE FOR?
The Digital Film Making Programme is for anyone who wants to professionally realise their creative vision and expression using professional equipment and technology supported by relevant theoretical background knowledge.

SUBJECT OVERVIEW:
Project Planning And Management:
This section teaches students how to plan a complex digital film project. Students learn how to develop scripts, present and sell their ideas, create detailed storyboards, budget projects both logically and financially, and maximise efficiency on location. Students learn the concept of film directing, working with actors, supervising crew members and overseeing a project to completion.

Digital Video Basics:
This section covers the basic use of DV/HD camera and other professional camera equipment, equipment maintenance, professional video signal flow and digital video terminology. Students learn about the different video formats and various digital storage systems.

Camera Operation:
Students learn how to operate professional digital video cameras, lighting systems, camera stabilising equipment and location audio recording equipment. Students will learn framing techniques, how to capture the ‘mood’ of the shot, the theory behind visual expression, weight, variety and importance of camera angles and object positioning in relation to focused subject matter. Great emphasis is placed upon the creative side of camera usage.

Lighting:
This section of the course focuses on teaching the basics of lighting for digital cinematography as well as health and safety regulations. Students will learn how to create a basic three-point lighting for interviews, subjects and objects as well as basic indoor environmental lighting. Theory classes offer students insight into the use of lighting to help enhance the style of their digital film projects and create the right “visual mood”.

Advanced Lighting:
Students learn advanced lighting techniques such as soft/hard lighting, lighting styles (Industry Analysis) and advanced indoor/ outdoor environment lighting. Students will also learn lighting for Visual Effects including reproduction of outdoor lighting in the green screen studio, creative lighting to reproduce visual effects on the subject and calibrating lights for green screen shooting.

Editing Techniques:
This section covers rudimentary theory and the practical application of common non-linear editors such as Final Cut Pro. Students learn how to capture footage from analogue and digital sources, perform basic editing techniques, optimise captured footage and format it for use with different types of file compression and delivery formats.

Advanced Editing:
In this section students are trained to work with video on high-end editing workstations such as Avid and Final Cut Pro. Emphasis is placed on complex editing techniques, editing styles and creativity. Students will learn color correction theory and software tools such as Apple Color to be able to creatively style their movies, keep colour continuity between shots and increase the quality of their final delivery.

Location Audio Recording and Audio Mixing:
This section covers professional audio recording equipment. Students learn how to properly set-up microphones and digital recorders on film sets, how to capture and edit audio for post production and the use of sound FX. Students learn how to create compelling soundtracks for their visual productions.

Special FX, Compositing and 3D:
This section of the course focuses on the process of combining live action footage with computer generated content to form a seamless blend of exciting and professional visual expression. Students learn various techniques using industry standard software such as Adobe After Effect and Apple Shake. Students will also learn how to composite 3D content into live action footage with emphasis placed on camera tracking, motion stabilising and match moving.

DVD Authoring and Delivery Formats:
In this module students learn how to create both interactive DVDs for project delivery and as exciting menu systems. Students will also learn how to deliver finished projects in professional tape formats and to optimise files for broadband Internet delivery or broadcasting.

Industry Issues:
Students attend lectures by industry professionals who will discuss relevant issues in the television and film industries. This section covers issues pertaining to copyright laws, showreel presentation, CV preparation and job interviewing techniques.

ASSESSMENT METHOD AND AWARD

Qualification:
* SAE Diploma (Equal to 180 Middlesex University credit points)

DEGREE PATHWAY
* 12 months full time or 24 months part time

Practical:
* Students submit a number of prescribed practical exercises throughout the course; and
* Students undertake a substantial film project, within the guidelines set by the College; and
* Students submit a final practical showreel presentation.

Theoretical:
* Students sit theoretical progress examinations that are held at regular intervals over the duration of the programme; and
* Students submit a written diploma assignment on a subject of their choice. (Subjects must be approved by the SAE Academic Staff); and
* Students sit a final written theory examination.

Award:
* In order to qualify for the SAE Diploma, candidates need to reach an overall assessed mark of 75%.
* Graduates who have successfully completed the Diploma programme qualify for up to half SAE Diploma (Equal to 180 Middlesex University credit points) credit towards the BA / BSc (Hons) Digital Film Degree Programme.

DIPLOMA ENTRY REQUIREMENTS
- Minimum age 17; and
- Completion of a minimum of High School (grade 4) diploma or equivalent.
- SAE shall seek to admit all mature student over 21 years of age on receipt of suitable evidence (via special entry) who are considered to have a reasonable chance of success in the programme; and
- Proficiency in English Language (TOEFL, IELTS)

SAE Diploma (Equal to 180 Middlesex University credit points)
DIGITAL FILM MAKING DEGREE PROGRAMME

DIGITAL FILM MAKING DEGREE (BA/BSc)
The degree consolidates knowledge gained during the film making diploma and expands academic skills. The degree broadens the learning experience beyond the purely vocational type training by developing a wider knowledge base and providing a research-based educational experience.

The Digital Film Making BA / BSc can only be taken at the various approved SAE Degree Centres.

UNIVERSITY QUALIFICATION
The BA / BSc (Honours) Digital Film Making Degree is comprised of the digital film making diploma plus a second year of degree level studies. This degree is taught and administered by SAE and accredited by Middlesex University, London. The degree is normally taken over a period of two years as an intensive programme (including the SAE Diploma Level). The BA / BSc (Honours) degree is a direct path to higher postgraduate degrees e.g. MA/MSc.

WHO IS THIS COURSE FOR?
This course is ideal for candidates wishing to expand their knowledge within the wider field of the film industry; individuals with previous industry experience wishing to expand their employability opportunities and formalise their years of experience; candidates wishing to pursue academic/research-based careers and attain postgraduate qualifications to doctorate level.

(N.B. For First Year, see Diploma Subject Overview)

SECOND YEAR - MODULE OVERVIEW:

SAE2000 – Creative Media Practice
This module aims to position the discipline, specific knowledge and skills acquired during the diploma phase within a wider industry, business and cultural context. The structure and operations of the culture industries are examined together with the meanings produced in the interplay between culture, cultural products and the consumer. The resulting implications for the pitching of creative media ideas and the marketing of creative media products are also considered, as are the legal and ethical aspects of creative media activity.

Students take their existing skills and adapt them to a range of markets, cultures and platforms, requiring students to enhance their understanding of other cultures and assimilate other disciplines into their practice. Subjects include: Research, Industry Issues, Cultural Issues, Business Studies, Marketing and Legal Issues.

SAE3120 – Advanced Digital Film Practice
This module aims to develop discipline, specific knowledge and skills to more advanced conceptual and technical levels through the realisation and evaluation of advanced audio applications. Legal, contractual and ethical factors introduced in SAE2000 are considered significant, with the expectation that the student’s creative practice shows a mature understanding of these issues.

Finally, students are offered the opportunity to reflect on their career options, engage in professional practice and consider strategies for continuing professional development.

SAE3200 – Major Project (BA) / SAE3300 – Major Project (BSc)
N.B. Students not completing stage 4 (Honours Project) can only be considered for an Ordinary BA, not BSc.

The major project is self-generated and may take one of many forms. There is an expectation however that the final product will be of a calibre that will help the student progress into employment or postgraduate work.

The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial Level-3 project. Through successful completion students will also exhibit their capacity to conduct independent research and manage a large-scale venture.

Central to the module is an exploration of research methodologies and their successful application. Students will develop a project proposal and submit this for approval. They will project-manage all aspects involved in preliminary and planning phases through to realisation.

In addition, for SAE3300 – Major Project (BSc)
Since the SAE3300 project is central to the BSc award, the level and appropriateness of its technical or scientific focus will be a criterion in the approval process.

JOB OPPORTUNITIES:
Whilst its primary focus is on the film making arts and associated disciplines, those attaining this qualification will have the potential to succeed in a wide range of occupations:

Documentary film maker, corporate video producer, director of photography, film director, editor (using Final Cut Pro or Avid), DVD author, lighting assistant, special effects designer, compositor, visual effects designer, independent producer, motion graphic designer and many other jobs in the film industry.

DETAILS

QUALIFICATION
* BA / BSc (Honours) Digital Film Making

DEGREE ENTRY REQUIREMENTS
* Minimum age 18; and
* completion of SAE Diploma; or
* SAE shall seek to admit all mature student over 21 years of age on receipt of suitable evidence (via special entry) who are considered to have a reasonable chance of success in the programme; and
* Proficiency in English Language (TOEFL, IELTS).

DEGREE DURATION
* 12 months full time

ASSESSMENT METHOD AND AWARD

Practical:
* Will involve progressive assessment of practical assignments.

Theoretical:
* All BA / BSc (Hons) students must undertake a specialist written research project; and
* pass and complete all individual degree modules.

Award:
* In order to qualify for the BA / BSc Degree with Honours, students must acquire 360 Middlesex University credit points.

SECOND YEAR DIRECT ENTRY
* Graduates who have successfully completed the SAE Film Making Diploma at other SAE Campuses can continue with the degree in Serbia. Graduates with similar qualifications can apply for advanced standing in the degree programme.

CREDIT POINT NOTES
* The BA/BSc (Hons) Degree programme is equivalent to 360 Middlesex University credit points which is equal to: 180 ECTS (European Credit Transfer System) credit points.
* USA equivalent: Our Bachelor degree is equal to a full 4 year US bachelor degree programme. Our bachelor degree is instructed in an accelerated delivery format over a 2 year period.
DIPLOMA
The Web Design + Development Diploma is an intensive ‘hands-on’ course where students gain a range of skills and knowledge in the design and development of websites and interactive applications to a professional standard. Students will also become knowledgeable about all emergent technologies and concepts, and proficient in commonly used software applications and cutting-edge techniques. They learn the skills required to assemble their own projects by undertaking structured assignments designed to encourage proficiency in the operation of many common software tools. Successful completion of the diploma level gives graduates the possibility to continue their studies towards a BA/BSc (Hons) Web Development.

CONCEPT
Web Design + Development encompasses new, richer, more immersive forms of communication and involves the combination of digital media elements including video, sound, graphics, internet and animation. Contemporary information technology and the internet utilise a broad range of applications and devices to create, store, exchange, and use information in various forms. Elements of multimedia can be seen in anything from business databases, to mobile content, ecommerce, games, touch screen directories or interactive training products.

AIMS
Students will have a broad yet focused understanding and skillset on all of the main areas related to web design and development. The course ensures that students will have the necessary skills to continue developing and adapting to the changes in this fast-paced industry. Essential skills and techniques are taught in a creative atmosphere with a strong emphasis on practical application of design and theoretical concepts.

WHO IS THIS COURSE FOR
The Web Design + Development Programme is for anyone who wants to professionally produce modern, striking websites and interactive applications that adhere to standards and provide a great user experience. This course offers practical training using professional techniques and technology supported by relevant theoretical background knowledge.

SUBJECT OVERVIEW

XHTML/CSS
This section covers the basic two most commonly used languages on the web. HTML is the language responsible for displaying content on a web page and CSS is the language responsible for the layout of the web page. Students will produce a basic non dynamic webpage during this section.

Principles of Design
This section covers the basic introduction to digital design concepts and digital design tools. The module looks at theories of design using Photoshop, Illustrator and Indesign.

Introduction to JavaScript
This section covers the basic introduction to scripting languages on the net. In this section students will be introduced to JavaScript and cover basic concepts of programming. Students will produce a form validator as well as image gallery using JavaScript.

Server-side & Database Development
This section covers the construction of a dynamic website. Students learn to use the most popular tools used to create dynamic pages. The tools used in this module are PHP and MySQL. Students will produce a CMS content management system for this section.

Interactive Animation for the Web (Flash)
This section covers the basic introduction to interactive animation using Flash and Action Script 3 concepts. Here students will create a flash website as well as a flash banner.

HCI
This section covers the theory behind good usable design. In Human Computer Interaction students look at the art of interface design, what makes a good design that is accessible and usable for most people and on most platforms.

Web Development with Flash
This section covers advanced Action Script 3 (Flash). Here students will learn to script in an OOP (Object Oriented Programming) manner creating a game that can be part of an entertainment/dynamic website.

AJAX Development
This section covers advanced technologies that can be used in conjunction with the rest of the scripting languages learnt during the year. This module focuses on AJAX implementation for dynamic websites.

DETAILED QUALIFICATION

DIPLOMA ENTRY REQUIREMENTS
- Minimum age 17; and
- completion of a minimum of High School (grade 4) diploma or equivalent.
- the college shall seek to admit all mature students over 21 years of age on receipt of suitable evidence (via special entry) who are considered to have a reasonable chance of success in the programme; and
- Proficiency in English Language (TOEFL, IELTS)

DIPLOMA DURATION
- 12 months full time

ASSESSMENT METHOD AND AWARD

Practical:
• Students submit a number of prescribed practical projects throughout the course; and
• students undertake a substantial web project, within the guidelines set by the College; and
• students submit a final practical showreel presentation.

Theoretical:
• Students sit theoretical progress examinations that are held at regular intervals over the duration of the programme; and
• students submit a written diploma assignment on a subject of their choice. (Subjects must be approved by the SAE Academic Staff); and
• students sit a final written theory examination.

Award:
• In order to qualify for the SAE Diploma, candidates need to reach an overall assessed mark of 75%.
• Graduates who have successfully completed the Diploma programme qualify for up to half (180 credit points) credit towards the BA/BSc (Hons) Web Development Degree Programme.

DEGREE PATHWAY
After successful completion of the SAE Diploma Programme, students are able to continue their studies to the degree level. The degree is issued in partnership with Middlesex University and is a BA / BSc (Hons) Web Development degree.
WEB DESIGN + DEVELOPMENT DEGREE PROGRAMME  STAGE 2

BA / BSc (Hons) WEB DEVELOPMENT

The degree consolidates knowledge gained during the Web Design + Development Diploma and expands academic skills. The degree broadens the learning experience beyond purely vocational training by developing a wider knowledge base and providing a research-based educational experience.

The BA/BSc (Hons) Web Development can only be taken at the various approved SAE Degree Centres.

UNIVERSITY QUALIFICATION

The BA/BSc (Honours) Web Development is comprised of the Web Design + Development Diploma plus a second year of degree level studies. This degree is taught and administered by SAE Institute and accredited by Middlesex University, London. The degree is normally taken over a period of two years as an intensive programme (including the SAE Diploma level). The BA/BSc (Honours) degree is a direct path to higher postgraduate degrees e.g. MAMScs.

WHO IS THIS COURSE FOR?

This course is ideal for candidates wishing to expand their knowledge within the wider field of the online industry and also for individuals with previous industry experience wishing to expand their employment opportunities and formalise their years of experience, as well as candidates wishing to pursue academic or research-based careers and attain postgraduate qualifications up to doctorate level.

SUBJECT OVERVIEW:

The degree year expands on topics covered in the first year and explores them to an advanced level. In addition students study the following areas:

- Project Management
- Business
- Legal Issues
- Human Computer Interaction (HCI)
- Accessibility
- Usability
- Advanced Web and Mobile Applications
- Intelligent Systems

SAE2000 – Creative Media Practice

This module aims to position the discipline, specific knowledge and skills acquired during the diploma phase within a wider industry, business and cultural context. The structure and operations of the culture industries are examined together with the meanings produced in the interplay between culture, cultural products and the consumer. The resulting implications for the pitching of creative media ideas and the marketing of creative media products are also considered, as are the legal and ethical aspects of creative media activity.

Students take their existing skills and adapt them to a range of markets, cultures and platforms, requiring students to enhance their understanding of other cultures and assimilate other disciplines into their practice. Subjects include: Research, Industry Issues, Cultural Issues, Business Studies, Marketing and Legal Issues.

SAE2120 – Advanced Digital Film Practice

This module aims to develop discipline, specific knowledge and skills to more sophisticated conceptual and technical levels through the realisation and evaluation of advanced audio applications. Legal, contractual and ethical factors introduced in SAE2000 are considered significant, with the expectation that the student’s creative practice shows a mature understanding of these issues.

Finally, students are offered the opportunity to reflect on their career options, engage in professional practice and consider strategies for continuing professional development.

SAE3200 – Major Project (BA) / SAE3300 – Major Project (BSc)

N.B. Students not completing stage 4 (Honours Project) can only be considered for an Ordinary BA, not BSc.

The major project is self-generated and may take one of many forms. There is an expectation however that the final product will be of a calibre that will help the student progress into employment or postgraduate work.

The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial Level-3 project. Through successful completion the student will exhibit their capacity to conduct independent research and manage a large-scale venture.

Central to the module is an exploration of research methodologies and their successful application. Students will develop a project proposal and submit this for approval. They will project-manage all aspects involved in preliminary and planning phases through to realisation.

In addition, for SAE3300 – Major Project (BSc)

Since the SAE3300 project is central to the BSc award, the level and appropriateness of its technical or scientific focus will be a criterion in the approval process.

JOB OPPORTUNITIES

Whilst its primary focus is on website production and associated disciplines, those attaining this qualification will have the potential to succeed in a wide range of occupations:

- Lead Graphic Design, Multimedia Executive, CD/ROM/DVD author, Web Design Manager, Web Application Developer, Database Developer,
- PHP/Dynamic Web Admin, ECommerce Developer, ELearning
- Professional, User Experience (UX) Designer & Usability and Accessibility Analyst.

SECOND YEAR DIRECT ENTRY

- Graduates who have successfully completed the SAE Web Design + Development Diploma at other SAE/Qantm campuses can continue with the degree in Serbia. Graduates with similar qualifications can apply

CREDIT POINT NOTES

- The BA / BSc (hons) Degree programme is equivalent to 360 Middlesex University credit points which is equal to 180 ECTS (European Credit Transfer System) credit points.
- USA equivalent: Our Bachelor degree is equal to a full 4 year US bachelor degree programme. Our bachelor degree is instructed in an accelerated delivery format over a 2 year period.

ASSESSMENT METHOD AND AWARD

Practical:

- Students undertake various practical tasks as part of assignments in the degree year

Theoretical:

- All BA / BSc (Hons) students must undertake a specialist written research project; and
- pass and complete all individual degree modules.

Awards:

- In order to qualify for the BA / BSc Degree with Honours, students must acquire 360 Middlesex University credit points.
DIPLOMA

The Digital Animation Diploma is an intensive ‘hands-on’ course where students gain a range of skills and knowledge in the technical and creative production of computer generated graphics and animations. Students learn all aspects of modelling, rigging, animating, texturing, lighting and rendering used in modern 3D production. The course covers production of such content for film, TV, games and the web. Students learn the skills required to assemble their own projects by undertaking structured assignments designed to encourage proficiency in the operation of many common software tools.

CONCEPT

The course is designed to give students an advantage over the many self-taught animators out there who have simply learnt from the manual. On an SAE course both practical and conceptual topics are covered, real-world and hands-on projects are encouraged and close industry involvement ensures that the methods taught and software programmes used are totally relevant and completely up to speed with what is going on in the greater industry. A strong focus throughout the programme is on the development of a comprehensive showreel, which is essential in gaining employment on course completion.

AIMS

Students will have a broad yet focused understanding and skillset on all of the main areas related to Digital Animation. Essential skills and techniques are taught in a creative atmosphere with a strong emphasis on practical application of design and theoretical concepts. The course is designed not only to prepare graduates to undertake creative and production roles within the 2D and 3D animation and games industries but provides the skills for career progression into operational, development and managerial positions.

WHO IS THIS COURSE FOR

The Digital Animation Programme is for anyone who wants to professionally create modern, stunning 3D content and animations. This course offers practical training using professional techniques and technology supported by relevant theoretical background knowledge.

SUBJECT OVERVIEW

3D Modelling Basic
This section provides students with an understanding of 3D modelling and its place in the multimedia and interactive entertainment environment. Students are introduced to current tools, principles, and practices for the efficient creation, transformation and editing of 3D objects. Scene creation and design will also be examined with an emphasis on lighting, texturing, colouring, perspective and the rendering of finished products.

Anatomy Movement and Acting Basics
This will introduce the essentials of human anatomy. Lab-based movement analysis and a physically centered approach to acting for animators. The anatomy pose and motion study encourages students’ use of accurate anatomical terminology and an indepth understanding of the human skeletal and muscular systems. Students will gain a fundamental knowledge needed to create more scientifically informed characters, and more rounded and believable character physicality and movement.

Drawing the Human Form
This section introduces students to the fundamental methods and concepts of observational and expressive drawing practice. Through life drawing sessions, students will gain a better understanding of the underlying structure of the body, as well as developing an intuitive sense of the body’s framework.

Principles of design
This covers the foundations of the design process by looking at composition, colour and form. Students will look at developing their technical abilities in graphics editing applications as well as achieving effective design solutions through an understanding of image structure and composition.

3D Character Design and Modelling
To develop knowledge and skills in the design and creation of 3D animated characters, this starts with the understanding of a character production pipeline followed by concept design and then further develops students’ 3D modelling skills.

Character Animation Basics
This introduces the basics of character animation, and starts with a look at the traditional methods of animation. Utilizing knowledge already gained from anatomy and movement, students will apply these skills to a complex character rig. With an emphasis on learning good workflow habits, students will develop their animation skills through a series of assignments designed to teach a solid foundation of animation principles.

Digital Audio and Video Production
This section introduces the fundamental principles and methods used in the creation of digital video and audio for multimedia. Students will learn the different uses for editing and outputting of digital audio and video files for specific production purposes.

Modelling Digital Environment
This block introduces students to the concepts and practices used in creating digital environments for use in computer games, film and television. It further extends students’ knowledge of modeling and animation with particular focus on the design and modeling of complex 3D environments. Topics covered include: creating and applying natural textures, setting up lighting effects and rendering of final output.

Advanced Character Animation
To develop indepth expertise in the principles of character animation techniques such as gesture and body language, facial animation, comedic timing and general acting theories, history and principles. To implement the underlying origins of emotional response, both anatomical and psychological, enabling students to create psychologically truthful performances in their character animations.

VFX and Compositing for 3D
To understand the entire process of integrating 3D elements into a live action background. This introduces students to the concepts and reasons behind rendering multiple layers from a 3D application to then successfully composite these together creating a fully integrated CGFX shot.

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WHO IS THIS COURSE FOR

The Digital Animation Programme is for anyone who wants to professionally create modern, stunning 3D content and animations. This course offers practical training using professional techniques and technology supported by relevant theoretical background knowledge.
INTERACTIVE ANIMATION DEGREE PROGRAMME, STAGE 2

BA (HONS) INTERACTIVE ANIMATION

The degree consolidates knowledge gained during the Digital Animation Diploma and expands academic skills. The degree broadens the learning experience beyond purely vocational training by developing a wider knowledge base and providing a research-based educational experience.

The BA (Hons) Interactive Animation can only be taken at the various approved SAE Degree Centres.

UNIVERSITY QUALIFICATION

The BA (Honours) Interactive Animation is comprised of Digital Animation Diploma plus a second year of degree level studies. This degree is taught and administered by SAE Institute and validated by Middlesex University, London. The degree is normally taken over a period of two years as an intensive programme (including the SAE Diploma level). The BA (Honours) degree is a direct path to higher postgraduate degrees e.g. MA/MSc.

WHO IS THIS COURSE FOR?

This course is ideal for candidates wishing to expand their knowledge within the wider field of the animation industry or for individuals with previous industry experience wishing to expand their employment opportunities and formalise their years of experience, as well as candidates wishing to pursue academic/research based careers and attain postgraduate qualifications up to doctorate level.

SAE2000 – Creative Media Practice

This module aims to position the discipline, specific knowledge and skills acquired during the diploma phase within a wider industry, business and cultural context. The structure and operation of the creative media industries are examined together with the meanings produced in the interplay between culture, cultural products and the consumer. The resulting implications for the pitching of creative media ideas and the marketing of creative media products are also considered, as are the legal and ethical aspects of creative media activity.

Students take their existing skills and adapt them to a range of markets, cultures and platforms, requiring students to enhance their understanding of other cultures and assimilate other disciplines into their practice. Subjects include: Research, Industry Issues, Cultural Issues, Business Studies, Marketing and Legal Issues.

SAE3120 – Advanced Digital Film Practice

This module aims to develop discipline specific knowledge and skills to more sophisticated conceptual and technical levels through the realisation and evaluation of advanced audio applications. Legal, contractual and ethical factors introduced in SAE2000 are considered significant, with the expectation that the student’s creative practice shows a mature understanding of these issues.

Finally, students are offered the opportunity to reflect on their career options, engage in professional practice and consider strategies for continuing professional development.

SAE3200 – Major Project (BA) / SAE3300 – Major Project (BSc)

N.B. Students not completing stage 4 (Honours Project) can only be considered for an Ordinary BA, not BSc.

The major project is self-generated and may take one of many forms. There is an expectation however that the final product will be of a calibre that will help the student progress into employment or postgraduate work.

The project is intended to demonstrate a range of advanced skills in accordance with the requirements of a substantial Level-3 project. Through successful completion the student will also exhibit their capacity to conduct independent research and manage a large-scale venture.

Central to the module is an exploration of research methodologies and the successful application. Students will develop a project proposal and submit this for approval. They will project-manage all aspects involved in preliminary and planning phases through to realisation.

In addition, for SAE3300 – Major Project (BSc)

Since the SAE3300 project is central to the BSc award, the level and appropriateness of its technical or scientific focus will be a criterion in the approval process.

JOB OPPORTUNITIES

Whilst its primary focus is on 3D animation and associated disciplines, those attaining this qualification will have the potential to succeed in a wide range of occupations: 3D Modeller, Rigging Designer, Motion Capture, Animation Web Designer, Texture & Scenery Design, Film Animation Executive, Production Manager, Storyboard Artist, Consultancy & Education careers.

ASSESSMENT METHOD AND AWARD

Practical:

* Students undertake various practical tasks as part of assignments in the degree year

Theoretical:

* All BA (Hons) students must undertake a specialist written research project; and
* pass and complete all individual degree modules.

Award:

* In order to qualify for the BA Degree with Honours, students must acquire 360 Middlesex University credit points.

SECOND YEAR DIRECT ENTRY

* Graduates who have successfully completed the SAE Digital Animation Diploma at other SAE/Gamman campuses can continue with the course in Serbia. Graduates with similar qualifications can apply for advanced standing in the degree programme.

CREDIT POINT NOTES

* The BA (Hons) Degree programme is equivalent to 360 Middlesex University credit points which is equal to 180 ECTS (European Credit Transfer System) credit points.
* USA equivalent: Our Bachelor degree is equal to a full 4 year US bachelor degree programme. Our bachelor degree is instructed in an accelerated delivery format over a 2 year period.

DEGREE DURATION

* 12 months full time
APPLICATION CHECK LIST

IN ORDER TO APPLY FOR A PROGRAMME AT SAE, PLEASE FOLLOW THIS CHECKLIST:

* Complete and sign the Application Form
* Include copies of your qualifications
* Include your CV/Resume (only for mature and RPL students)
* Attach two passport-style photographs
* Include proof of payment for the Registration Fee (details of Bank Transfer)
* Additional information may be required if you are applying for the 2-year BA/BSc Degree Programme
* English language skills test, approved tests are listed below*
* References (only for mature and RPL students)

Your application will then be assessed. We may get back to you if further information is required. When a decision has been made we will contact you in writing (usually email).

You will only be fully enrolled once:

1) A place on the requested programme is available.
2) You have been accepted by the College.
3) You have paid the registration fee.

Should your contact details change please inform us. If you have any questions please contact us.

* ENGLISH LANGUAGE SKILLS APPROVED TEST (required if your first language is not English)

PREFERRED (If you need to take a English language test for your SAE application)
TOEFL test with an overall grade of 550 or above (paper-based);
TOEFL test with an overall grade of 213 or above (computer-based) or,
TOEFL test with an overall grade of 79 or above (Internet-based)

ACCEPTABLE (If you already have a valid test transcript or certificate)
IELTS Academic test (band 5.5 or above); or
Cambridge ESOL (Certificate in Proficiency in English); or
Edexcel International GCE O Level English Language Grade C or better; or
Edexcel IGCSE English Language Grade C or better

Please contact your chosen SAE Campus with any queries on English Language Proficiency.