



HKU SPACE International College

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Central Saint Martins, University of the Arts London

London Summer Study Programme 2016

HK\$15,000 Award for your
UK experience - 2 places only !

Application Open Now !!

Application Deadline by 15 June (Wednesday)



Experience one-week summer programme in London:

- 100 Design Projects
- Advertising and the Big Idea
- Experience Design
- Portfolio Sketchbook
- Idea Generation Processes
- Photography, Art and Architecture

Certificate of Attendance:

Upon successful completion of the course, student will obtain a Certificate of Attendance by Central Saint Martins, University of the Arts London.



Enquiries:
Ms. Grace Yu, IC Overseas Study Programme Coordinator
Tel.: 2910 7626 / 7629, Email: grace.yu@hkuspace.hku.hk

Application Details:



HKU SPACE International College (IC)

Central Saint Martins (CSM), University of the Arts London

London Summer Study Programme 2016

HK\$15,000 Award for the UK Experience – 2 Places Only!

Application Deadline: 15 June 2016 (Wednesday), 2016 by 5:00pm

HKU SPACE International College (IC) will subsidize two students to study a one-week summer programme at Central Saint Martins (CSM) in London, one of IC's leading international partners, in this summer 2016. Application is now open for all full-time undergraduate students at IC.

Course Overview

	Course Title	Dates	Location
1	100 Design Projects	15 – 19 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C
2	Advertising and the Big Idea	15 – 19 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C
3	Experience Design	15 – 19 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C
4	Portfolio Sketchbook	15 – 19 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Richbell Place – WC1N
5	Idea Generation Processes	22 – 26 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Richbell Place – WC1N
6	Photography, Art and Architecture	22 – 26 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C

Please refer to P.3-7 for more course details

Certificate of Attendance

Upon successful completion of the course, student will obtain a **Certificate of Attendance** from Central Saint Martins, University of the Arts London.

HK\$15,000 Award for the UK Experience – 2 Places Only!

1. Only **two** full-time undergraduate IC students will be selected for a subsidy of up to **HK\$15,000 each**, contributed by HKU SPACE Foundation.
2. The award will be provided in the format of reimbursement after the trip, **and** upon fulfilling the two conditions specified as follows:
 - i) Completion of the course, as proved by a copy of the Certificate of Attendance issued by CSM; **and**
 - ii) Submission of a work/ report on the summer course. The IC Overseas Study Programme Coordinator will agree with the two awardees on the format and submission deadline. IC reserves the right to use the student's work/ design from the summer course for the College's publicity purpose.
3. The participating students will have to settle **all** costs incurred during the study of summer course, including the course fee, flight tickets, accommodation, and other living expenses.
4. It is the participating students' responsibility to arrange student visas, flights, accommodation and insurance. The IC Overseas Study Programme Coordinator can be contacted for advice.

Application

1. Complete the application form on (P.8).
2. Write a short essay (not more than 200 words) about why you are interested in the summer course.
3. Submit application form along with the essay to IC counter on 6/F, United Centre, or via email to Ms. Grace Yu at grace.yu@hkuspace.hku.hk.
4. Application deadline: **15 June 2016 (Wednesday), 2016 by 5:00pm**

Selection

1. The concerned Programme Leader and/or lecturers of the applicants' programme will be consulted. Shortlisted students maybe invited for a telephone/ face-to-face interview.
2. Two successful applicants will be required to fill in the **Booking Form from Central Saint Martins**.
3. Applicants who are not notified by **22 June 2016 (Wednesday), 2016 by 5:00pm** can assume their application unsuccessful.

Enquiries

Please contact IC Overseas Study Programme Coordinator, Ms. Grace Yu at direct line: 2910 7626/7629 or by email: grace.yu@hkuspace.hku.hk.

Course Details

(1) 100 Design Projects

Description

Students will undertake 100 projects in five days. The projects are fast, varied and designed to encourage students not to be precious but to think in a free-ranging, open-minded manner. They are delivered in an encouraging and lively atmosphere. Every aspect of design is explored. All the projects are carefully devised to encourage the development of unusual ideas. The emphasis of the course is on the production of concepts rather than 'slick' finish.

Tutor Information

Rod Judkins is a London-based artist, illustrator, designer and writer. Since graduating from the Royal College of Art he has had numerous solo exhibitions in London and abroad. He teaches on conceptual-thinking seminars at many colleges and has written two books, *The Art of Creative Thinking*, and *Change Your Mind: 57 Ways to unlock Your Creative Self*.

Requested Materials (Please bring with you to the first session):

You will not need to bring any materials with you for this course as materials will be supplied.

(2) Advertising and the Big Idea

Description

Advertising is changing. The constant evolution of New Media platforms create an exciting culture for the advertising creative. Each day of this lively practical course examines a different area of advertising, always in search of the Big Idea. We interrogate contemporary advertising through a range of media from early terrestrial platforms to New Media /ambient/interactive. We examine some of the diverse approaches taken to convey information for a wide range of products and services. The relationship between words and pictures is discussed and the crafts employed in their production, such as photography, typography and the layout itself. Students initially work on a series of short briefs and produce concept work to communicate their ideas effectively. A longer brief is tackled to produce ideas and treatments that are more considered. Dialogue between students is encouraged and pair-work replicates the working practices in many advertising agencies, encouraging the exchange of ideas. Drawing skills are not a necessity for the course. The emphasis is on big ideas that engage us, 'the consumers', in a stimulating and compelling way.

Tutor Information

Zelda Malan has worked in the advertising industry for many years. She is a senior lecturer at Kingston University.

Requested Materials (Please bring with you to the first session):

Nil.

(3) Experience Design

Description

In a media saturated world it is getting harder and harder for messages to be heard. Increasingly all sectors (commercial and cultural) are looking beyond the printed page and recorded communication to reach their audience. Industry now demands a new type of practitioner who can engage all the senses of the audience - people who can integrate objects, text, sound, images and film to create meaning in the environment in the form of experiences, events and installations. Practitioners who are able to work within interdisciplinary teams will lead this emerging field. On this course you will develop analytical skills relating to the design of public spaces such as museums, shops and themed entertainment venues. The course offers a practical experience of the creative process. You will work collaboratively to conceive, develop and deliver immersive public experiences that engage and inform. These projects will be realised in and around the heart of London. You will be introduced to new methods of research and new ways to interpret and incorporate this research into coherent projects. To realise your projects you will be working collaboratively with people from a range of disciplines, enabling outcomes that could never be achieved by an individual. You will leave the course with concrete strategies for getting the most out of this challenging, rewarding and essential approach to creativity.

Tutors Information

Susanne Buck is currently Head of Education at the British Music Experience, an interactive museum of rock and pop based inside The O2, London. Susanne has worked at various national museums and temporary exhibitions including the Science Museum, British Museum, Transport Museum, Body Worlds and Tutankhamun. With a degree in Graphic Design and an MA exploring Creative Practices for Narrative Environments, Susanne's expertise lies in education and audience development for both the museum and the corporate sectors.

Pigalle Tavakkoli originally worked extensively in the fashion industry, as Studio Assistant for Alexander McQueen before going on to run her own label designing high end womenswear for boutiques worldwide. She went on to work as Creative Assistant to Jasmine Di Milo, Marketing Manager for designers such as Lezley George and project managed lookbooks for Benetton and Levi's Vintage Clothing. Drawing on her background in fashion, Pigalle is now established as a Creative Producer designing event experiences and communications campaigns for leading museums, cultural organisations and festivals. She translates content into meaningful narratives which place audiences at the heart of the story, inspiring them to play, create and debate. She has worked for leading artistic, cultural and scientific museums and galleries such as the V&A, National Portrait Gallery, Science Museum, Wellcome Collection and Garage Centre for Contemporary Culture (Moscow), as well as for multi-art festivals such as Latitude, Wilderness, Secret Garden Party and Electric Picnic (Ireland).

Requested Materials (Please bring with you to the first session):

Pens, pencils, notebook, digital camera, a laptops / iPad would be useful, but is not essential.

(4) Portfolio Sketchbook

Description

You may have a laptop or you may have a canvas and a palette. Either way, you need ideas and some procedures for executing them and expressing yourself. This one-week course offers a stimulating workshop of practical projects designed to trigger your imagination, helping you to develop different ways of seeing and exploring a set of options to develop your visual ideas. The success of the course reflects the exciting atmosphere that it helps to create. It is a perfect environment for teasing out creative ideas and producing rewarding visual outcomes whilst learning and developing some core skills.

Topics covered

- We will work with a variety of source material including natural forms, photographs, text and museum artefacts.
- You will gain experience of drawing to gather information, including slow drawing, quick drawing, and selective drawing.
- We will use a variety of media including charcoal, ink, torn paper, photocopies, coloured crayon and monoprint to transform raw material in visually interesting ways.

Tutor Information

Ilga Leimanis is a London-based artist and writer. She is a member of Five Years, an artist-run gallery, and her own practice is collaborative and interdisciplinary. Her teaching experience of 10 years is varied and extensive. She helps prepare students for degree courses and many of her previous students have gained places at their preferred schools. She also works with professionals looking to develop their communication and creativity skills, as well as people taking courses for personal interest. Ilga delivers workshops for the University of the Arts (UAL) Academic Support department, working across six UAL art and design colleges. She teaches manual drawing skills for architects and engineers working at leading offices in London, including at Foster+Partners, and she also works internationally. Ilga is author of three chapters in Creative Sketching Workshop, published by Apple Press (UK), North Light Books (North America) and Tan Yang International (Asia). See Ilga's websites www.ilgaleimanis.com and www.orteliusdrew.com

Requested Materials (Please bring with you to the first session):

Notebook and pens, one A3 spiral-bound sketchbook, a pack of coloured pencils, one pencil sharpener, a rubber, selection of pens biro/felt tip, pencils 2B/4B/6B/8B. All other materials will be provided and any additional materials you may wish to use will be discussed on the first day of the course.

(5) Idea Generation Processes

Description

How do you convert ideas into a finished work? Where do you get ideas from? The beauty of this course is the link it establishes between ideas and the practice and process of making. It will give you practical investigative methods to start this process. You will work quickly with a focus on starting new directions rather than

on the production of one final work. Following visits to London institutions, you will explore ways of using your research and inspirational sources. These may include contemporary and ancient sculpture, architecture, patterns, written texts or photographic documentation as a basis for generating ideas.

Tutor Information

Ilga Leimanis is a London-based artist and writer. She is a member of Five Years, an artist-run gallery, and her own practice is collaborative and interdisciplinary. Her teaching experience of 10 years is varied and extensive. She helps prepare students for degree courses and many of her previous students have gained places at their preferred schools. She also works with professionals looking to develop their communication and creativity skills, as well as people taking courses for personal interest. Ilga delivers workshops for the University of the Arts (UAL) Academic Support department, working across six UAL art and design colleges. She teaches manual drawing skills for architects and engineers working at leading offices in London, including at Foster+Partners, and she also works internationally. Ilga is author of three chapters in Creative Sketching Workshop, published by Apple Press (UK), North Light Books (North America) and Tan Yang International (Asia). See Ilga's websites www.ilgaleimanis.com and www.orteliusdrew.com

Requested Materials (Please bring with you to the first session):

Sketchbook, selection of pens biro/felt tip, selection of pencils 2B/4B/6B/8B and any additional materials you may wish to use will be discussed on the first day of the course.

(6) Photography, Art and Architecture

Description

Aimed at those interested in photography, architecture and art, this innovative course explores the practical and creative interplay between photographic practice and theory in the field of visual representations of urban space. It aims to encourage an innovative approach to architectural and urban photography by applying a critical frame to the way we perceive, relate and respond to the physical realm of the city and its architecture. The course is taught through a series of discussion-based seminars and practical photographic classes. During the course you will produce a professional artistic portfolio based on digital images and/or prints. Two practical issues are central to the workshops: the development of participants' own photographic work, and also to take into consideration their physical reaction as an inseparable aspect of the experience of architecture. We will add ephemeral objects or materials into the space, which will redefine the space and bring a different meaning to it. Our workshops also will look at methods of photographing which challenge concepts and practices of representing space. We will look at the artistic and theoretical aspects of photographing space as well being bodies in the city. In doing so, we will investigate how we relate with space physically, intellectually and emotionally. Students will develop individual photographic projects built around these ideas, working with both exterior and interior spaces, with natural and artificial light, photographing at day and at nighttime. The final day is devoted to a feedback seminar during which students will present critical discussions of their portfolio and the concepts they have developed.

Tutor Information

Diego Ferrari studied fine art at Goldsmiths College. He has collaborated from 1998 / present, on a series of international art photographic programmes in China, South Africa, Berlin, Budapest and in London with Tony Fretton Architects, Whitechapel Art Gallery and the Tate Gallery. For more information on your tutor work, please visit his website www.diegoferrari.com

Requested Materials (Please bring with you to the first session):

Your own photographic cameras. This can be preferably digital camera or analogue semi-manual cameras. Those having laptops are welcome to use them as part of their final portfolio presentation (but this does not need to be brought to the first session).

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Application Form

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(Please submit the application form along with the essay to IC counter on 6/F, United Centre, or via email to Ms. Grace Yu at grace.yu@hkuspace.hku.hk.)

For office use only (if submit via IC counter):

Application received on _____ (date) at _____ am/pm (time).

Submission of short essay: Attached Not Attached

Personal Information

English Name (as shown on HKID Card) : _____
IC Student ID No. : _____
Programme Name : _____
Year : _____
Contact No. : _____
Email Address : _____

Selection of Course

Please write down the course titles:

1st Choice : _____
2nd Choice : _____

Please attach with this application form a short essay (*within 200 words*) about why you are interested in the summer course (1st Choice).

[End]