

Branding & Advertising



Our Branding & Advertising course covers the areas that underpin the visual creative arts industry. Students are introduced to the fundamentals of visual communication and design for branding, advertising, and art direction.

WHAT'S INCLUDED



TUITION
20 hours of tuition including practical workshops, working towards presenting a final project.



ACTIVITIES
5 evening activities per week, designed to be fun and interactive and provide our students the opportunity to socialise and make new friends.



EXCURSIONS
Full day and half day excursions allow students to really get to know the London and the wider UK. We use major destinations such as Cambridge as a classroom, where students will find creative and cultural information through guided walks and visits to museums and other places of interest. They will also get to explore London's most famous spots, like Trafalgar Square and Covent Garden.



CERTIFICATE
Awarded for the successful completion of the course and final presentation.

LEARN FROM ART AND DESIGN PROFESSIONALS

Our lecturers are all working professionals who will bring valuable industry experience to the programme.

BROADEN YOUR SKILLS IN THE INDUSTRY

Areas of focus include layouts, composition, typography, colour work, the relationships between photography and illustration and how all these unite to give students the tools of a persuasive visual communicator.

DEVELOP YOUR SKILLS IN:

Visual storytelling | Research | Photography | Short Film Making | Investigation | Brand Development | Discovery | Culture | Appreciation | Art Direction | Collaboration | Presentation

PROGRESSION AT CSVPA

Completion of the course can enable progression on to our University of the Arts London Awarding Body Extended Diploma or Foundation Diploma if you meet the UAL entry criteria for the course.

Average class size
16 students

Accommodation
Single or Twin en-suite room. Meals are included (breakfast, lunch and dinner)

Requirements
Age: 14 - 17
International students should have at least an Upper Intermediate level of English

Start Dates:
Sunday 29th June 2025 (2 weeks)
Sunday 06th July 2025 (1 week)
Sunday 13th July 2025 (2 weeks)
Sunday 20th July 2025 (1 week)

Price:
£1,850 (one week)
£3,700 (two weeks)

Programme Outcomes

1. You will discover how we can use image, branding and art direction to tell brand stories.
2. You will learn designing for print, web, mobile in the arena of advertising and branding.
3. you will develop a sharp eye for detail and an understanding of type, image and layout as key assets to succeed in this sector of the creative arts.

Week A	MORNING 08:00-12:00	12:00-13:00	AFTERNOON 13:00-16:00	16:30 - 18:00	EVENING 19:30-22:00
Sunday	Arrival, induction and campus tour				Orientation & Welcome Party
Monday	Logo Design Project: Idea generation workshop – what makes an effective Logo?	LUNCH	Sightseeing Tour: Westminster Area	DINNER	Comedy Workshop
Tuesday	Logo Design Project: Animation workshop – bringing a brand to life.		Visit: The British Museum		Cinema night
Wednesday	Logo design project: Adding logos to digital objects and spaces.		Video campaign for charitable organisation: Working in a team to research and generate ideas for a video campaign.		Chill out evening
Thursday	Video campaign for charitable organisation: Working with camera on location - Filming		Continuation of Filming and moving into the editing phase.		Disco
Friday	Presentation of the Logo design project and Video Campaign project.		Sightseeing Tour: Covent Garden		Street Dance workshop
Saturday	Included Full Day Excursion: Cambridge, Walking Tour & Kings College				Chill-out Evening including Films, Popcorn & Board Games
Sunday	Visit: London Chill Out Day, local park, sight-seeing & shopping				Relaxing with Friends

Week B	MORNING 09:00-12:00	12:00-13:00	AFTERNOON 13:30-16:00	16:30 - 18:00	EVENING 19:30-22:00
Monday	Packaging Project: Idea generation workshop – how does packaging add value to a product?	LUNCH	Sightseeing Tour: Thames Walk, Tower of London & Tower Bridge (no entrance)	DINNER	Magic Workshop
Tuesday	Packaging Project: Constructing a 3D prototype. Deconstruction, analysis, and redesign of existing packaging		Photographing the product: How to capture the features of your product using photography and lighting.		Musical Theatre in the West End
Wednesday	Art Direction Project: Imaginary brand collaboration – Research workshop, in working with a brand to meet the demands of a marketing brief.		Sightseeing Tour: Buckingham Palace (no entrance) & Royal Parks		Chill out evening
Thursday	Exploring techniques including illustration and collage to offer solutions to a collaborative brand marketing brief.		Art Direction Project: Designing a promotional display and Making a 3D model		Disco
Friday	Portfolio Creation: How to create a compelling portfolio showcasing the work from the week.		Visit: Trafalgar Square & the National Gallery		Leaving Party
Saturday	Full Day Excursion: Thorpe Park				Chill out evening
Sunday	Departure				

Sample timetables are illustrative only. We reserve the right to make changes without notice.