

HKU SPACE International College Central Saint Martins, University of the Arts London

LONDON

Summer Study Programme

2019

HK\$18,000 Sponsorship for an overseas learning experience! **3 places** only!

Application Deadline: 14 June (Friday), 5:00 pm

Experience 1-week summer program in London

- Event Design
- Master Social Media
- Branding - Design Your Identity
- Idea Generation Processes
- Introduction to Product Design
- Photography, Art and Architecture
- Designers' London
- London's Streets: Fashion, Style, Faces, Places
- Contemporary Art Exhibition and Event Management
- Strategic Branding, Identity and Brand Experience

Student will obtain a
Certificate of Attendance
from Central Saint Martins,
University of the Arts London
on completion

Enquiries:

IC Enquiry Hotline

Tel: 2910 7555

Email: ic@hkuspace.hku.hk

Application Details:



<https://ic.hkuspace.hku.hk>



HKU SPACE International College (IC)

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

London Summer Study Programme 2019
HK\$18,000 Award for the UK Experience – 3 Places Only!
Application Deadline: 14 June 2019 (Friday) by 5:00pm

HKU SPACE International College (IC) will subsidize three 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 2019. Application is now open for all full-time undergraduate students at IC.

Course Overview

	Course Title	Dates	Location	Cost Fee
1	Event Design	05 – 09 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£680
2	Master Social Media	05 – 09 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£625
3	London's Streets: Fashion, Style, Faces, Places	05 – 09 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
4	Branding – Design Your Identity	12 – 16 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
5	Contemporary Art Exhibition and Event Management	12 – 16 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
6	Strategic Branding, Identity and Brand Experience	19 – 23 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
7	Idea Generation Processes	19 – 23 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Elthorne Rd Annex B – N19	£580
8	Introduction to Product Design	19 – 23 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
9	Photography, Art and Architecture	19 – 23 Aug (1 week) (Mon – Fri, 10:00 – 16:00)	Granary Sq – N1C	£580
10	Designers' London	27 – 30 Aug (4 days) (Tue – Fri, 12:00 – 17:00)	Granary Sq – N1C	£525

Please refer to P.3-11 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\$18,000 Award for the UK Experience – 3 Places Only!

1. Only **three** full-time undergraduate IC students will be selected for a subsidy of up to **HK\$18,000 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. 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 Office can be contacted for advice.

Application

1. Complete the application form on **(P.12)**.
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 M. Bon Kwan at bon.kwan@hkuspace.hku.hk.
4. Application deadline: **14 June 2019 (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. Three successful applicants will be required to fill in the **Booking Form from Central Saint Martins**.
3. Applicants who are not notified by **21 June 2019 (Friday)** can assume their application unsuccessful.

Enquiries

Please contact IC Enquiry by calling 2910 7555 or by email to ic@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.

You will be asked to work, in small groups and independently, on given fictional briefs. With individual tutorial guidance, you will prepare your ideas for presentation to the group. By the end of the course you will have an understanding of the skills required to work as an event designer.

Topics covered:

- Client relations
- Research
- Understanding spaces
- Developing ideas
- Mood boards and other presentation methods.

Tutor Information

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.

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
- Tablet/ Laptop (if you have one).

(2) Master Social Media

Description

Whether you're starting a brand, entering the world of fashion PR and marketing, or simply need to supercharge your industry profile, social media marketing is an indispensable skill in the world of fashion. Perfect for budding fashion journalists, designers, PRs or marketers, this course will teach you everything about social media marketing in a fashion context, using up-to-the-minute brand and magazine case studies to enable you to master Facebook Live, Instagram Stories, and everything in between, with the expertise of a social media editor.

Topic covered:

Learn how to:

- compile a winning social media strategy
- execute successful paid campaigns and measure your success using analytics
- master social storytelling and create engaging content and viral videos
- supercharge your online profile
- get to grips with SEO and network in the digital world like a pro
- discover how bloggers, publications and brands use affiliate marketing to monetise their social presence and generate sales
- social media content strategy and creation, paid social marketing, SEO, reporting, influencer and affiliate marketing, digital networking and online brand-building.

Tutor Information

Lynsey Fox is a journalist and PR and communications specialist with 10 years' experience spanning fashion, retail, consumer, higher education, broadcast and print and online media. Currently Communications and Media Relations Manager at London College of Fashion, UAL, Lynsey has worked with international brands such as BskyB, Marks & Spencer, Nike, Daily Mirror and T-Mobile. Lynsey's main areas of focus include creating varied and engaging content for multiple stakeholders, competitor and marketing understanding and campaign impact analysis. In addition Lynsey hosts workshops and lectures helping start up designers create digital brand presence.

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

- mobile phone
- camera (optional)
- notebook and pen.

(3) London's Streets: Fashion, Style, Faces, Places

Description

This course is aimed at photographers interested in street portraiture. On the course we shall be visiting some of London's most vibrant and characterful areas, hunting for the characters and fashionistas that make the streets of the capital so distinct, quirkily, diverse and 'British'. From East End Cool, City Business Sleek to Multicultural Chic the course is project led while incorporating time for daily critiques of edited work as well as digital darkroom techniques in Photoshop CS5 to

get the very best from your photographs. The work of Sartorialist photography and classic street photography will also be covered along with advice on how to get the very best from the stranger in the street.

Tutor Information

To be confirmed

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

Digital SLR, Bridge Camera or Compact point and shoot.

(4) Branding – Design Your Identity

Description

A strong brand identity has a huge impact on a business. Learn how to create a successful brand identity that will communicate your offer clearly to your customers and differentiate you from your competitors. Whether you're creating your own identity or launching a new product or service, this practice-based beginners course will guide you through the creative process utilising the Mac. At the end of the course you will apply your brand identity over a chosen form of print or screen based media.

Topics covered:

- The course explores the key aspects of designing a brand identity for personal or commercial use.
- Researching your competitors will help you define your offer and clarify your communication before embarking on the creative process.
- Initial concepts will explore the use of type, form and colour over a range of ideas on the Mac.
- Editing and development of your selected idea will enable you to fine-tune all elements of your brand identity.
- Final application will involve the visualisation of your brand identity across relevant forms of media.

Tutors 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.

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

- Pen
- Pencil
- A4 pad.

(5) Contemporary Art Exhibition and Event Management

Description

This course sets out the skills and practicalities of planning, organising and presenting a contemporary art exhibition or event.

Where other courses concentrate on curating and the development of a professional exhibition proposal, this course covers the logistics of working directly with artists and organisations to deliver a successful exhibition or event.

Using specific examples of contemporary art throughout the course and external visits at the end of the course, we will look at exhibitions in various contexts. This will range from artist-led spaces and self-initiated projects, such as pop-ups and collectives to major institutions and publicly funded galleries. We will also look at contemporary art events such as artists talks, seminars, live art and performance events and screenings.

Topics covered:

This course focuses on the practical tasks needed to deliver a contemporary art exhibition or event:

- Introduction to a range of exhibitions and events from artist-run spaces to international biennials
- Exhibition and event planning and delivery
- Paperwork and permissions - from health and safety documentation to insurance, exhibitions agreements and licenses
- Budgeting, fundraising & financial management
- Producing supporting material including press releases and publications
- Understanding and reaching your audience

Tutors Information

Joyce Cronin is a gallery manager, project manager and organiser of exhibitions and events. She works collaboratively with artists, curators and organisations, including an ongoing project CATALOG with artist Frances Scott. In 2017 she will open a new space in South London with Louisa Bailey (Luminous Books & Publication Studio London) called The Bower, incorporating a gallery, bookshop and publication studio. She has an MA in Enterprise and Management for the Creative Arts from UAL and previously worked as a gallery and project manager at Afterall, Cubitt, Drawing Room, Matt's Gallery, and Studio Voltaire.

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

Please bring a note book and pen to the first session (or a laptop if preferred).

You will have two external visits as part of the course and will need to have a travel card to enable you to travel on public transport, please allow approximately £15 for entry into exhibitions or events.

(6) Strategic Branding, Identity and Brand Experience

Description

Behind every successful brand, there is usually a well-defined, coherent strategy. In all reputable branding agencies, before a brand identity is created, and before any work begins on designing the brand expressions and envisioning the brand experience, strategic thinking analyses and defines all aspects of the brand: its proposition (what), its purpose (why), its brand positioning (where and how), and its brand personality and values (who). It is this intellectual foundation that governs the creation of an effective and relevant brand.

This course uniquely combines design & marketing expert information and aims to give you an insight, and hands-on practical experience of the whole process of branding—from strategic brand positioning and articulation to brand identity creation, brand expression and brand experience.

Strong strategic thinking turns good designers into great designers. As designers, we need to be strategic thinkers not only for our clients' benefit, but also to earn and keep a place at the top table of our design sector when advising clients.

Topics covered:

The course will combine a series of short lectures, mini-workshops, hands-on demonstrations and exercises to highlight key aspects, alongside the running of one creative brief taken through all design stages.

- The fundamentals of branding strategy & design
- Brand positioning, brand purpose, brand personality, brand essence.
- The process of brand identity creation: from ideas to cross-media applications
- Brand naming, brand language, tone of voice
- Brand identity
- Adaptive and dynamic brand identity systems
- Brand expression: brand touch-points, media (digital, print, physical), basic principles behind UI/UX
- Basic principles behind digital / social media branding
- Brand story-telling and messages, verbal branding
- Brand experience: customer journey, branded environments
- Audience engagement: social media, marketing and advertising campaigns
- Brand management: brand guidelines, brand management (introductory)

Tutors Information

Marc Wood had worked at the UK's top agencies and consultancies including: Gary Rowlands Associates, Lewis Moberly, Michael Peters Group, Coley Porter Bell, Peter Saville Associates, Pentagram, Conran Design, Luxon-Carra and Contra, where he was creative director of a 110 people-strong global integrated creative agency.

Since 2004, Marc Wood has been running a small boutique brand consultancy specialising in brand identity creation, implementation and brand management. He has designed and managed branding and design projects for a large variety of international clients, in various fields of industry — including: Nokia Siemens Networks, Bosch-Siemens, EMI Classical, Marks & Spencers, Philips, Sega, Alessi,

Bowers & Wilkins, Smithkline-Beecham, Cummins, Wärtsilä, Kone, Coopers & Lybrand, Factory communications, (French) Ministère de la Culture, Storm Model Agency, Warner Music, Yohji Yamamoto, London Fashion Week, Jil Sander, SCP, London Designer Show, Native Design.

Marc Wood's approach centers around the creation of unique brand languages, original brand realms which convey the essence, express the personality and communicate the values and vision of the clients' brands. He strives to discover new ways to communicate identity, applying branding concepts on an array of media and touch-points to engage audiences, and exploring the new interactive possibilities of new technology to keep the conversation going.

Marc Wood has been a senior Associate Lecturer at Central Saint Martin's, the University of Arts London since 1995. Marc's focus lies in re-appraising and questioning the nature and experience of visual identity and branding, and in pushing the boundaries of branding beyond its current remit of practice.

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

- Pen
- Pencil
- Eraser
- A4 (or A3) note pad or sketchbook

Useful: black fine-liner pen

(7) 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.

Topics covered:

- Practical exercises will include working from your sketches, words, music, and collections.
- Through individual attention and group dialogue, you will be encouraged to rework, transform and present ideas.
- You will experiment with different materials and methods.
- Practice is completed by an introduction to contemporary theories around the influential role of research in contemporary artistic practice.
- You will explore themes associated with museums, archives and collections.

Tutor Information

Simon Foxall is an artist who works across a variety of disciplines including painting, drawing, installation, photography, sound recordings and performance. A former student of Brighton University and the Royal College of Art, Simon has considerable experience as a practical artist with exhibitions all over the UK and in continental Europe. His teaching experience includes University of Brighton, Oxford Brookes University, Slade School of Art, Teeside University, Writtle College and Fundação Armando Alvares Penteado in Brazil. Simon has been teaching skill and experimental based short courses for Central St Martins for a number of years and also teaches Modern European Art History at for an American University within their study abroad program based in London

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.

(8) 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. 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.

Topics covered:

We will start with a short introduction to the college's design orientation and library resources.

Using a four-stage design model (research, idea generation, development, and presentation), practice-based projects will guide students through the language and the practices of product design.

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

(9) 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.

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)

(10) Designers' London

Description

With a focus on exploring London's leading design scene, this beginners course will provide you with a deeper understanding of the inter-related areas of graphic and fashion design in its many forms.

By investigating different design-related themes, you'll explore current trends & design influences and gain a deeper understanding of the thriving creative scene in London today.

Through a series of retail trails and visits to independent galleries you will discover the cool, off-beat side of London.

Each day is scheduled around a different area of London, helping you discover a variety of design-led sources for reference and inspiration. You will be encouraged to work in pairs, documenting each day on your phone. This will provide you with a visual resource for group discussions and further reference using social media.

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):

- Comfy shoes
- Travel card for getting around
- Small notebook

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

London Summer Study Programme 2019

HK\$18,000 Award for the UK Experience – 3 Places Only!

Application Form

Application Deadline: **14 June 2019 (Friday) by 5:00pm**

(Please submit the application form along with the essay to IC counter on 6/F, United Learning Center, or via email to Mr. Bon Kwan at bon.kwan@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. : _____
Passport No. : _____
Passport Expiry Date : _____
Programme Name : _____
Year of Study : _____
Contact No. : _____
Email Address : _____
Bank Name & Account : _____

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 1st choice summer course.

[End]