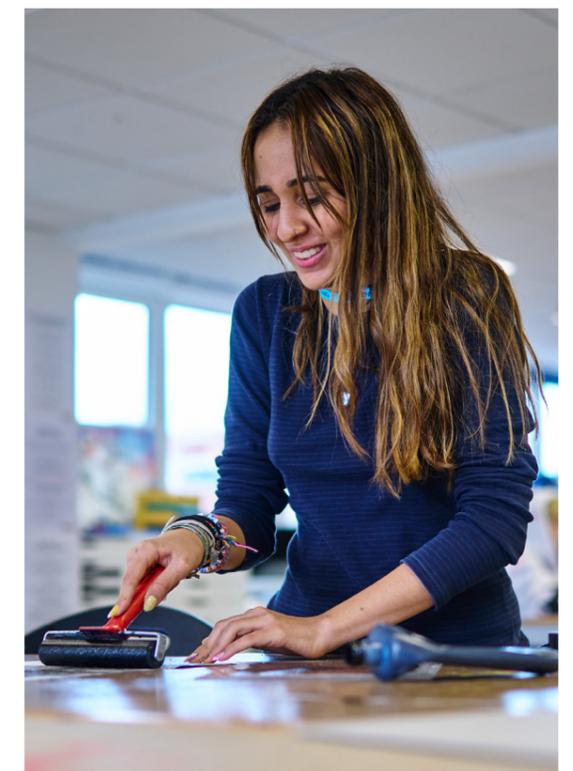


CAMBRIDGE
SCHOOL OF
VISUAL &
PERFORMING
ARTS

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	Introduction. Concept presentation	LUNCH	Mood boards	DINNER	Comedy Workshop
Tuesday	Brand presentation through simple visual communication techniques		Relating visual communication techniques to the commercial market		Cinema night
Wednesday	Understanding adverting and developing branding imagery		Making branded stories		Chill out evening
Thursday	Presenting an advertising story		Using branded imagery and art direction to tell stories		Welcome Disco
Friday	Refine and finalise project work		Sharing of work with students Certificate presentation		Street Dance workshop
Saturday	Included Full Day Excursion: Cambridge, Walking Tour & an entrance to a Cambridge College				Project group work and relaxing
Sunday	Departure				