

HKU SPACE International College (IC) Central Saint Martins (CSM), University of the Arts London

London Summer Study Programme 2017
HK\$16,000 Award for the UK Experience – 2 Places Only!
Application Deadline: 9 June 2017 (Friday) by 5:00pm

HKU SPACE International College (IC) will subsidise 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 2017. Application is now open for all IC full-time undergraduate students.

Course Overview

	Course Title	Dates	Cost	Location
1	Event Design	7 – 11 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	GBP 650	Granary Sq – N1C
2	Introduction to Magazine Layout	14 – 18 Aug (1 week) (Mon – Fri, 10:00 – 17:00)	GBP 675	Granary Sq – N1C
3	Advertising and the Big Idea	14 – 18 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	GBP 545	Granary Sq – N1C
4	Storyboarding for Film, Video and Animation	14 – 18 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	GBP 545	Granary Sq – N1C
5	Introduction to Product Design	21 – 25 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	GBP 545	Granary Sq – N1C
6	Idea Generation Processes	21 – 25 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	GBP 545	Richbell Place - WC1N

Granary Sq – Central Saint Martins Short Courses, Granary Building, Granary Square, King's Cross, London N1C 4AA, UK.

Richbell Place - Central Saint Martins Short Courses, Richbell Place, 5 Richbell Place, London WC1N 3LA, UK.

Please refer to P.3-6 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\$16,000 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\$16,000 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 providing a copy of the **Certificate of Attendance** issued by CSM; **and**
 - ii) Submission of an artwork or a 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.7).
2. Write a short essay (not more than 200 words) about why you are interested in the summer course and what makes you a good ambassador for IC.
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: **9 June 2017 (Friday) 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 **15 June 2017 (Thursday)** can assume their application unsuccessful.

Enquiries

Please contact IC Overseas Study Programme Coordinator, Ms. Grace Yu at direct line: 2910 7626/7636 or by email: grace.yu@hkuspace.hku.hk.

Course Details

(1) Event Design

Description

This course will provide an insight into the relatively new world of event design. A vibrant and expanding industry covering everything from conferences, experimental events, car and product launches to parties and weddings. It will aim to teach you how to apply your existing skills in this area. Through project-based work, you will learn how to analyse site-specific spaces, research themes and concepts and develop your own original ideas. Emphasis will also be put on combining imagination, practicality and improvisational skills in order to pitch your ideas to clients.

Tutor Information

Merle Hensel trained as a theatre designer at Central St Martins and the Slade School of Fine Art in London. She works internationally as a theatre, event and film designer. **Sue Mayes** trained at Central Saint Martins since when she has had a wide ranging career working as a freelance set and costume designer in the Theatre, as well as being a partner in the Event Design company, Visualfeast. She has also taught extensively in many of the major drama schools. **David Crease** has over 15 years direct industry experience as well as teaching on the short course at Central Saint Martins he is currently working as Creative Director for a busy live events agency. He trained as an Industrial Designer and has since gone on to work in Point of Sale and Point of Purchase Design, Exhibition Design and, Live Event and Experiential design. He has won of 3 creative awards and been published in various industry magazines.

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

Design Magazines, Scissors, Glue, Drawing materials: Pens & Pencils, Materials to create colour: Pastels and/or Paint and/or Coloured Pens, Ruler, Digital / Phone Camera (if you have one), Assorted Coloured Paper and Tablet/ Laptop (if you have one).

(2) Introduction to Magazine Layout

Description

This Mac-based course is aimed at beginners with an interest in print-based independent magazine design. Utilising InDesign, you will learn about the main aspects of magazine layout, working with grids, layout, type and image. Short subject-related lectures will form the basis for experimentation. They will guide you through the process of designing sample double page spreads of your magazine step by step. Entry requirements: Basic Mac skills and working knowledge of Adobe InDesign are essential.

Tutor Information

Lisa Gellender has run a successful independent design studio in London for over 20 years working with leading fashion and retail brands such as Selfridges, New Look & L'Oreal. Offering a bespoke design service, Gellender creative helps clients develop or refresh their brands identity, producing unique and relevant creative solutions for print and web. Lisa is also an Associate Lecturer at the London College of Fashion. www.gellender.co.uk

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

A notebook and a pen.

(3) Advertising and the Big Idea

Description

Advertising is changing. The lines drawn between graphic design and advertising, which were clear, are becoming blurred. The constant evolution of New Media platforms create an exciting culture for the budding graphic design / advertising creative. Each day of this lively and sociable practical course examines a different area of advertising, always in search of the 'Big Idea'.

Tutors Information

Zelda Malan has worked in the advertising industry for many years. She is a senior lecturer on the BA Graphic Design Course at Kingston University, the No. 1 course for Graphic Design in the UK, where she teaches, and delivers lectures on idea generation, advertising and graphic design. You can find Zelda on [Facebook](#), [Instagram](#) and in the following press articles.

<http://www.itsnicethat.com/articles/zelda-malan-ideas-are-worth-money>

<http://www.itsnicethat.com/watch/nicer-tuesdays-2015/zelda-malan>

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

A3 layout pad and Pentel pen 50 (bullet point) or similar black marker pen.

Students will be provided with the following materials:

Small sketch books for idea generation and the products you will be asked to advertise. Websites that may be of interest for students to review in advance of the class:

New advertising

www.youtube.com

Advertising blogs

<http://theinspirationroom.com/daily/>

<http://www.digitalbuzzblog.com/>

All round design blogs

<http://helloyoucreatives.com/>

www.itsnicethat.com

(4) Storyboarding for Film, Video and Animation

Description

Alfred Hitchcock once said that he planned out every detail of a film in the storyboard, so much so that shooting the movie was the boring bit!

Storyboarding remains the filmmaker's bible, a vital first bridging of the gap between script and production, an indispensable reference point for directors, set designers, lighting technicians, camera operators and actors.

Tutor Information

Stephen Brown has worked on both live-action and animated films. In addition to storyboarding, he has been a character designer and creature concept designer. He is currently a feature film story editor and co-scriptwriter. He is also a visiting lecturer at a number of universities, most notably Kingston University, where until

Autumn 2012 he was responsible for postgraduate animation.

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

2B pencils and A5 sketchbook.

(5) Introduction to Product Design

Description

How do designers generate ideas? Where do ideas come from? A finished product is a combination of understanding form, function and material. In this beginners course you'll be encouraged to look for ways of arriving at new possibilities. With an emphasis on the creative process and self-direction, it will take you from an initial brief through to your own product design and presentation. The course will give you a taster of what practicing product design involves. Although there will be some soft model making, this is a studio-based, rather than a workshop-based course. The focus will be on the generation of ideas and design thinking. You'll explore how to represent design concepts through drawing exercises and how to document ideas through sketches and photographs. You will also be introduced to a number of processes and vocabulary employed in 3D design.

There will be tutor briefs and presentations, but students can expect to spend a considerable amount of class time developing their own design ideas.

Tutor Information

Ben Panayi is a product designer who teaches on BA Product Design at Central Saint Martins.

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

A4 layout pad, Fibre tip pens, sizes 0.1, 0.5, 0.7mm, Set of coloured pencils, Scissors, Craft knife, 300mm ruler.

(6) Idea Generation Processes

Description

How do you convert ideas into finished work? Where do you get ideas from? This course will help you to establish the link between ideas and the process of making. It will give you practical investigative methods to start this process. You will work quickly with a focus on starting alternative directions and experimenting with different approaches.

You will visit London institutions and learn how to use your research as a source of inspiration. This may include inspiration from contemporary and ancient sculpture, architecture or photographic documentation as a basis for generating ideas.

Tutor Information

Ilga Leimanis MA 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).

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

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

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Application Form

Application Deadline: **9 June 2017 (Friday) by 5:00pm**

(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 Attach

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) and what makes you a good ambassador for IC.

[End]