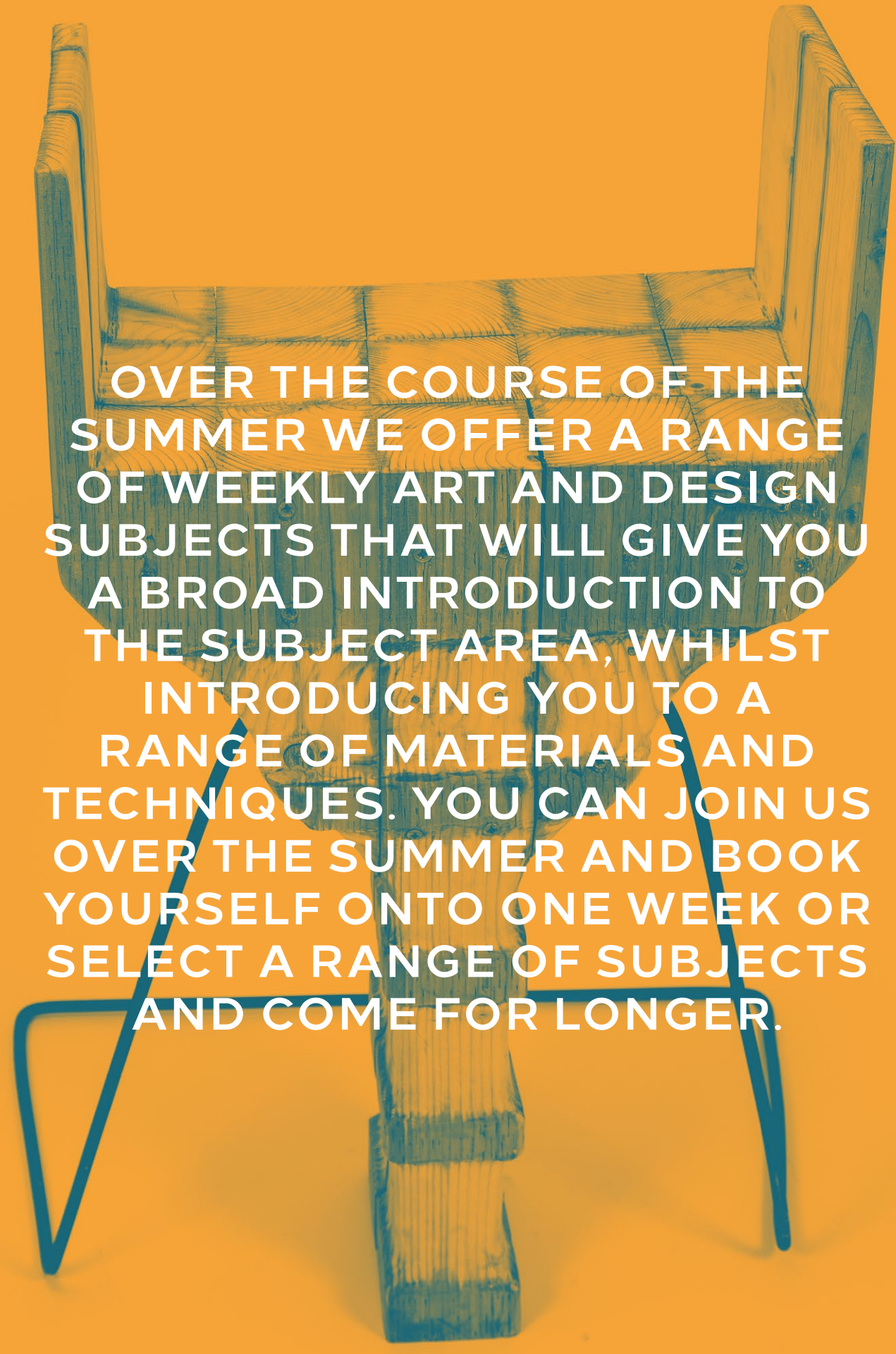




Art & Design Weekly Summer School



OVER THE COURSE OF THE SUMMER WE OFFER A RANGE OF WEEKLY ART AND DESIGN SUBJECTS THAT WILL GIVE YOU A BROAD INTRODUCTION TO THE SUBJECT AREA, WHILST INTRODUCING YOU TO A RANGE OF MATERIALS AND TECHNIQUES. YOU CAN JOIN US OVER THE SUMMER AND BOOK YOURSELF ONTO ONE WEEK OR SELECT A RANGE OF SUBJECTS AND COME FOR LONGER.



FASHION COMMUNICATION

FASHION COMMUNICATION IS A MULTI-SKILLED 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.

LEARN FROM 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

DATES AVAILABLE:

• Sunday 19th July 2020 to Sunday 26th July 2020

PROGRAMME OUTCOMES

1. 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

SAMPLE TIMETABLE

Day	7:15-8:40	9:00-12:00	12:00-13:00	13:00-16:30	16:45-19:00	Social Activities
Sunday						Welcome Meal
Monday	BREAKFAST	Introduction to the course. Group discussion of theme for magazine - group mind map. Research magazines and theme ideas- online and classroom resources.	LUNCH	Create a Front cover for magazine using hand cut imagery.	DINNER	Evening Activities
Tuesday		Create 3 collages and photographs for content of magazine.		Photograph and scan work ready for digital editing, photoshop basic skills.		Evening Activities
Wednesday		Indesign layout workshop to create magazine.		Printing magazines and presenting to peers.		Evening Activities
Thursday		New brand concept for Fashion Logo design, shopping bag design and brand ethos.		Printed material including postcards, posters and stickers.		Evening Activities
Friday		Collation of Press packs for final outcomes and GIF creation		Curate and exhibit your work as part of a group show		Evening Activities

This sample timetable is illustrative and is subject to change. We reserve the right to amend this schedule without prior notice.