

Join a creative summer course in Europe



accademia italiana

CEV

écoles de commerce

IAAD.

CCV

HMKW

CES



IN PARTNERSHIP WITH SCHOLA

SUMMER SESSION

4th JULY 2022
–
15th 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 4th
till July 15th 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, 20th 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.

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



H M K W

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

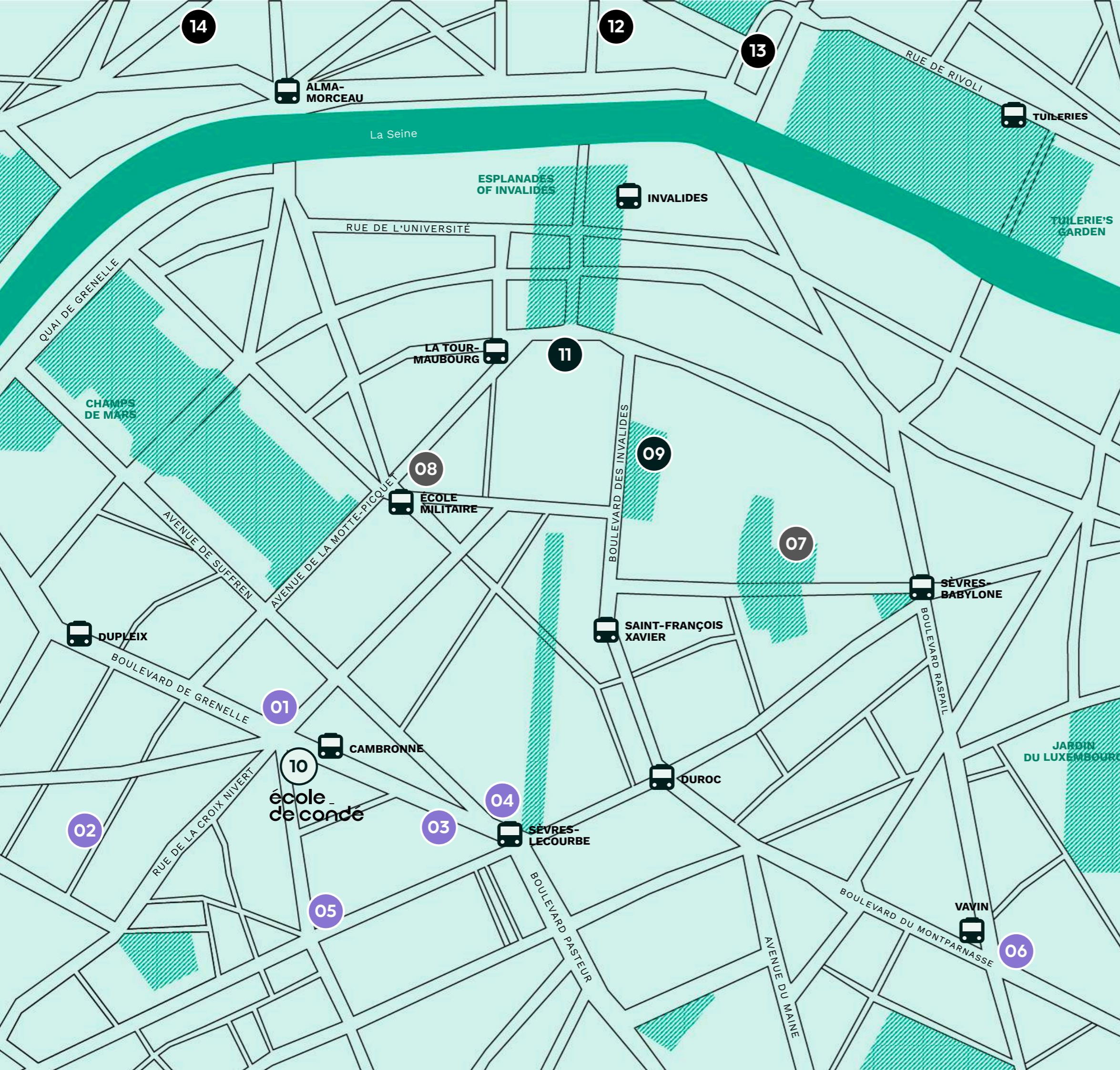
- 01 CAFÉ PIOU
- 02 BOULANGERIE ERIC KAYSER
- 03 ZIG ZAG
- 04 LE MOULIN DE LA VIERGE
- 05 LES ARTISANS
- 06 LE PETIT BOUILLON VAVIN

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.



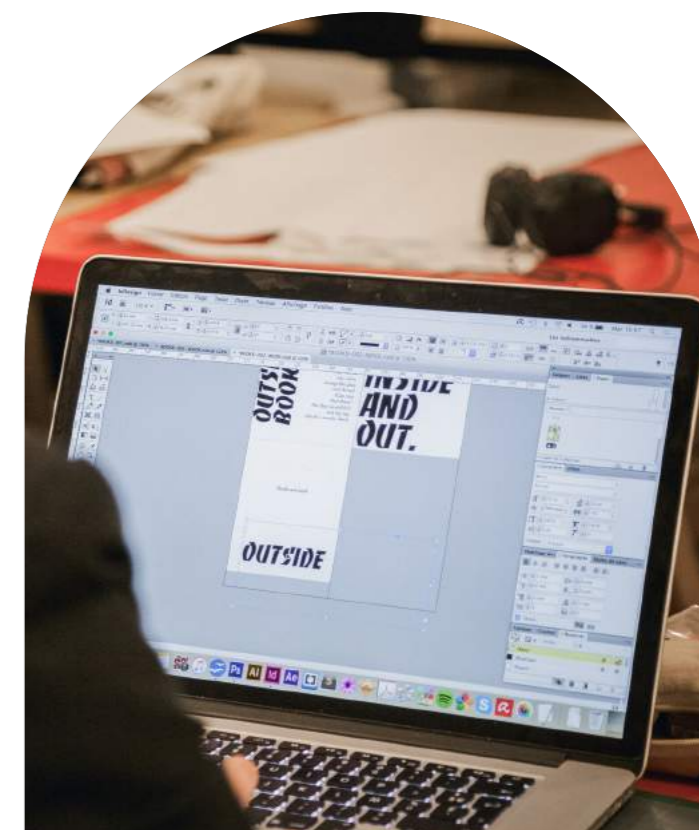
PROGRAM

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



LEARNING POINTS

- Typography
- Layout design
- Logo design
- Branding



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

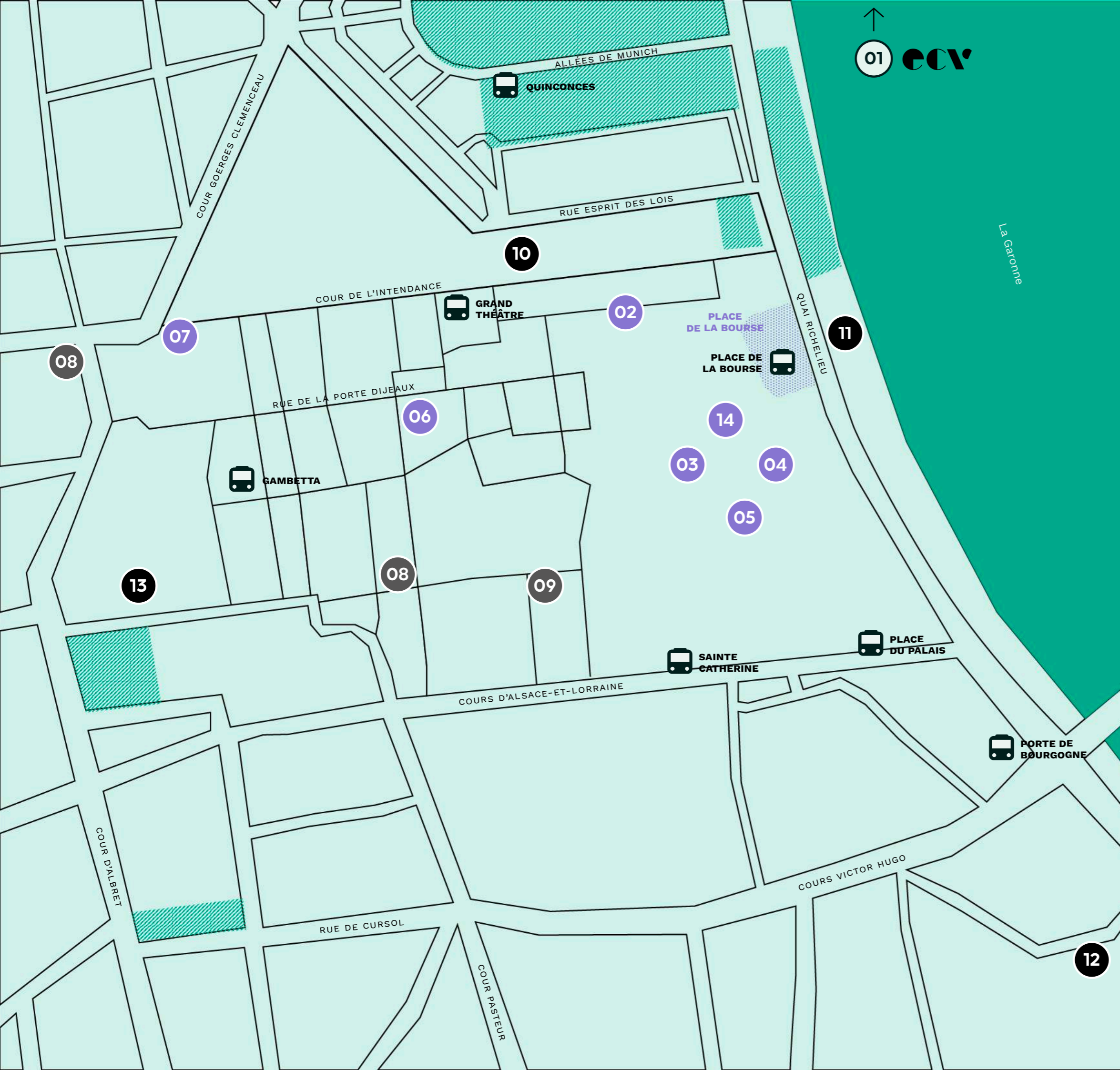
- 02 LE BOUCHON BORDELAIS
- 03 LE PETIT COMMERCE
- 04 LA TERRASSE SAINT-PIERRE
- 05 TANTE CHARLOTTE
- 06 CHEZ JEAN
- 07 DUNES BLANCHES CHEZ PASCAL
- 14 LA COMTESSE

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

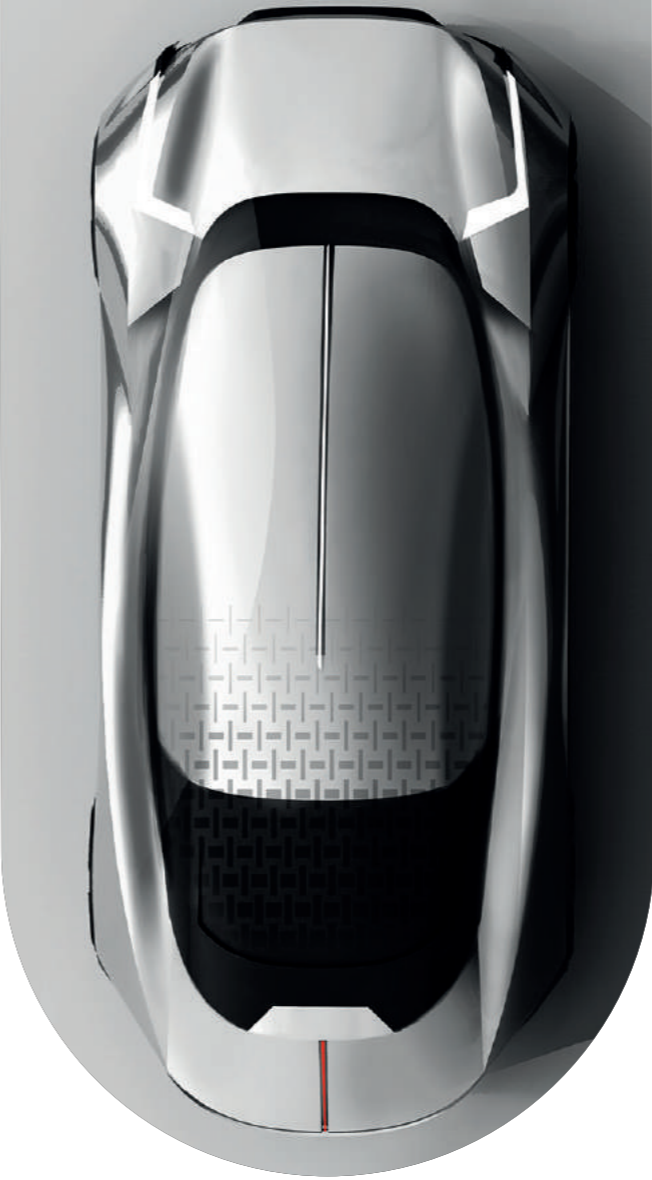
Solutions/ First concept
New scenario, concept design

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

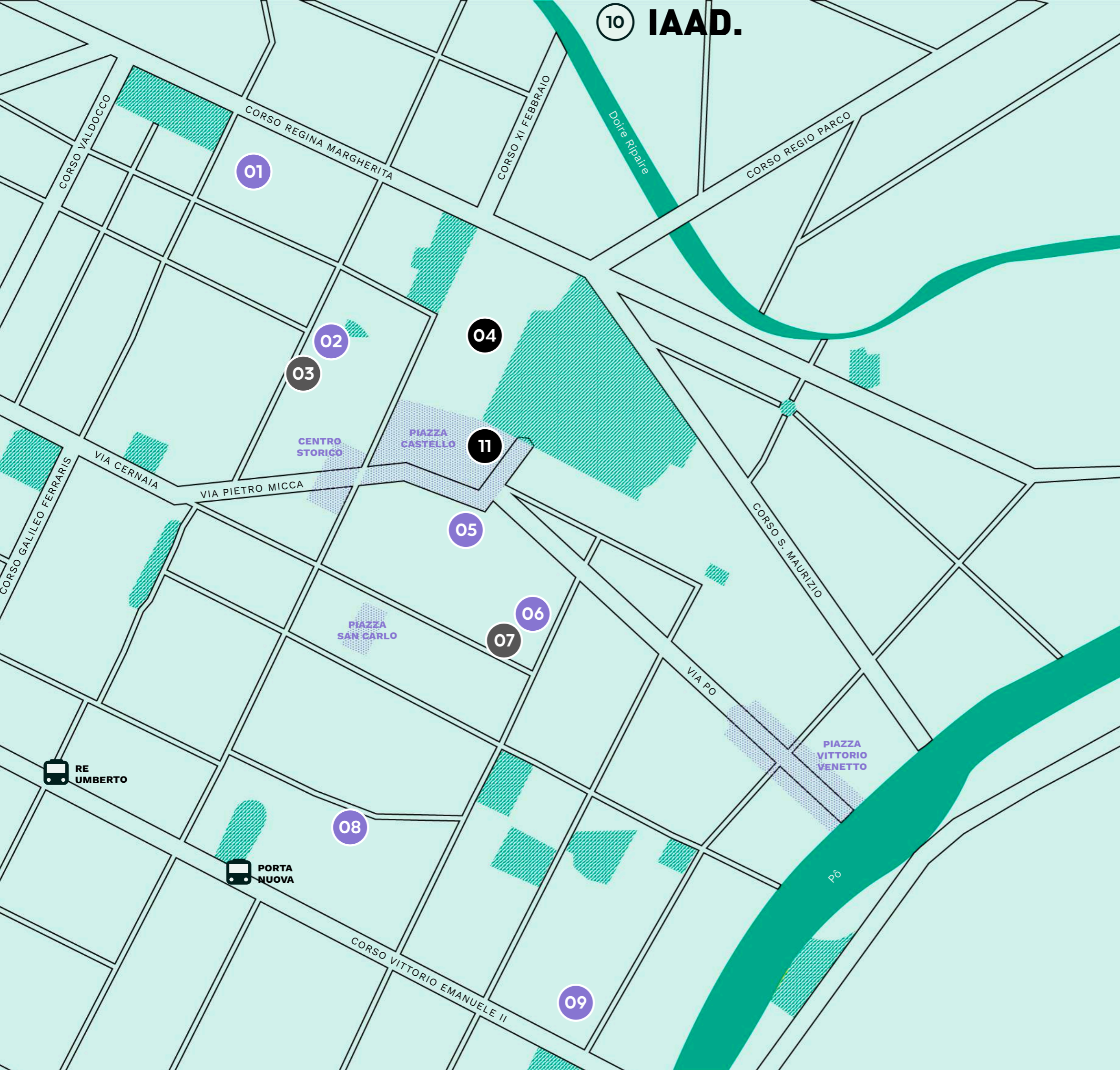
- 01 ARANCIA DI MEZZANOTE
- 02 PIOLA DA CIANCI
- 05 CAFFÈ MULASSANO
- 06 LOCANDA DA BETTY
- 08 FLORIS HOUSE
- 09 CANTINA DA LICIA

TO TASTE TURIN CHOCOLATE

- 03 PRODOTTI GIANDUDJA
- 07 GUIDO CASTAGNA

CULTURAL TOURS OF TURIN

- 04 PALAZZO REALE
- 11 PALAZZO MADAMA



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

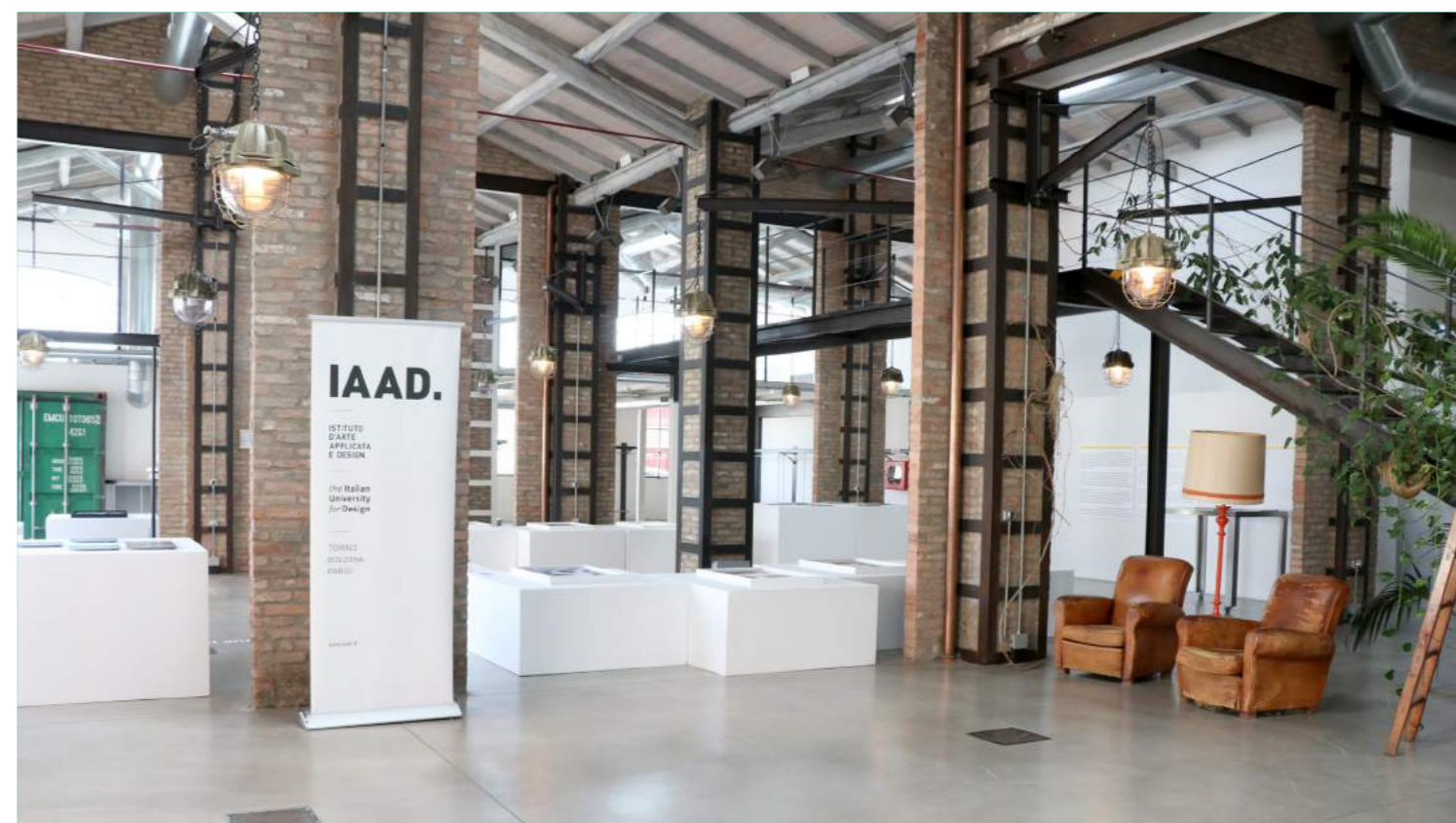
Food and Beverage marketing

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



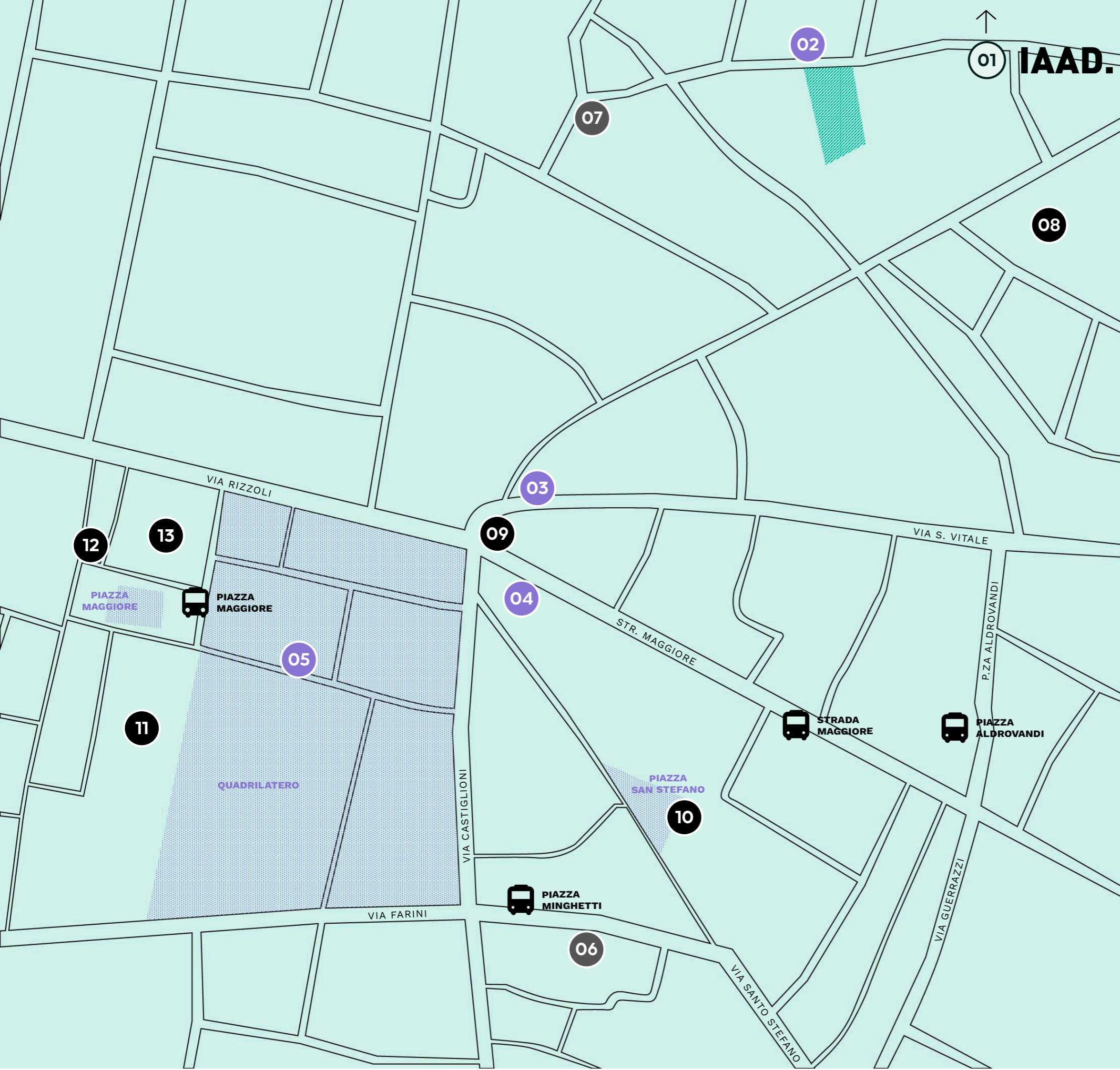
BUS



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

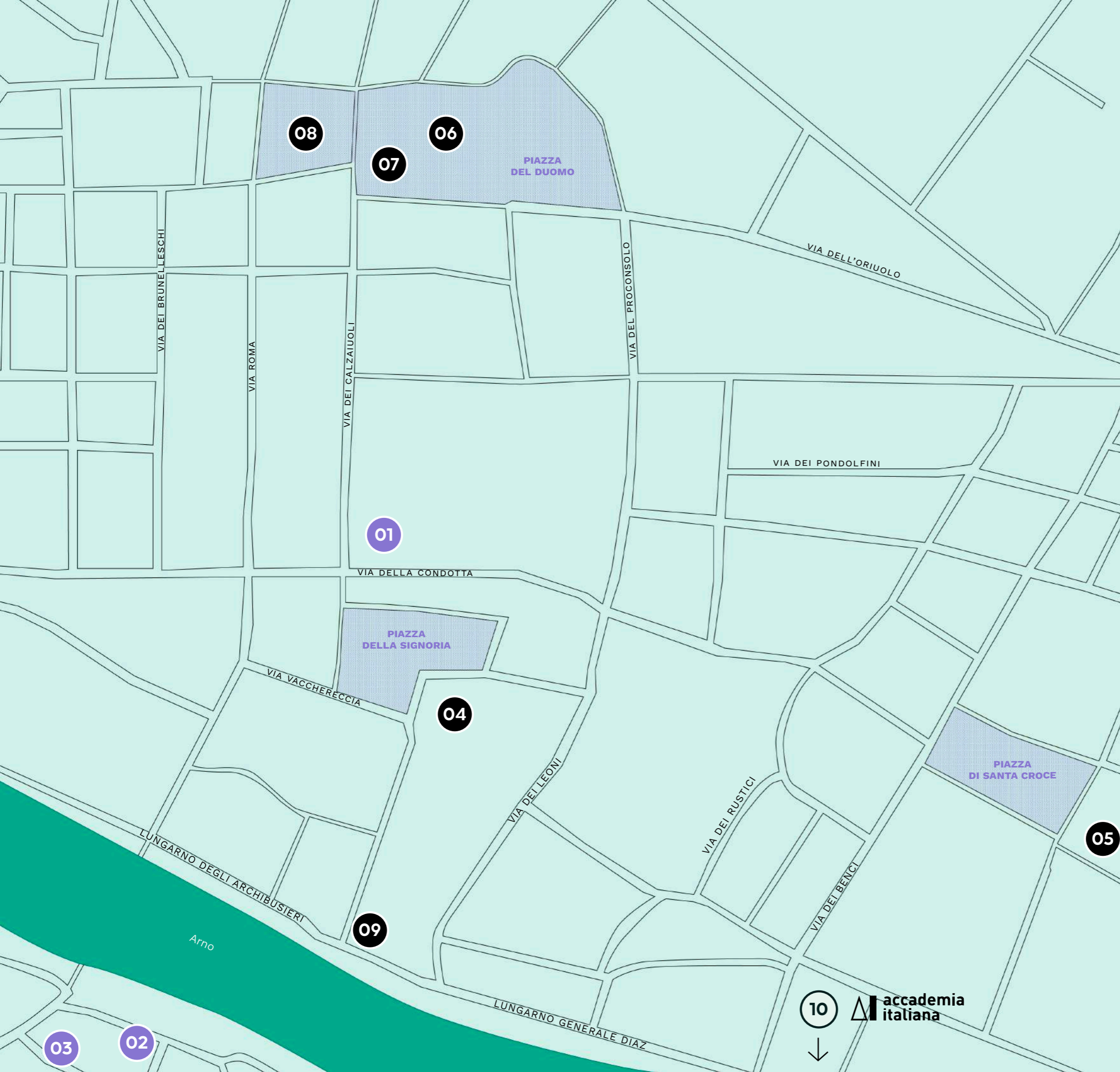
Firenze, Tuscany's capital, is a major city in terms of architecture and culinary offer. Its leather market is very well-known, as well as its different cathedrals. Firenze is a beautiful ancient European city, full of heritage from the Renaissance period. Come and study in one of the UNESCO's world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



10  **accademia
italiana**

 PLACES  RIVERS



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



METRO



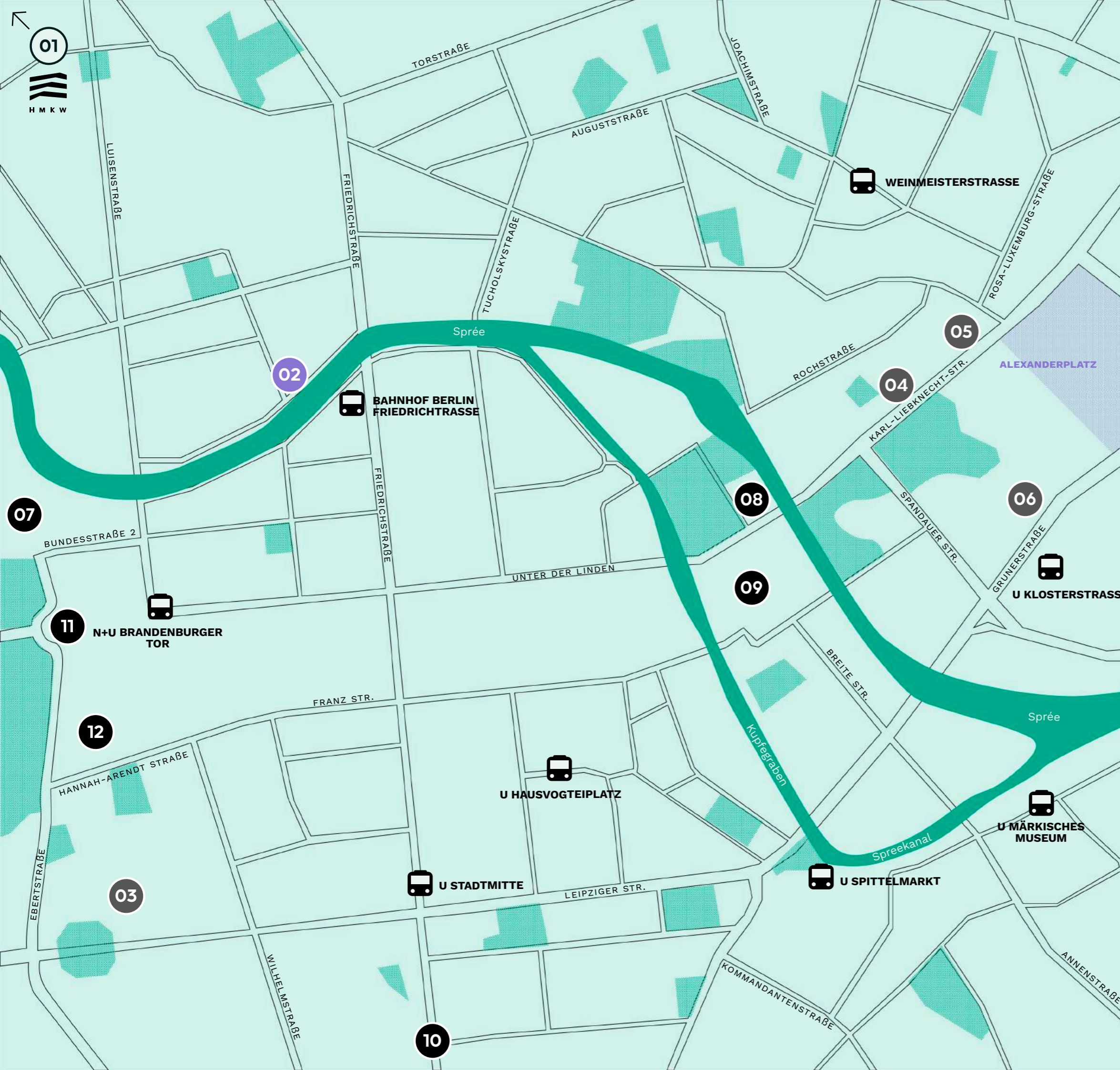
PLACES



GARDENS



RIVERS



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!

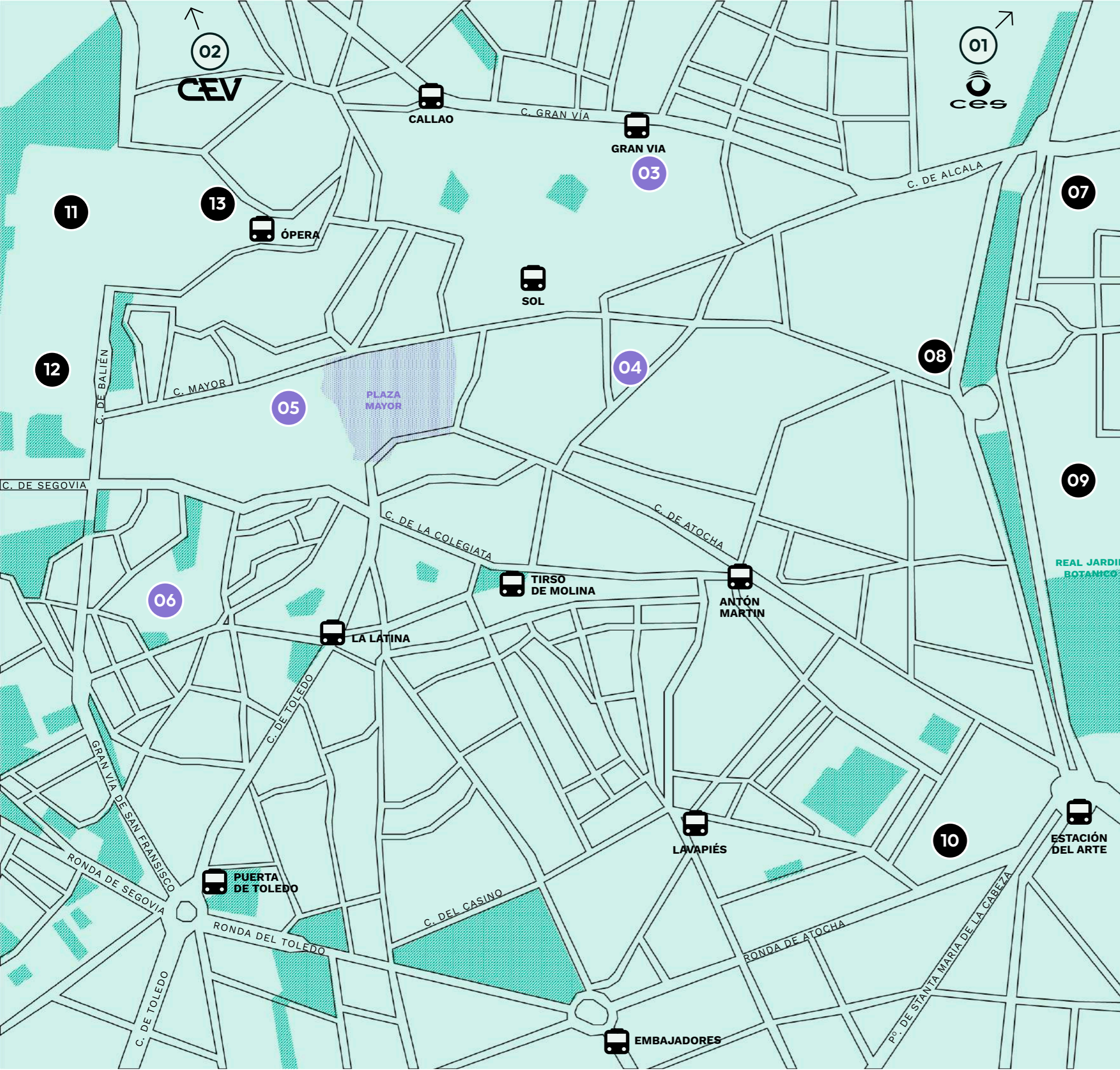
TO TRY SPANISH SPECIALTIES

- 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



CRAFTSMANSHIP

Are you interested in shoes, leather goods and handmade accessories? Do you want to create and customize something with your own hands?

Come to Florence and join the craftsmanship summer courses offered by SCHOLA Academy.

You can choose between 3 different programs to live the experience of becoming an artisan and learn how to create and finalize a product with your hands.



PROGRAM

Leather & Shoes

Week 1: introduction to Shoemaking - introduction to materials and tools - making of a pair of Franciscan sandals from scratch.
Week 2: introduction to Leather making - introduction to materials and tools - making of a leather handbag from scratch.

Sustainable Leather Experience

The course gives the opportunity to go through the full process of bag making in an intensive short time and from a sustainable point of view. Students will

get the skills and techniques needed for the creation of a bag, always using cuts and recovered waste of leather.

Custom Handmade Sneakers

Students will learn how to design and make a pair of handmade sneakers from scratch and how to deconstruct, regenerate and customize an existing one.

Extra activities

During the afternoon students will be invited to visit some artisan labs, creative hubs, suppliers, fashion brands and museums.



LEARNING POINTS

Hands-on Workshops

Design & Product Development

Leather and shoe-making introduction

Sneaker Customization

Sustainable Fashion

Realization of Handmade products

Contemporary Crafts

Creativity & Manual Skills



HOW TO APPLY?

DEADLINE : MAY 20th

STEP 1

Send an email at:
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, 20th 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

Journalism & audiovisual Lab
HMKW, Berlin

Graphic design principles
ECV, Bordeaux

Sound design for advertising
CES, Madrid

Car design
IAAD, Turin

Audiovisual production
CEV, Madrid

Food communication design
IAAD, Bologna

Intensive 3D artist
CEV, Madrid

Fashion design
Academia Italiana, Florence

Sound Engineering
CEV, Madrid

IN PARTNERSHIP
WITH AD EDUCATION

Craftmanship
Schola, Florence

4th JULY 2022

15th JULY 2022

SUMMER SESSION

PARIS

BORDEAUX

TURIN

FLORENCE

MADRID

BERLIN

BOLOGNA