THE INTERNATIONAL COLLEGE of CREATIVE ARTS

About Us

The International College of Creative Arts (ICCA) is a specialist, private university for the creative arts incorporated in the United Kingdom and Nigeria. The goal is to bring simplicity and innovation to creative arts education, by providing industry-focused, hands-on training to young creatives across Africa.

Vision & History

Established 16 years ago, ICCA (International College of Creative Arts) began as Tenstrings Music Institute, offering music programs. In 2018, we expanded to include the Lagos School of Design, also known as Black Fragrance School of Design, which offers 11 different programs in the field of design, including Fashion, Graphics and Web Design, Animation, and Photography. Today, Tenstrings and Black Fragrance stand as the largest private school of creative arts in Africa, having successfully trained over 20,000 students from 17 countries across the continent, many of whom have gone on to successful careers in the creative industry.

At ICCA, we are committed to providing our students with a comprehensive, hands-on education that prepares them for the demands of the modern creative industry.

Our Programs & Qualifications

At ICCA, we offer flexible programs that begin with 3-month, 6-month, 1-year, and 18-month professional courses in fields like Animation & Game Design, Graphic Design, Digital Photography, Fashion Design, Interior Design, Creative Entrepreneurship, Content Creation, UI/UX, Video Editing, Drawing, Music Production, and Music Performance. Each course blends creativity, technical skill, and hands-on projects to prepare students for real-world success.

Graduates can advance to our three-year bachelor's programs, offered in partnership with top European universities, completing the final two years through blended e-learning for international experience and certification.

This allows our students to receive a world-class education from some of the best universities in Europe, while studying in Africa. Our students also have free access to our state-of-the-art studios and workshops, where they can execute their projects under the guidance of experienced instructors.

ICCA is the ultimate destination for students seeking a world-class education in the creative arts. With our innovative curriculum, experienced instructors, and unique partnership with leading European universities, we are committed to providing our students with the knowledge, skills, and practical experience they need to succeed in the dynamic and competitive field of creative arts.

ABOUT ICCA
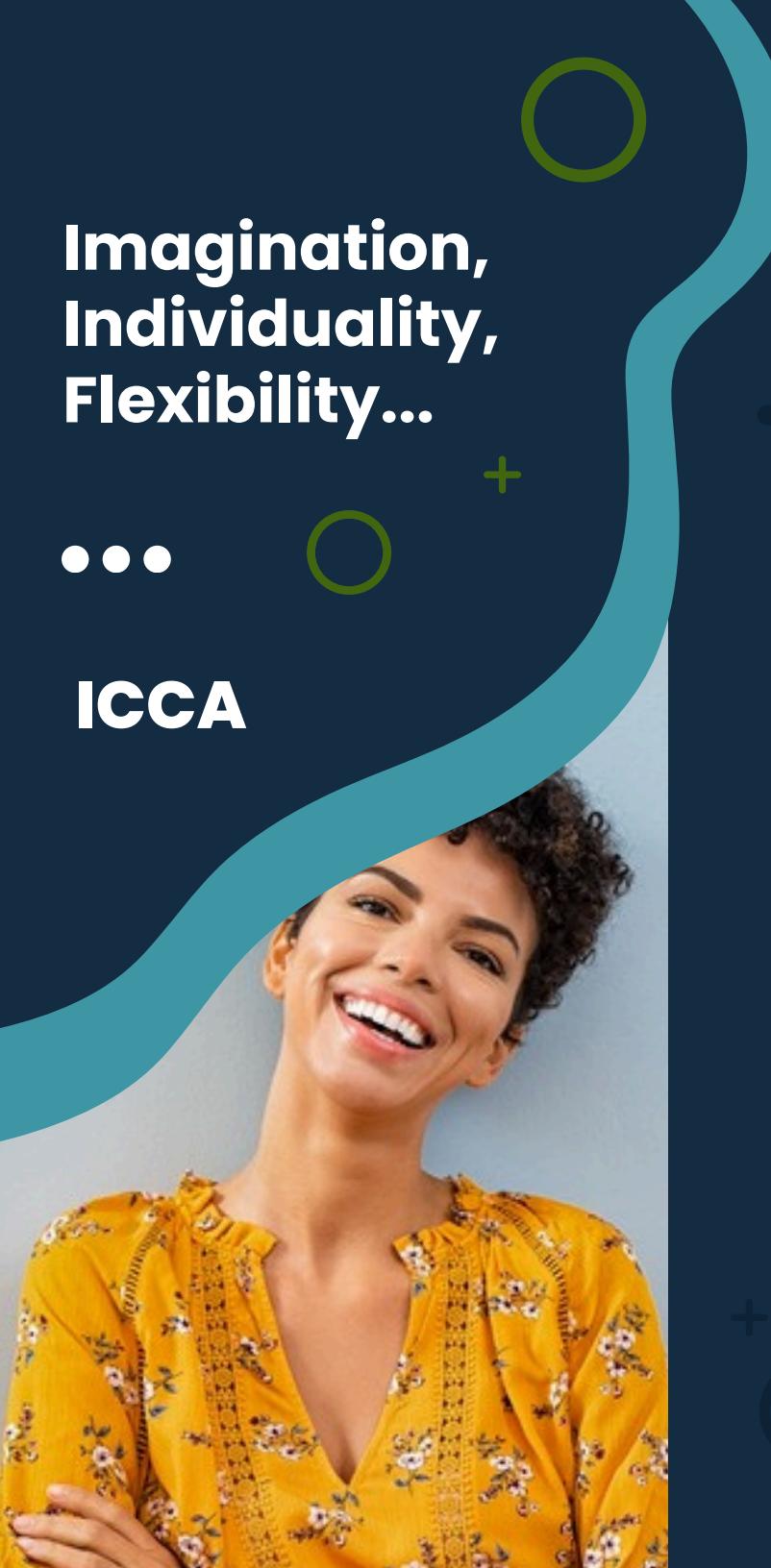
Imagination, Individuality, Flexibility...

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ICCA

Think, Innovate, Thrive!

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At ICCA, we recognize that every student is different, which is why we offer a range of options to suit different learning styles and career goals. Some students may choose to complete their entire three-year program with us, while others may be admitted directly to the final two years of studies, skipping the first year of study and coursework if they can demonstrate sufficient talent, skills, and industry experience.

We are one of the very few colleges in Africa to award academic credits on the merit of brought-forward talent, skills, and industry experience.

Upon graduation, our students receive double degrees from both ICCA and our partner universities, giving them a competitive advantage in the job market. Our graduates have gone on to successful careers in fields such as music, fashion, graphic design, web design, animation, and photography, both in Africa and around the world.

ABOUT THIS PROGRAM

ABOUT THIS COURSE – 3 MONTHS
 This 3-month Content Creation and Digital Marketing program introduces you to the foundations of digital presence. You learn how online platforms work, how to create simple but engaging visuals, and how to tell clear stories that attract attention. Training includes platform basics, smartphone content creation, caption writing, audience engagement, and brand voice development. You immediately begin producing short videos, layouts, and branded posts to build your starter portfolio.

3 MONTHS MODULES
1. Introduction to content creation platforms
2. Visual storytelling and brand voice basics
3. Smartphone photography and video techniques
4. Caption writing and hashtag strategy
5. Basic editing tools for mobile content

Bonus Module – Drawing and Illustration

 Projects:
1. Branded content series project
2. Edited short-form video project
3. Mini content portfolio project

ABOUT THIS COURSE – 6 MONTHS
This 6-month Content Creation and Digital Marketing program takes you beyond the basics and into strategy, engagement, and monetization. You learn how to plan content calendars, analyze performance, design campaigns, and optimize content for different platforms. Training includes influencer collaborations, brand partnerships, storytelling for marketing, and platform-specific optimization. You also begin developing stronger brand strategies, business skills, and industry-ready content pieces that prepare you for real client work.

BASIC
CONTENT CREATION AND DIGITAL MARKETING

Course Code: CCD101 – CCD201
Level: Undergraduate
Intakes: Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)
Credit: 120
Method: Campus,

"Content creators and digital marketers work with clients across many industries, giving them a fast-paced and diverse environment where every project offers a new creative challenge."

6 MONTHS MODULES

1. Content planning and calendar creation
2. Influencer marketing and brand partnerships
3. Analytics and performance tracking
4. Campaign design and storytelling
5. Platform-specific optimization

Bonus Module – Drawing and Illustration
Bonus Module – Creative Entrepreneurship
Electives (Choose 1):
1. Digital Photography
   OR
2. Video Editing

Projects:
1. Branded content campaign project
2. Edited video series project
3. Digital portfolio development project

Course Fee Options
 3 months: ₦214,000
 6 months: ₦420,000
 1 year: ₦880,000
 18 months: ₦1,800,000
Note: 70% of the selected fee must be paid before the program begins.

3–6 Months Courses (Certificate Programs):
- No formal academic requirements.
- Basic listening and speaking skills in English are recommended.
- An interview with our admission team

ABOUT THIS PROGRAM

ABOUT THIS COURSE – 1 YEAR

This 1-year Content Creation and Digital Marketing diploma expands your skills into professional-level content strategy, brand storytelling, and multi-platform digital influence. You learn how to build strong visual identities, plan advanced campaigns, understand analytics, and create content that performs across YouTube, Instagram, TikTok, and emerging platforms. Training helps you refine your creative direction and build a polished, industry-ready portfolio.

1 YEAR MODULES

1. Campaign planning and execution
2. Influencer branding and media partnerships
3. Analytics, performance tracking, and optimization
4. Multi-platform content strategy
5. Visual identity and storytelling for digital brands
- Bonus Module – Drawing and Illustration
- Bonus Module – Creative Entrepreneurship

Electives (Choose 2):
- Digital Photography
- Graphic and Web Design
- Video Editing

Projects:
- Full content campaign project
- Branded video series project
- Digital portfolio and analytics project

ABOUT THIS COURSE – 18 MONTHS

This 18-month Advanced Diploma in Content Creation and Digital Marketing prepares you for leadership, creative direction, and large-scale digital campaigns. You explore advanced content strategy, brand expansion, monetization, platform partnerships, and the business side of digital media. You refine your creative identity, manage full production workflows, and work on high-level projects that position you for agency roles, brand partnerships, or building your own media brand.

ADVANCED CONTENT CREATION AND DIGITAL MARKETING

Course Code: CCD301 – CCD401
Level: Undergraduate
Intakes: Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)
Credit: 120
Method: Campus,

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18 MONTHS MODULES

1. Creative direction for digital campaigns
2. Advanced content strategy and storytelling
3. Monetization models and platform partnerships
4. Studio collaboration and team management
5. Launching a personal content brand
- Bonus Module – Drawing and Illustration
- Bonus Module – Creative Entrepreneurship

Electives (Choose 4):
- Digital Photography
- Graphic and Web Design
- Video Editing
- Interior Decoration
- Animation and Game Design

Projects:
- Final branded campaign project
- Interactive portfolio and case studies project
- Internship or industry collaboration project

Course Fee Options
3 months: ₦214,000
6 months: ₦420,000
1 year: ₦880,000
18 months: ₦1,800,000
Note: 70% of the selected fee must be paid before the program begins.

Entry Requirements

1. Five O'Level (High School Subjects) Credits

2. An interview with our admission team

3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

CONTACT US

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