

# Join a creative summer course in Europe



accademia italiana

CEV

école de condé

IAAD.

CEV

HMKW

ces



# SUMMER SESSION

4<sup>th</sup> JULY 2022  
–  
15<sup>th</sup> JULY 2022

PARIS

BORDEAUX

TURIN

FLORENCE

MADRID

BERLIN

BOLOGNA

# CHOOSE SUMMER TO DISCOVER NEW COURSES

In 2022, you are invited to apply for a 2 - weeks course in English to get the chance to learn new ways to create and communicate.

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

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

10  
PROGRAMS

2  
WEEKS

4  
COUNTRIES

990  
EUROS



## 1 WHEN?

From July 4<sup>th</sup>  
till July 15<sup>th</sup> 2022

## 2 IN WHICH LANGUAGE?

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

## 3 DEADLINE?

You have until  
May, 20<sup>th</sup> to apply

## 4 HOUSING

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

## 5 HOW TO APPLY?

Please contact us at the following address:  
[summersession@ad-education.com](mailto:summersession@ad-education.com).

Sébastien and Valentine will give you the application form and all information you need.

école de condé

# PHOTOGRAPHY WORKSHOP

PARIS

PAGE 6 À 9



cev

# GRAPHIC DESIGN PRINCIPLES

BORDEAUX

PAGE 11 À 13



## IAAD. CAR DESIGN

TURIN

PAGE 14 À 17



## IAAD. FOOD COMMUNICATION DESIGN

BOLOGNA

PAGE 18 À 21

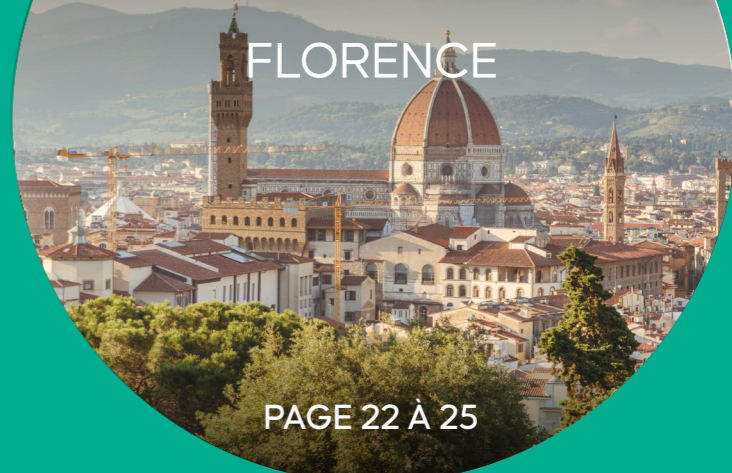


accademia italiana

## FASHION DESIGN

FLORENCE

PAGE 22 À 25



HMKW

## JOURNALISM & AUDIOVISUAL LAB

BERLIN

PAGE 26 À 29



ces

## SOUND DESIGN FOR ADVERTISING

MADRID

PAGE 30 À 31



CEV

## AUDIOVISUAL PRODUCTION

MADRID

PAGE 32 À 33

CEV

## INTENSIVE 3D ARTIST

MADRID

PAGE 34 À 35



CEV

## SOUND ENGINEERING

MADRID

PAGE 36 À 37

# PHOTOGRAPHY WORKSHOP

You are always looking for a scenery,  
you notice lights and shadows in the street?  
Come and discover photography and its universe!

The photographic image is key to the global creative process. Taking photographs is a call to learn and see, and it has become increasingly important in our society: images are everywhere! This summer session will let you understand that composition is a way to transmit a message, a way of grasping light in all shapes.

You will discover silver photography and numeric production, as well as photographic editing. You will do practical projects, shootings, and much more!

## PROGRAM

### Studio

Silver photography initiation,  
view camera shooting

### Laboratory

Creation of a pinhole, Silver  
photography development  
in studio : shooting with view camera

### Numeric flow

Numeric camera shooting,  
production management

### Post-production file management

Post-production  
Numeric editing

Plastic photography  
Author's monograph

Graphic design  
Realization and printing  
of a photographic edition

## LEARNING POINTS

The outcome of this session is to discover specific aspects of professional photography through different classes and to produce a support based on the production channel and putting forward the image.



# PARIS FRANCE

Paris, the city of lights!  
There are plenty of sightseeing opportunities, whether you are interested in architecture, restaurants, museums, exhibitions!

## TO TRY FRENCH SPECIALTIES

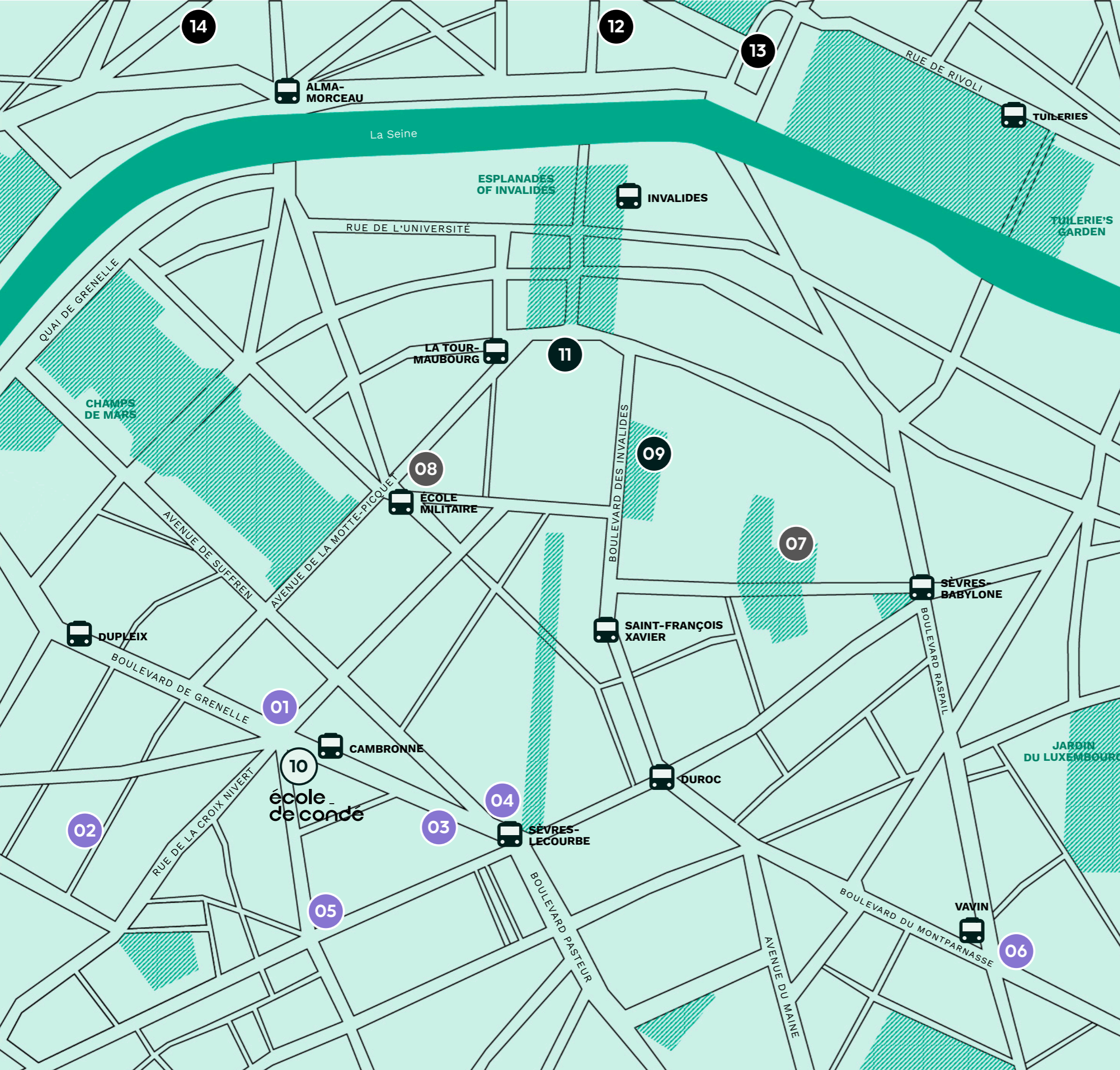
- 01 CAFÉ PIOU
- 02 BOULANGERIE ERIC KAYSER
- 03 ZIG ZAG
- 04 LE MOULIN DE LA VIERGE
- 05 LES ARTISANS
- 06 LE PETIT BOUILLON VAVIN

## TO TASTE PARIS MACARON

- 07 ANGELINA
- 08 JEAN-PAUL HÉVIN

## CULTURAL TOURS OF PARIS

- 09 RODIN MUSEUM
- 11 INVALIDES
- 12 PETIT PALAIS
- 13 PALAIS GALLIERA
- 14 PLACE DE LA CONCORDE



# GRAPHIC DESIGN PRINCIPLES

Do you want to discover graphic design? ECV Bordeaux welcomes you to discover visual communication thanks to practical case studies and professional techniques. Students will learn to create their own visual style, whether it is through typography, illustration, logo design, and so on.

This summer session is designed to help beginners and experts alike to produce outstanding portfolio work through workshops, courses and conferences. They will be given real-world and applicable projects, and learn about image composition and its interaction with graphic design elements. Come and create stunning looking artworks, catching the eyes of your audience! You will then be able to translate these skills in your daily life easily.



## PROGRAM

- Colour theory
- Typography
- Layout design
- Photography
- Logo design
- Branding



## LEARNING POINTS

- Typography
- Layout design
- Logo design
- Branding



ECTS | 20-25 STUDENTS

# BORDEAUX FRANCE

Bordeaux, close to the edge of the Atlantic Ocean and in a fertile wine region. As a former historic capital, Bordeaux has many ancient cathedrals and palaces, testimonials of royals living there.

## TO TRY BORDEAUX SPECIALTIES

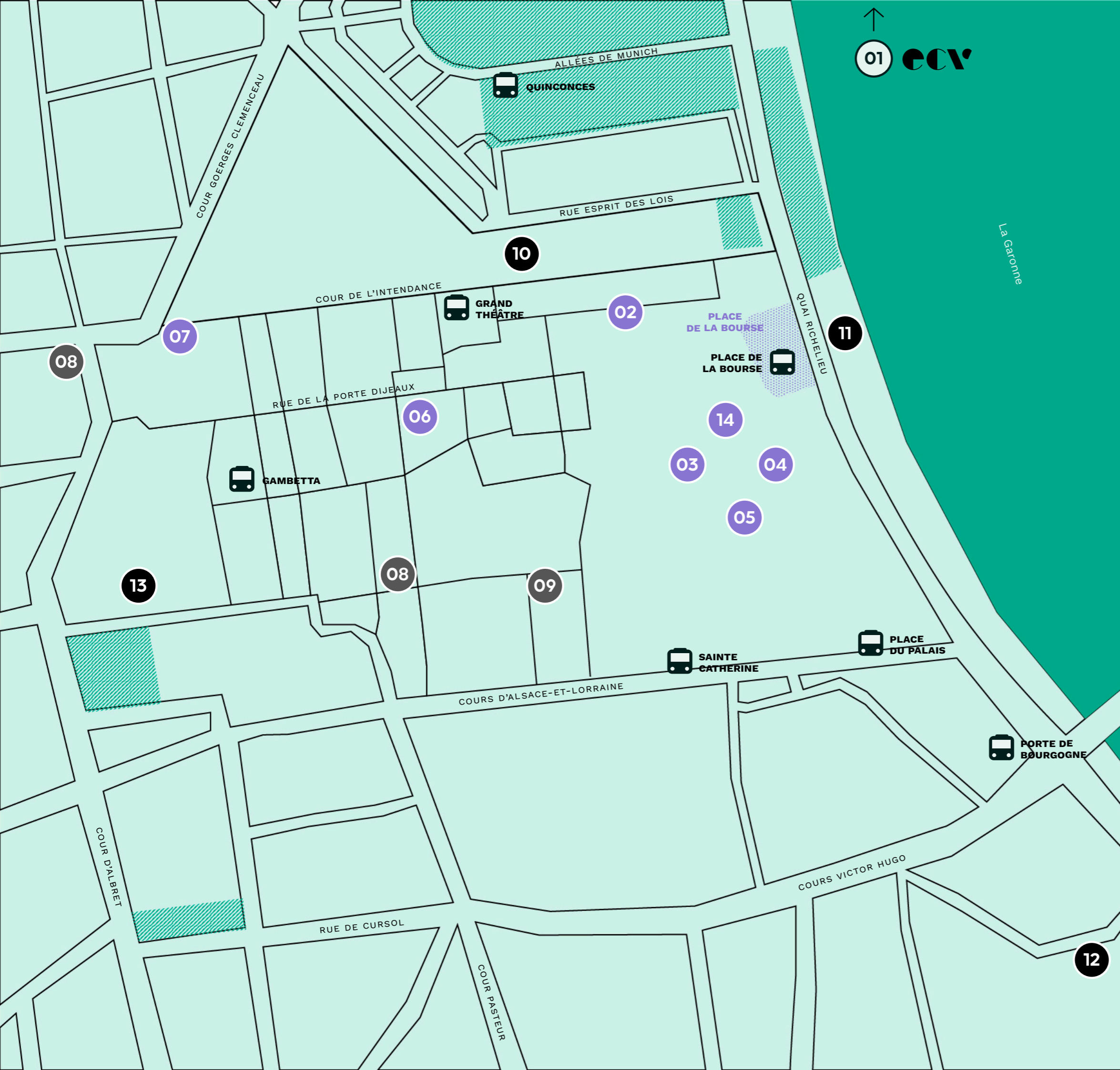
- 02 LE BOUCHON BORDELAIS
- 03 LE PETIT COMMERCE
- 04 LA TERRASSE SAINT-PIERRE
- 05 TANTE CHARLOTTE
- 06 CHEZ JEAN
- 07 DUNES BLANCHES CHEZ PASCAL
- 14 LA COMTESSE

## TO TASTE BORDEAUX'S CANNELÉS

- 08 BAILLARDRAN
- 09 LA TOQUE CUIVRÉE

## CULTURAL TOURS OF BORDEAUX

- 10 BORDEAUX NATIONAL OPERA
- 11 WATER MIRROR
- 12 SAINT-MICHEL'S BASILICA
- 13 MUSEUM OF DECORATIVE ARTS AND DESIGN



# CAR DESIGN

## ADVANCED MOBILITY & MORE

Car design and urban mobility have dramatically evolved in the past twenty years : new needs and expectations from consumers and cities alike have made it a top priority.

The car design is therefore key in crossing the bridge between society's constant development and the expectations regarding sustainability and related concepts.

IAAD offers students to study and find out. You will be working both in teams and individually, and, as you gain the necessary knowledge and awareness in design, you will translate it in a 360° project. This course is meant to make you discover the car industry and its challenges.



### PROGRAM

**Scenario analysis**  
2021-2031

**Definition of its problems and needs**  
From in-depth scenario problem analysis to define new needs

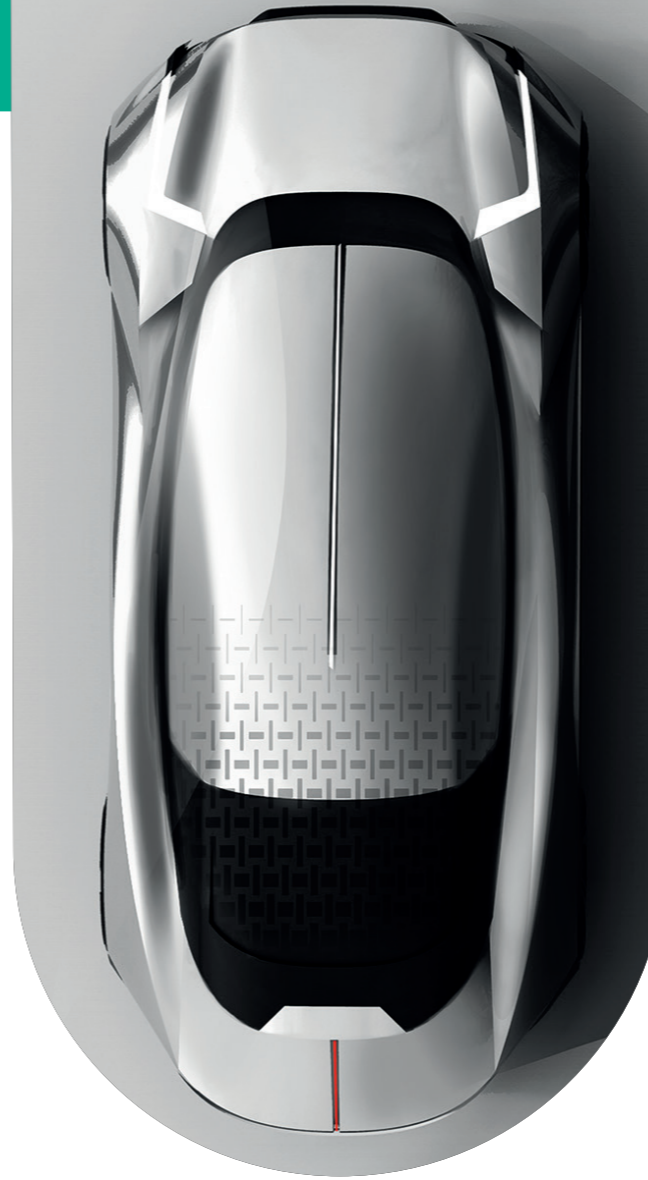
**Solutions/ First concept**  
New scenario, concept design

**Concept definition**  
Final concept structure, problem solution, competitive advantage, «why is this the solution?», story-telling

**Presentation**

**Team review and corrections**

**Final presentation**



### LEARNING POINTS

Skills of scenario and problem analysis

Problem solving

Concept generation

Presentation skills

Strategic design

Product design

Managing (Identity, brand, competitiveness)

Service Design

Sustainability design





# TURIN ITALY

Turin is the capital of Piedmont, in northern Italy. It is known for the refinement of its architecture and its gastronomy. The Alps rise to the northwest of the city. Stunning Baroque buildings and old cafes line Turin's boulevards.

## TO TRY TURIN SPECIALTIES

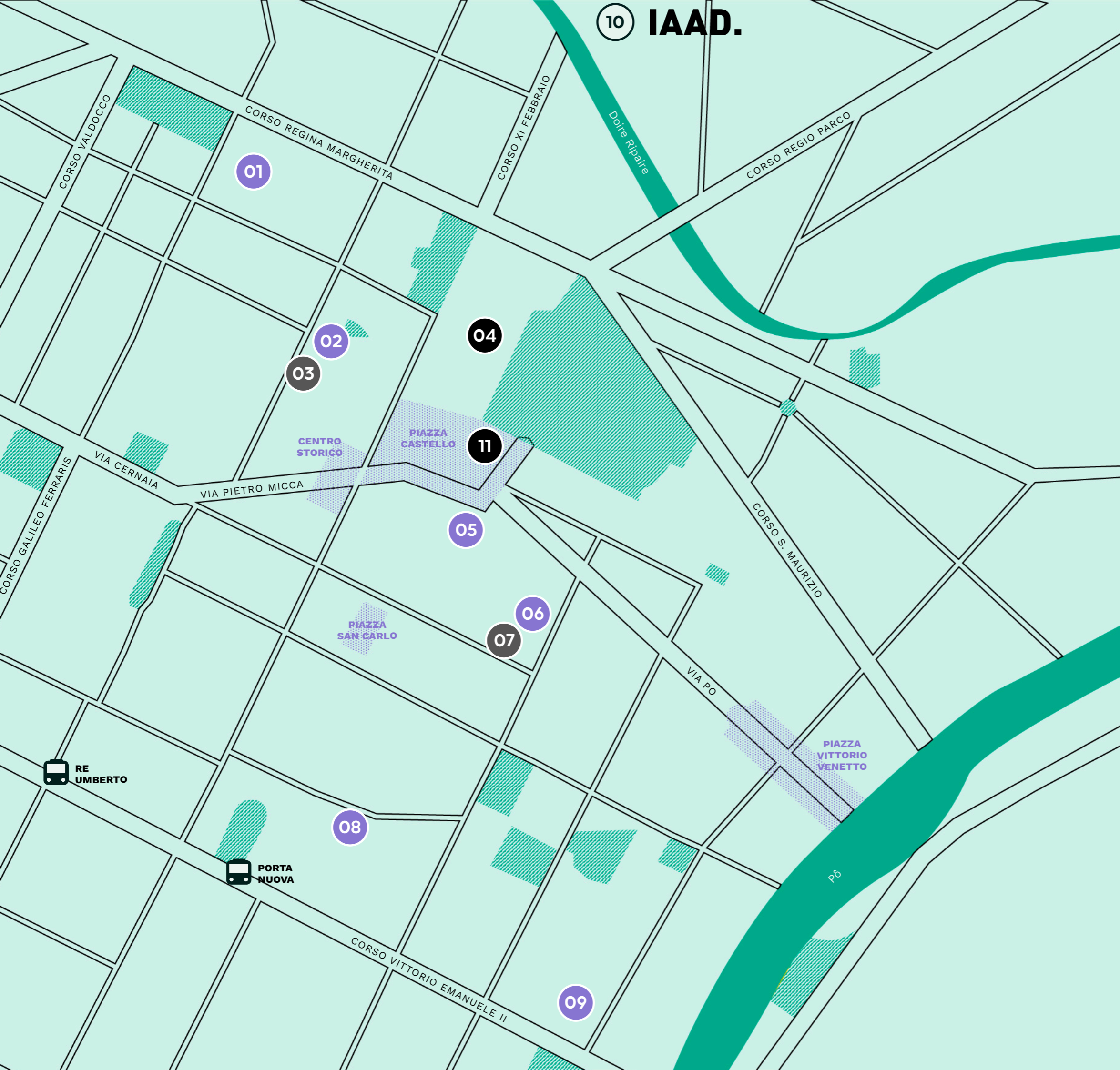
- 01 ARANCIA DI MEZZANOTE
- 02 PIOLA DA CIANCI
- 05 CAFFÈ MULASSANO
- 06 LOCANDA DA BETTY
- 08 FLORIS HOUSE
- 09 CANTINA DA LICIA

## TO TASTE TURIN CHOCOLATE

- 03 PRODOTTI GIANDUDJA
- 07 GUIDO CASTAGNA

## CULTURAL TOURS OF TURIN

- 04 PALAZZO REALE
- 11 PALAZZO MADAMA



10 IAAD.

# FOOD COMMUNICATION DESIGN

Bologna is one of the most well-known cities sought after for its food traditions and its ancient university, herited from the Renaissance!

There is no better place to come and study Food Communication design, as part of an avant-garde workshop-based on several trend scenario analysis of the next ten years. The IAAD has a well-established experience in design and communication.

Come and join us for this occasion: we'll be able to host you in our Student hotel.

## PROGRAM

**Food and Beverage Design**  
Spaces and services

**Brand Identity**

**Food Representation**  
Social, photography and graphic design

**UX/UI for food Design**

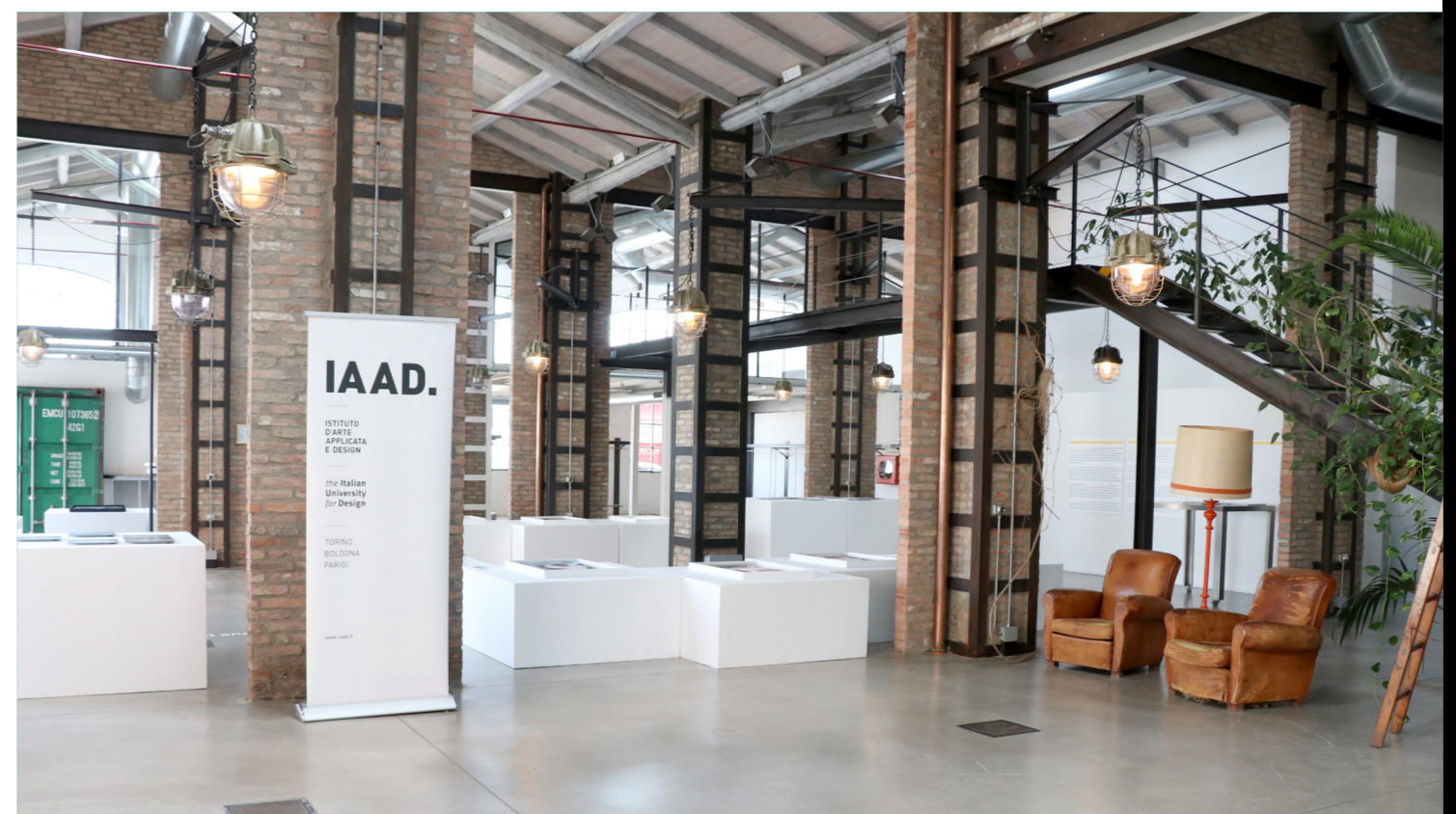
**Food and Beverage marketing**

**Final presentation.**



## LEARNING POINTS

- Problem solving
- Circular economy
- Strategic design
- Food design
- Managing (Identity, brand, competitiveness)
- Service Design
- Sustainability design



# BOLOGNA ITALY

Bologna is less crowded than other major cities in Italy, yet has the main attractive traits of Italian cities: its culture (churches, museums, places), its food (street markets, trattoria) and its gothic architecture.

## TO TRY BOLOGNA SPECIALTIES

- 02 PIZZERIA BELLE ARTI
- 03 GELATERIA GIANNI
- 04 PIZZERIA DUE TORRI
- 05 MERCATTO DI MEZZO

## TO TASTE TAGLIATELLE AL RAGÙ

- 06 TRATTORIA GIAMPI & CICCIO
- 07 OSTERIA DELL'ORSA

## CULTURAL TOURS OF BOLOGNA

- 08 PALAZZO POGGI
- 09 BOLOGNA TOWERS
- 10 BASILICA DE SANTO STEFANO
- 11 BASILICA DE SAN PETRONIO
- 12 FONTANA DEL NETTUNO
- 13 PALAZZO DEL PODESTA



BUS



PLACES



GARDENS



# FASHION DESIGN

Accademia Italiana welcomes students to learn about fashion drawing in the well-known Tuscany capital, Florence!



## LEARNING POINTS

- Fashion drawing style
- Textile introduction
- History of fashion and much more

## PROGRAM

Come to Florence to discover fashion design and initiate yourself to fashion drawing! You will learn to depict figures, movements, and attitudes.

Discover the technics used for colors, the diverse trends and the different drawing methods of the fashion designer.

During the Collection classes, students will also think about the clothes they want to design: they will be guided by a fashion designer to develop ideas on a fashion collection.

To inspire you and your collections, you will also study the recent history of fashion and visit major fashion houses and museums.



# FLORENCE ITALY

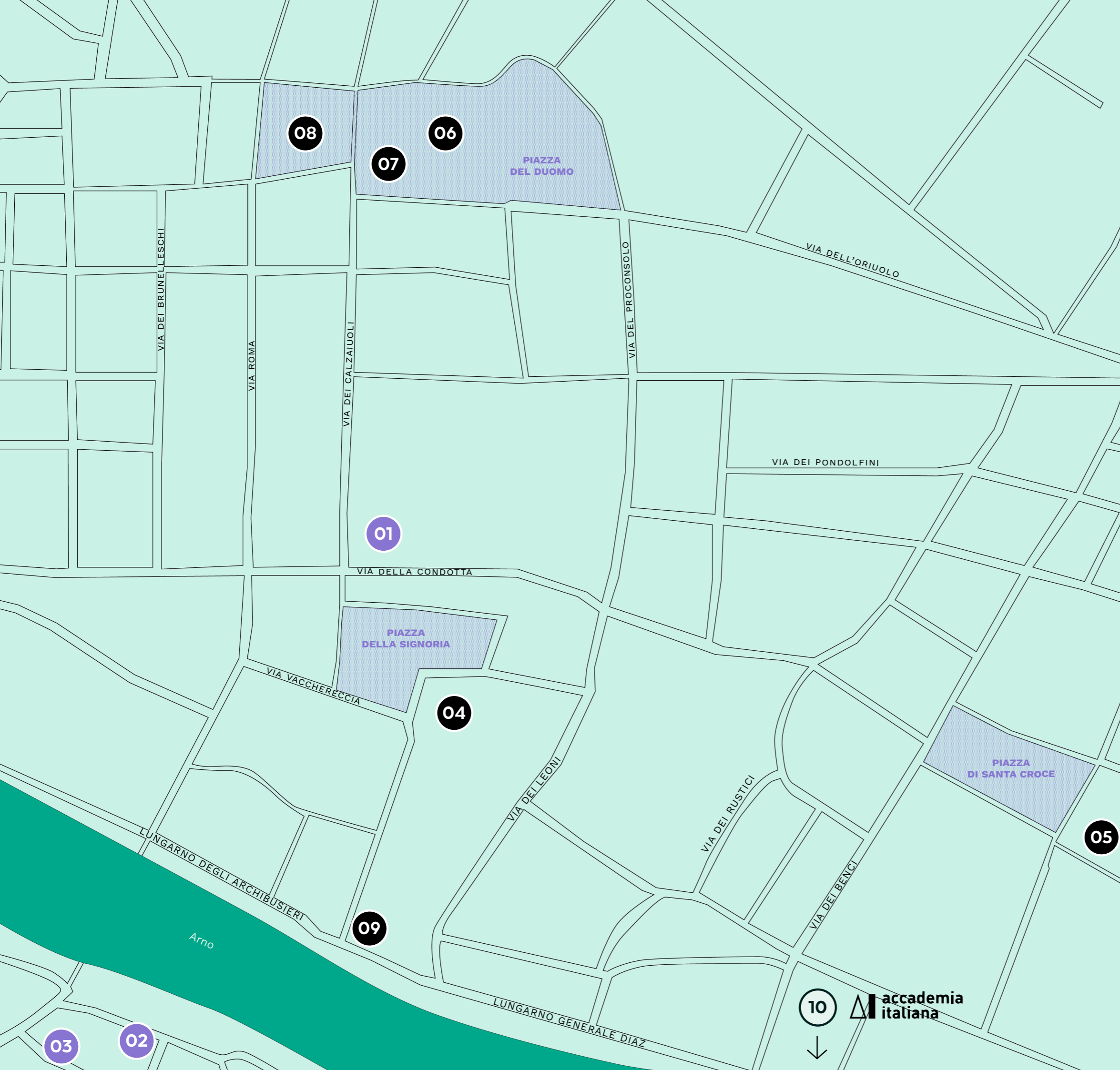
Firenze, Tuscany's capital, is a major city in terms of architecture and culinary offer. Its leather market is very well-known, as well as its different cathedrals. Firenze is a beautiful ancient European city, full of heritage from the Renaissance period. Come and study in one of the UNESCO's world heritage city!

## TO TRY FLORENCE SPECIALTIES

- 01 L'GIRONE DE'GHOTTO
- 02 AMICHI DE PONTE VECCHIO
- 03 LE VOLPI E L'UVA

## CULTURAL TOURS OF FLORENCE

- 04 PALAZZO VECCHIO
- 05 BASILICA DI SANTA CROCE DI FIRENZE
- 06 CATTEDRALE DI SANTA MARIA DEL FIORE
- 07 CAMPANILE DI GIOTTO
- 08 BATTISTERO DI SAN GIOVANNI
- 09 GALLERIA DEGLI UFFIZI





# JOURNALISM & AUDIOVISUAL LAB

Are you interested in journalism and audiovisual communication? Come and learn in Berlin! The course will focus on advanced audiovisual storytelling in journalism and corporate communication. Students will benefit of on-site practical trainings and teachings, and will learn to use the material needed on a TV set production, with professional material!

You will improve your video production skills, and find new creative communication means through audiovisual media, in the context of our globally connected world.

You will have time to discover Berlin and its many faces, as the campus is located in Mitte, in central Berlin by transportation.

## PROGRAM

### Introduction to video camera and shooting on location

Keynotes Storytelling - Audio - Light - TV-Studio - Keynote Culture - Politics in Berlin

### Introduction to Postproduction & Personal training in front of a camera

Shooting in TV-Studio and on location & Postproduction Exercise Working



## LEARNING POINTS

Thematic priorities are politics/culture/ lifestyle

Practical realization of a "My BERLIN Lab Experience"

8 days of video production workshop in HMKW's TV-studio with a concluding studio production

Accompanying lectures of profs/ lecturers of the faculties

Introduction to storytelling in video

Excursions/ social events

Introduction to moderation and studio production processes



# BERLIN GERMANY

Berlin is appreciated for its relaxed yet buzzing atmosphere. Witness Berlin's heritage through the former West- and East-Berlin, be a Berliner and try out the Curry Wurst with a Feierabend Beer, and enjoy the city!

## TO TRY GERMAN SPECIALTIES

02 STÄNDIGE VERTRETUNG

## TO TASTE BERLIN CURRYWURST

03 CURRYWURST HOUSE

04 SCHLÖGL'S

05 BERLINCURRYS

06 CURRY & MORE BERLIN

## CULTURAL TOURS OF BERLIN

07 REICHSTAG PALACE

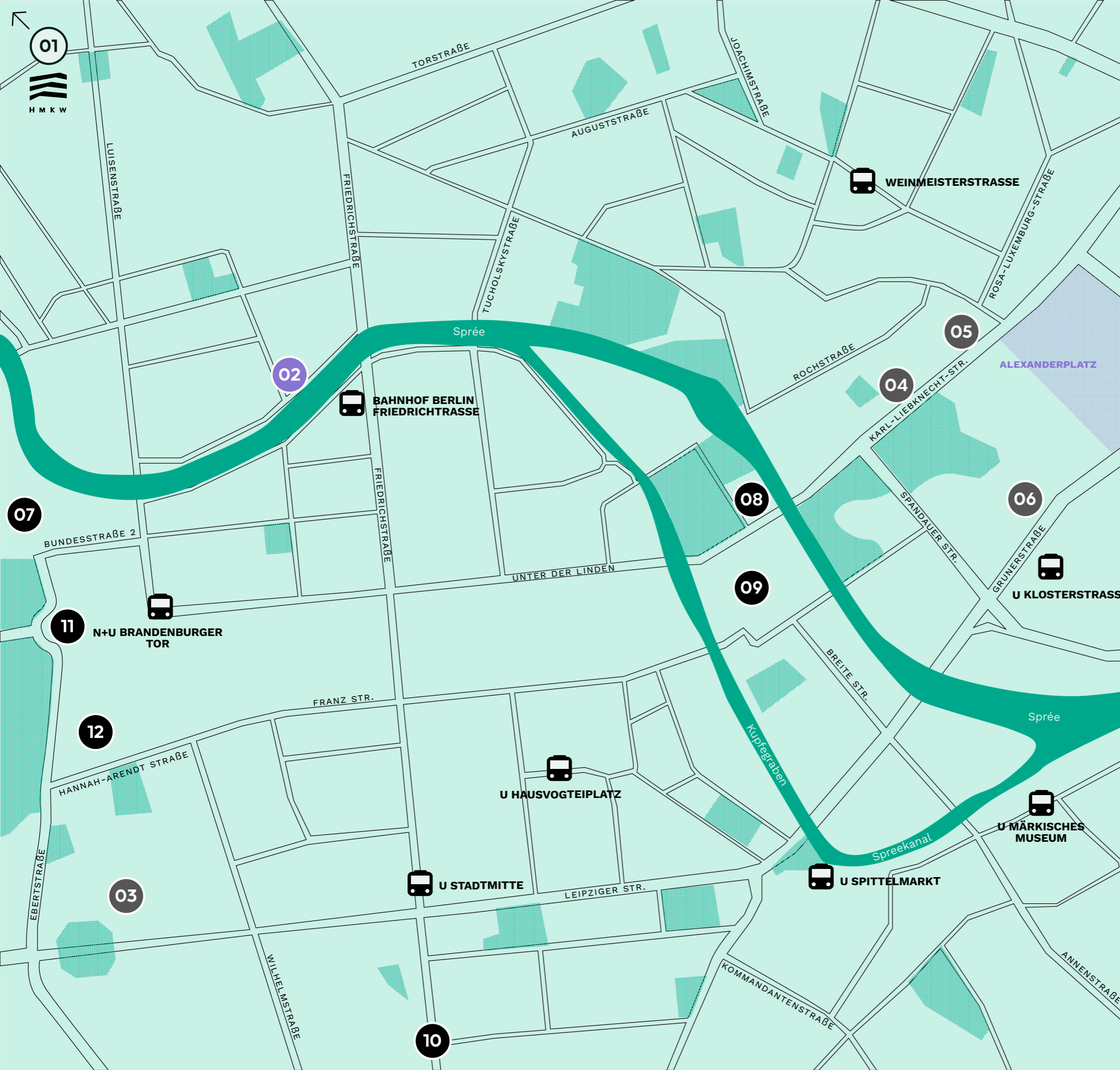
08 BERLINER DOM

09 MUSEUMSINSEL

10 CHECKPOINT CHARLIE

11 BRANDENBURGER TOR

12 MEMORIAL TO THE MURDERED JEWS OF EUROPE



# SOUND DESIGN FOR ADVERTISING

You are interested in the advertising environment and want to gain an unique insight on this industry. Learn the specific subject of sound design in this sector!

Sound is key to any ad. The course will overview the major aspects of sound design for advertising: including music, voices and sound effects, as well as sound post-production and editing, to reach professional quality work.



## LEARNING POINTS

The objective of the course is to learn how sound is designed in the advertising environment and how it is important for the final result.

The course reviews the most important aspects of sound design for advertising, the elements involved (music, voices and effects) and sound post-production to reach professional quality work.

## PROGRAM

### Soundtracks

Music - Voices - FX - Silent - Musical settings

### Live sound

Dialogues - Voice over - Sound references - Wildtracks

### Sound Posproduction

Dubbing - Foley - Sound FX - Ambiances

### Protools

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 - Project finishing

### Post-production demo

Organization and production - Work flow - Sound design - Dubbing - Mix for picture - Delivery formats

### Design of an advertising Spot





# AUDIOVISUAL PRODUCTION CINEMA PROGRAM

The summer session in Film and Television at CEV Madrid prepares you to know and control the different systems and techniques with different cameras and lighting equipment.

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

## LEARNING POINTS

Know in detail the different profiles that contribute in film and television productions

Put into practice the tasks of the different positions that cover an audiovisual production



## PROGRAM

Camera

Lighting

Media  
Screenwriting

Directing  
for the screen

Project Shooting



# INTENSIVE 3D ARTIST

Come to CEV Madrid and learn the basics of 3D techniques as a pathway to access the Game & Animation Industry.

The 3D artists are the key to games support, 3D visualization, films and multimedia productions!

You will oversee the elements of a 3D art studio, including the latest software industry standards.

You will of course learn and practice, for maximum information retention and skill acquisition.

## PROGRAM

### Concept Art

Development of silhouettes, photobashing, color and shape

### 3D Modelling Practice

Body and facial anatomy, retopology techniques with Maya

### Studio Workflow

Approach to Unreal Engine

### Motion Capture

Editing and Mixing

### Animation

Principles of animation

### Final Project

## LEARNING POINTS

The objective of the course is to learn the basics for 3D software related technology in studios such as game pipeline, film pipeline, Maya and Zbrush as an industry standard and professional basic workflow.



# SOUND ENGINEERING

Are you interested in sound design?  
Have you always wondered how the original soundtracks and musics were made?

Come to Madrid and learn the activities of the audio engineers as well as the techniques of the Audio and Media industry. Their job is key to support broadcast, music, live sets, films and multimedia productions.

Students will benefit from classes in a sound studio, with the latest upadted software and hardware at disposal. Both practice and theory will be taught in this class.



## PROGRAM

### General Aspects of Audio

Physical elements of Audio, Audio Parameters, Audio measurements units, Acoustics

### Audio Studio Practice

Consoles, Elements of an audio channel, Delays, Reverbs, Modulation, Dynamic equipment, Sends, Returns

### Studio Workflow

Setting up the studio, the Recording process

### Editing and Mixing Software

Protools : Intro - Create a session - File import - Basic Editing Techniques - Sound Mixing - Project finishing

### Radio

Elements of a Radio Studio: Workflow, Case Practical Study: creating a radio commercial spot demo

### Project Mixing

Create a Stereo Final Master of a multitrack song

## LEARNING POINTS

Skills of scenario and problem analysis

Problem solving

Concept generation

Presentation skills

Strategic design

Product design

Managing (Identity, brand, competitiveness)

Service Design

Sustainability design



# MADRID SPAIN

Capital of Spain, Madrid is very dynamic and a great starting point to discover the Spanish culture! Its 21 neighborhoods will give you many facets you can choose from! History, fashion, architecture, gastronomy, design, football, Madrid has it all: so much to say, better see it for yourself!

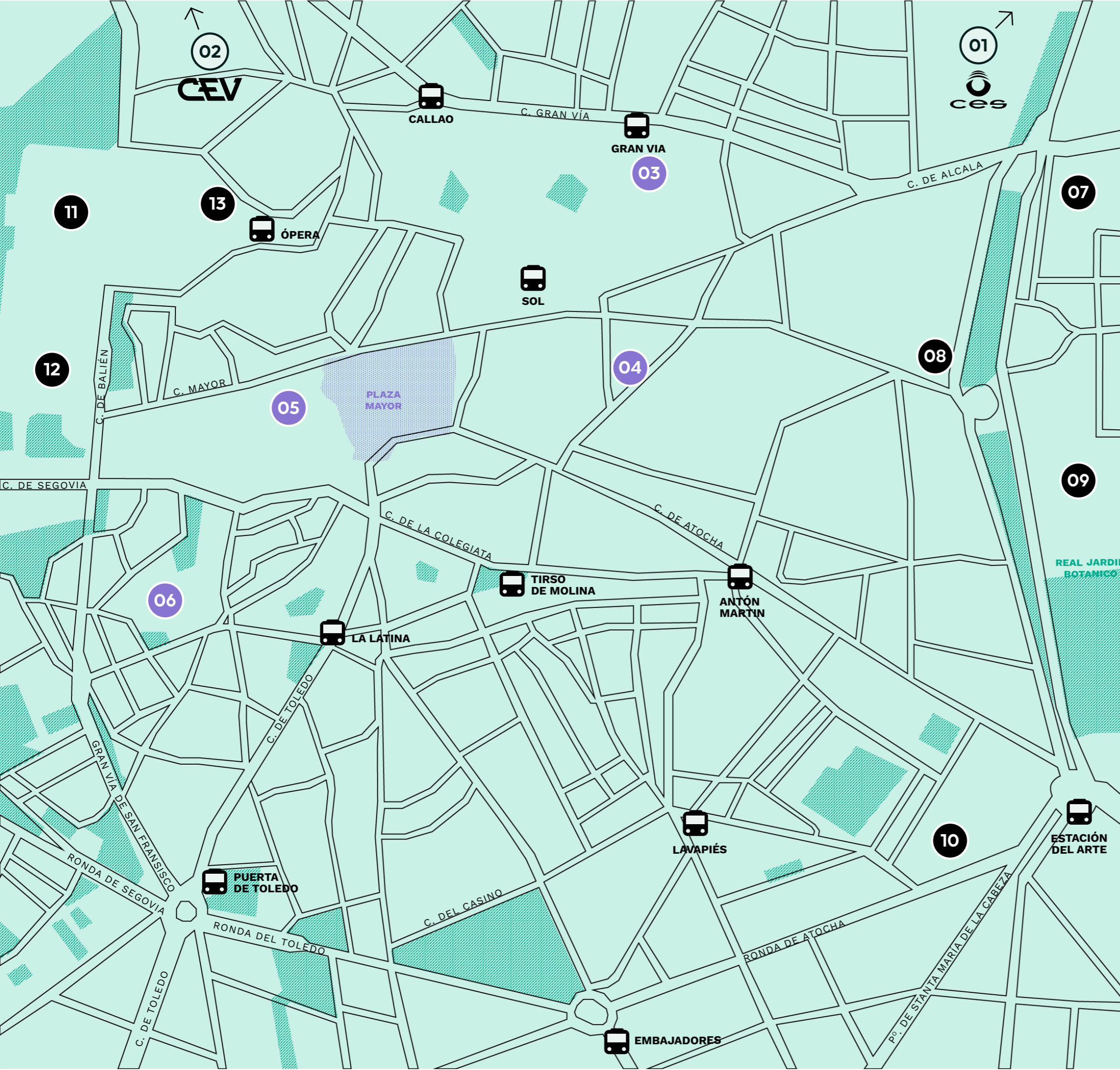
## TO TRY SPANISH SPECIALTIES

- 03 100 MONTADITOS
- 04 CASA TONI
- 05 MERCADO DE SAN MIGUEL
- 06 TABERNA ANGOSTA

## CULTURAL TOURS OF MADRID

- 07 CYBELE PALACE
- 08 THYSSEN-BORNEMISZA MUSEUM
- 09 PRADO MUSEUM
- 10 REINA SOFIA MUSEUM
- 11 ROYAL PALACE OF MADRID
- 12 ALMUDENA CATHEDRAL
- 13 TEATRO REAL

-  METRO
-  PLACES
-  GARDENS



# HOW TO APPLY?

DEADLINE : MAY 20<sup>th</sup>

## STEP 1

Send an email at:  
[summersession@ad-education.com](mailto:summersession@ad-education.com),  
 and ask all questions you need.

## STEP 2

The summer session team gives  
 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 INFORMATION

You have until May, 20<sup>th</sup> 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 confirms by mail the reception of the completed and signed application form, and once the fees are transferred.





# Pack your bags!

## Photography workshop

École de Condé, Paris

## Graphic design principles

ECV, Bordeaux

## Car design

IAAD, Turin

## Food communication design

IAAD, Bologna

## Fashion design

Accademia Italiana, Florence

## Journalism & audiovisual Lab

HMKW, Berlin

## Sound design for advertising

CES, Madrid

## Audiovisual production

CEV, Madrid

## Intensive 3D artist

CEV, Madrid

## Sound Engineering

CEV, Madrid

4<sup>th</sup> JULY 2022

—  
15<sup>th</sup> JULY 2022

# SUMMER SESSION

PARIS

BORDEAUX

TURIN

FLORENCE

MADRID

BERLIN

BOLOGNA