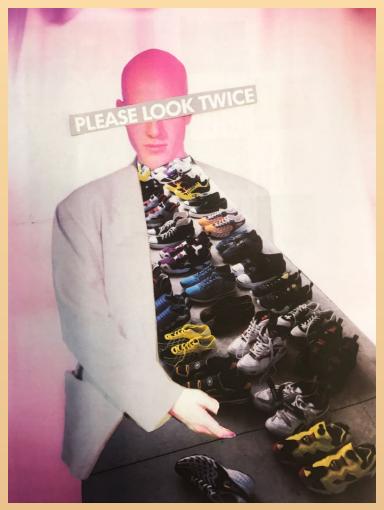
CAMBRIDGE SCHOOL OF VISUAL PERFORMING ARTS

# Eashion Communication



Fashion communication is a multiskilled creative discipline. Through fashion illustration, digital skills, brand development and creative manual we will introduce you to the key areas of visual communication within the fashion industry. All workshops will be carefully planned to teach skills needed to build a knowledge that equips you for further education in fashion communication.





# WHAT'S INCLUDED



TUITION 25+ Hours tuition comprised of lectures and creative practical workshops working towards a final exhibition.



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 London 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 exhibition

### LEARN FROM ART AND DESIGN PROFESSIONALS

This programme will give you the chance to study in central Cambridge in a fun and creative environment led by experienced tutors at CSVPA.

#### **BROADEN YOUR SKILLS IN THE INDUSTRY**

Explore the world of fashion communication and get an introduction to the fashion media industry. Develop your skills in both digital and manual creative solutions in the fashion communication field.

# DEVELOP YOUR SKILLS IN:

Brand concept | Magazine layout | Logo design | Printing processes

## **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 14 students

Accommodation Single en-suite room Meals are included (breakfast, lunch and dinner) Excursions are also included

> Requirements Age: 14+

International students should have at least an Upper Intermediate level of English

> Start Dates: Sunday 17th July 2022 (one week)

> > Price: £1,500 (one week)

## Programme Outcomes

- You will develop an understanding of brand concept and the world of fashion communication
- 2. You will gain a broad understanding of magazine layouts in the fashion media industry
- 3. You will develop a basic understanding of logo design

Week 1	<b>MORNING</b> 09:00-12:00		12:00- 13:30	<b>AFTERNOON</b> 13:30-16:00	<b>EVENING</b> 19:30-22:00	
Sunday	Arrival, induction and campus tour					Evening Activities
Monday	BREAKFAST	Introduction to the course. Group discussion of theme for magazine - group mind map. Research magazines and theme ideas- online and classroom resources.	ΓΩ	Create a Front cover for magazine using hand cut imagery.	DINNER	Club Night
Tuesday		Create 3 collages and photographs for content of magazine.		Photograph and scan work ready for digital editing, Photoshop basic skills.		Bowling
Wednesday		InDesign layout workshop to create magazine.		Printing magazines and presenting to peers.		Late Night Shopping
Thursday		New brand concept for Fashion Logo design, shopping bag design and brand ethos.		Printed material including postcards, posters and stickers.		Picnic in the Park
Friday		Collation of Press packs for final outcomes and GIF creation		Curate and exhibit your work as part of a group show		The Big Weekend
Saturday		Included Full Day Excursion: Hatfield Place				Chill out Evening
Sunday	Departure					

This is a sample programme and all elements may be subject to change.