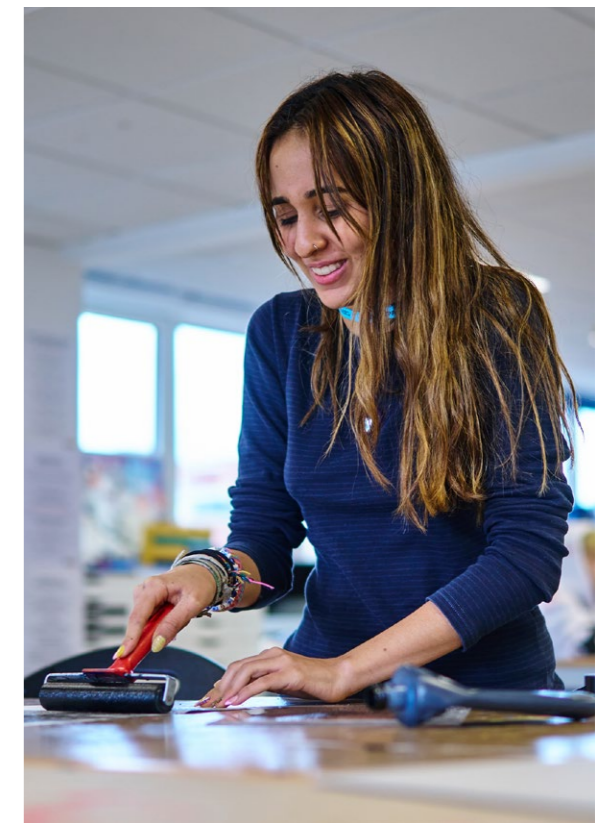


CAMBRIDGE
SCHOOL OF
VISUAL &
PERFORMING
ARTS

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
25+ Hours of tuition
comprised of workshops and
rehearsals 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 excursions allow students
to really get to know the 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.



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 30th June 2024 (1 - 2 weeks)
Sunday 07th July 2024 (1 - 2 weeks)
Sunday 14th July 2024 (1 - 2 weeks)
Sunday 21st July 2024 (1 week)

Price:
£1,704 (one week)
£3,408 (two weeks)

Programme Outcomes

1. You will discover how we can use image, brand 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 1	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	BREAKFAST	LUNCH	Logo design project: Selecting ideas and generating appropriate logos to suit a product or brand.	DINNER	Comedy Workshop	
Tuesday			Logo design project: Adding logos to digital objects and spaces.		Cinema night	
Wednesday			Logo Design Project: Idea generation workshop – what makes an effective Logo?		Video campaign for charitable organisation: Working in a team to research and generate ideas for a video campaign.	Chill out evening
Thursday			Logo Design Project: Animation workshop – bringing a brand to life.		Video campaign for charitable organisation: Working with camera on location - Filming	Welcome Disco
Friday			Video campaign for charitable organisation: Development through storyboarding and writing for video campaign.		Continuation of Filming and moving into the editing phase.	Street Dance workshop
Saturday			Video campaign for charitable organisation: Final editing and sound design.		Presentation of the Logo design project and Video Campaign project.	Project group work and relaxing
Sunday	Included Full Day Excursion: Cambridge, Walking Tour & an entrance to a Cambridge College					
Sunday	Departure					

Week 2	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	BREAKFAST	LUNCH	Deconstruction, analysis, and redesign of existing packaging.	DINNER	Comedy Workshop	
Tuesday			Photographing the product: How to capture the features of your product using photography and lighting.		Cinema night	
Wednesday			Packaging Project: Idea generation workshop – how does packaging add value to a product?		Exploring techniques including illustration and collage to offer solutions to a collaborative brand marketing brief.	Chill out evening
Thursday			Packaging Project: Constructing a 3D prototype		Complete the 3D model and explore marketing through generation of a social media campaign	Welcome Disco
Friday			Art Direction Project: Imaginary brand collaboration – Research workshop, in working with a brand to meet the demands of a marketing brief.		Completion of portfolio and presentation.	Street Dance workshop
Saturday			Art Direction Project: Designing a promotional display and Making a 3D model			Project group work and relaxing
Sunday	Included Full Day Excursion: Cambridge, Walking Tour & an entrance to a Cambridge College					
Sunday	Departure					