

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

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



ACTIVITIES

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



EXCURSIONS

1 Full day excursion per week allows 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 - 18

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

Start Dates:

Sunday 27 June 2027 (2 weeks)

Sunday 4 July 2027 (1 week)

Sunday 11 July 2027 (2 weeks)

Sunday 18 July 2027 (1 week)

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				DINNER	Orientation & Welcome Party
Monday	BREAKFAST	Logo Design Project: Idea generation workshop – what makes an effective Logo?	LUNCH	Logo design project: Selecting ideas and generating appropriate logos to suit a product or brand.		Comedy Workshop
Tuesday		Logo Design Project: Animation workshop – bringing a brand to life.		Logo design project: Adding logos to digital objects and spaces.		Cinema night
Wednesday		Video campaign for charitable organisation: Working in a team to research and generate ideas for a video campaign.		Video campaign for charitable organisation: Development through storyboarding and writing for 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		Video campaign for charitable organisation: Final editing and sound design.		Presentation of the Logo design project and Video Campaign project.		Street Dance workshop
Saturday		Included Full Day Excursion: London (including gallery or museum visit and shopping time)				Chill-out Evening including Films, Popcorn & Board Games
Sunday	Free Day					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	BREAKFAST	Packaging Project: Idea generation workshop – how does packaging add value to a product?	LUNCH	Deconstruction, analysis, and redesign of existing packaging.	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.		Exploring techniques including illustration and collage to offer solutions to a collaborative brand marketing brief.		Chill out evening
Thursday		Art Direction Project: Designing a promotional display and Making a 3D model		Complete the 3D model and explore marketing through generation of a social media campaign		Disco
Friday		Portfolio Creation: How to create a compelling portfolio showcasing the work from the week.		Complete the 3D model and explore marketing through generation of a social media campaign		Leaving Party
Saturday		Included Full Day Excursion: London (including gallery or museum visit and shopping time)				Chill out evening
Sunday		Departure				

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