



MARCHÉ DE L'ART,
CULTURE, LUXE.

SUMMER SESSION 2021: IT'S TIME TO MOVE!

LIVE A STUDY ABROAD
EXPERIENCE.





CHOOSE SUMMER TO DISCOVER NEW COURSES.

In 2021, you are invited to apply for 3 weeks course in English to get the chance to learn new ways to creation and communication.

Paris, Bordeaux, Madrid, Turin, Florence, Berlin! Each of these places has a school ready to welcome you on its campus.

To know more about all summer sessions, see you on the next pages.

GENERAL INFORMATION :

WHEN ?

From June 26 till July 16 2021.

IN WHICH LANGUAGE?

Summer session are full English programs. Even if there is no requirements for a level in English, we highly recommend a B2 level to follow and understand courses.

HOW TO APPLY?

Please contact us at the following adress: summersession@ad-education.com, Sébastien and Valentine will give you the application form and all information you need.

DEADLINE:

You have until may 20 to apply.

HOUSING :

Even if some schools will propose some housing solution, accommodation is not included in the pack. We recommend to use platform (Airbnb, Aritel, Homeliday...) or youth hostels.

PROGRAMS

6

PHOTO

PARIS

école
de condé

8

COMMUNICATION
DESIGN

BORDEAUX

cevi

10

SOUND DESIGN
IN ADVERTISING

MADRID

ces

12

AUDIOVISUAL

MADRID

CEV

14

JOURNALISM
& MÉDIA

BERLIN

H M K W

16

FASHION
DESIGN

FLORENCE

accademia
italiana

18

INDUSTRIAL
DESIGN

TURIN

IAAD.

Photo in Paris with École de Condé

école PARIS
de condé
— DESIGN & IMAGE

The photographic image is at the heart of the creative process. Taking photograph is a call to learn and see. This summer session will allow you to understand that composition is a vehicle of meaning, and a way of grasping the effects of light. In the different classes, you will discover the professional photography: produce photo with different tools, create a realisation and understand the entire process of creation. Beside the program at Ecole de Condé, this is the opportunity to be amazed by a Summer in Paris, the city of lights.

PROGRAM

WEEK 1 : Conventional Photography

Silver photography initiation.

Photo lab : creation of a pinhole,

Conventional photography development in studio : shooting with view camera.

WEEK 2 : Digital flow - Digital production.

Digital flow : outdoor digital shooting.

Production management.
Post-production : File management and photo retouching.

WEEK 3 : Fine Arts Photos

Photographic editing. Fine arts photos : Monograph from artist

Graphic design : Creation and printing of a limited edition photography



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ECTS

BEST PLACES TO HANG OUT !

- Hasard ludique / Recyclerie /
- Jardin z1
- Ground Control

- Butte Chaumont
- Parc Monceau.



Communication Design in Bordeaux with ECV



ECV Bordeaux opens its doors during 3 weeks in July to let students explore visual communication with practical case studies and acquire professional techniques. Students will develop an unique visual style through individual projects in design, typography, illustration and much more.

Besides gathering teams from around the world, this summer session is designed to help beginners and expert alike to produce outstanding portfolio work through workshops, courses and conferences. It will give an unique opportunity to visit Bordeaux and discover its world famous wine culture.

PROGRAM

WEEK 1 : Design Thinking

Conducting the research : You will learn different design thinking methods, to build your brand personality and determine your goals, and your audience.

WEEK 2 : Graphic execution

You will design the logo and build the core elements of your brand. You will also learn to choose the right typefaces, colours, illustrations, and visuals that will contribute to an outstanding visual identity.

WEEK 3 : Visual Identity

You will produce stationery set, layouts for editorial (web and print), and an animation to experience how the identity adapts to different contexts. Finally you will produce the graphic guidelines.



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BEST PLACES TO HANG OUT !

- L'iboot
- La cueva (ambiance)
- Le Darwin
- Jardin public
- Parc des Angelique

Sound Design for Advertising in Madrid with CES



Do you want to know more about sound design ?

CES Madrid presents a summer session dedicated to sound design.

The objective of the course is to learn how sound design is critical to any good production, taking the example of an advertising. The course is open to anyone who wants to study Sound Design in depth and the power of sound to transcend any projects from advertising to video games. There is so much more to experience in Madrid than «Puerta del Sol»

PROGRAM

• **Soundtracks :** Music, Voices, FX, Silent & Musical settings.

• **Live sound :** Dialogues, voice over, sound references & wildtracks

• **Sound Postproduction :** Dubbing, Foley, Sound FX & Ambiences

• **Protocols :** Intro, Create a session, File import, Basic Editing Techniques, Sound Mixing, Project finishing

• **Post-production demo :** Organization and production, Work flow, Sound design, Dubbing, Mix for picture & delivery formats

• **Design of an advertising SpotIntro :** Create a session, File import, Basic Editing Techniques, Sound Mixing.

• **Post-production demo :** Organization and production, Work flow, Sound design, Dubbing, Mix for picture & delivery formats

• **Design of an advertising Spot.**



BEST PLACES TO HANG OUT !

To dance : Kapital, bardot, bule
bule, fortunuy

To chill : Retiro, parque del oeste
Parque de atenas



Audiovisual Cinema program in Madrid with CEV



Come and try audio-visual studies in Madrid! The summer session in Film and Television at CEV Madrid prepares you to know and master the different systems and techniques with several types of cameras and lighting equipment.

This practical training will give you a first-hand experience to understand the different roles that are relevant during a film or television production from camera or lighting equipment handling to directing.

You will get professional knowledge guided by teachers who have extensive experience in the field. In addition, you will use one of the best software for post-production: Adobe CC Premiere.

PROGRAM

- Gain knowledge of dexterly handling different systems and techniques of working with equipment : Camera, Lighting, Media Screenwriting, Directing for the screen
- Know in detail the different roles that intervene in film and television productions.
- Complete shooting the project.
- Put into practice by covering the intire audiovisual production.



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BEST PLACES TO HANG OUT !

- El tigre (free Tapas)
- El Chapandaz
- Parque de las Siete Tetas (amazing view)
- El Capricho (charming and romantic)



Journalism & Media in Berlin with HMKW



HMKW offers a 3 weeks session dedicated to Journalism and media to learn Video production in a complete TV set, realisation, studio production and journalism among others topics. It is the perfect opportunity to know more about a fascinating and critical way to communicate in today's world.

Located right in the heart of Berlin, also known as "Mitte", The university offers students well -equipped, modern lecture rooms and the ideal technical equipment for their practical projects.

PROGRAM

Thematic priorities are politics, culture & lifestyle,

- Video production workshop in the HMKW's TV Studio with a concluding studio production.
- Introduction to moderation and studio production processes.

- Practical realization of a studio production « My Berlin Lab experience »

- Accompanying lectures of teachers & lectures of the faculty.
- Excursions & social events.



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Fashion Design in Florence with Accademia Italiana



This 3-weeks program introduces the student to the world of fashion design. It includes first-hand experience to understand the concepts of the fashion collection, trends, styles for both men's and women's wear. Students will undertake a program of Fashion Design taught by Accademia Italiana professors. Moreover, you will live and study in Florence, a city well known for its wealth of artistic and historic masterpieces that will give you an unique taste of Italian lifestyle.

PROGRAM

- Introduction to the study of the stylized human figure in order to develop a personal drawing style.

- Introduction to textiles, to design and to the profession of fashion designer. Guided by a fashion designer, will develop ideas to create fashion collections.

- Recent history of fashion will include in class lectures and visits of fashion houses and museums.

Ample space will be dedicated to the design of clothing, following diverse styles and trends, as well as to the study of color techniques and various drawing methods.



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BEST PLACES TO HANG OUT!

- To dance and drink:
- Ditta Artigianale
 - Cabiria Easy Living
- To chill:
- Boboli Gardens
 - Piazzale Michelangelo
 - Cascine



HOUSING

Accademia Italiana can assist students to find housing in fully furnished apartments shared with other Accademia students.

The school offers this information service free of charge and can assist the students in communications with the apartment owners.

Industrial design in Turin with IAAD

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IAAD.

Urban mobility has changed a lot in the last decades with new expectations from consumers and cities alike. The challenge for industrial design is now to develop new sustainable mobility concepts.

During the summer session, students will identify possible solutions to tackle this challenge. Students will have the possibility to interface personally with an intercultural team to complete the project, starting from the analysis the current status to the final concept.

They will learn techniques related to strategic and transportation design and beyond. Learn industrial design in Turin, capital of the Piedmont region is an exceptional way to discover the city and its industrial heritage.

PROGRAM

The workshop will be divided into the following phases:

1. Scenario analysis: 2021-2031.

Definition of its problems and needs :

2. Scenario Problem Analysis: From in-depth scenario analysis define new needs.

3. Solutions/ First concept: New scenario with solutions, concept definition (Idea>Product)

4. Concept definition: Final concept structure, problem solution point 4, competitive advantage, «why is this the solution?»

5. Presentation: Story-telling, scenario-problems-solutions-new scenario, concept.

6. Team review.

7. Final presentation.



HOW TO APPLY ?

- **APPLICATION DEAD LINE:**

MAY 20.

- **HOW TO APPLY?**

STEP 1 -

send an email at : summersession@ad-education.com, and ask all questions you need.

STEP 2 -

the summer session team give you the application form and all information you may need.

STEP 3 -

If necessary, we can arrange an interview (Phone, google meet, skype, whatsapp ...)

- **IMPORTANT :**

You have until may 20 to send us all the requested documents completed and signed. (Copy of your ID or your passeport, academic certificate.)

You are considered as registered once AD Education received by email the application form completed and signed, and the fees transfered.



SUMMER SESSION 2021 : IT'S TIME TO MOVE!

- 1 Network : AD Education.
- 3 Dates : From June 26 till July 16.
- 4 Countries : France, Germany, Italy & Spain.
- 7 Summer sessions:

Photos in **PARIS**.

Communication design in **BORDEAUX**.

Journalism & Media in **BERLIN**.

Fashion design in **FLORENCE**.

Industrial design in **TURIN**.

Audiovisual in Cinema in **MADRID**.

Sound design in advertising in **MADRID**.

*Enjoy summer schools to discover new programs,
new way to think, new abilities,
and have fun in the best town in Europe!*

AD
EDUCATION

 **accademia
italiana**

 **CEV**

 **école
de condé**

 **IAAD.**

 **ECV**

 **HMKW**

 **CES**