

Multidisciplinary Creative Bespoke Course

Sushant School of Design 2018



An inspiring course combining innovative creative practice with cultural visits.



Multidisciplinary Creative Bespoke Course

Dates: Monday 30th July - Friday 10th August 2018

Welcome to the Arts University Bournemouth, a creative community and campus like no other. We are delighted to provide this exciting opportunity exclusively for Sushant School of Design students.

This bespoke programme is designed to enrich existing studies and provides an opportunity to explore new ways of thinking and expressing individual creativity. It will inspire creative innovation and professional development.

The bespoke programme is designed for passionate students who want to influence their professional futures, enhance their creativity whilst increasing cultural understanding and communication skills.

Students will receive an Arts University Bournemouth Certificate of Attendance with recognition of appropriate credits by Sushant School of Design.





ARTS UNIVERSITY BOURNEMOUTH

Arts University Bournemouth, established in 1885 as a specialist institution, is now a leading University offering high quality education in art, design, media and performance across the creative industries.

The University has been providing specialist education for over a century and is one of a small number of higher education institutions in the UK devoted solely to the study of art, design, media and performance. It enjoys a strong reputation, both nationally and internationally.

Choosing the Arts University Bournemouth will provide students with a well-resourced environment in which to practice to the highest standard. Students can join our own passionate University teachers who will encourage curiosity and risk-taking, while exploring and pushing subject knowledge and its boundaries.

We are a creative international community, where both University teachers and students share a commitment to art, design, media and performance, with over 4,000 students based on one campus. The unique atmosphere allows students to observe at first hand how a University dedicated to creative education, is an ideal environment learning to study, learn and grow.



Head-turning drawing studios, high-tech model making workshops and a dedicated student centre are just a few of our recent developments.



What's included in the Bespoke Course

25 hours of creative studio practice

4 hours of lectures

One-to-one folio guidance and advice

18 hours of location teaching and cultural excursions to London, Bath, and the Jurassic Coast

Certificate of Attendance

Exhibition visits

Fireworks evening and BBQ

Fish and chips supper

Welcome dinner

British coast and seaside exploration

Return airport transfers

Accommodation for 12 nights in AUB Halls of Residence with en-suite rooms

Free Wi-Fi

Programme Overview

Creative thinking and experimentation are essential characteristics of the 21st century, and can apply to all areas of business, science and technology.

Great managers think outside the box and need team players who can collaborate across disciplines and produce results that attempt to solve problems that impact on everyday lives of humans.

Creative professionals are relentlessly innovative and persistently curious, investigating new ways of looking and seeing the world around us.

In addition to experimenting with new creative techniques and processes, students will be encouraged to practice and improve their professional presentation and effective leadership skills, through teamwork and collaboration.

Students will also be asked to present their work and comment on the work of others.

After classes finish each day students will have the opportunity to discuss and reflect on their work ahead of the next day's activities.

Course Aims

The course aims to create a perfect platform for students to experiment with a variety of mediums and to appreciate their own identity and personality through their work.

Course Teaching

BA artists and designers will lead the course supported by specialist teachers and technicians who have a wealth of experience teaching full-time University students.

Methods of Learning

Students will learn by working as individuals and together in groups, in specialist studios and workshops. Tutors will use a variety of different approaches during the week to support their learning, and will introduce a large range of new sources for inspiration.

Facilities

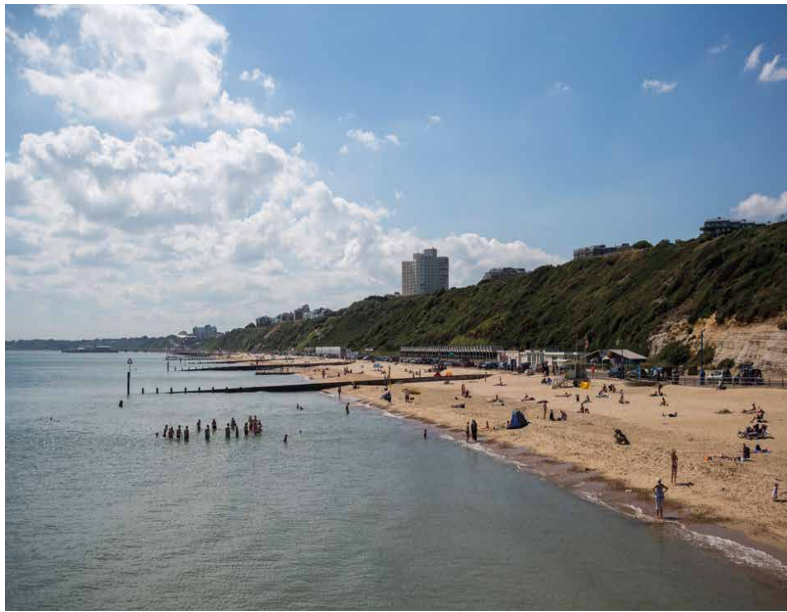
Students will work in large BA studios and workshops that are state-of-the-art and dedicated to creative learning. All materials will be supplied.

Portfolio

Students will produce a wide selection of work to complement their existing studies and will leave with a selection of both analogue and digital work to include in their portfolio.

Credit and Study Acknowledgment

A Certificate of Attendance will be awarded to all students who attend classes and all timetabled studies will be referenced with hours attributed on the Certificate.



Cultural Excursions and Visits

The programme is aimed to test students' creative abilities, but we also want to make sure students enjoy some of the many cultural and exceptional world heritage sites located close to our university.

Students will visit a number of the most iconic sites in the UK including the UNESCO world heritage city of Bath, with its magnificent Georgian architecture and ancient sacred Roman hot baths and spa.

A trip to the UK is never complete without a visit to the capital city London, where students will enjoy visiting iconic places and enjoy a whole day to explore the many attractions.

Closer to home is the natural UNESCO heritage phenomenon that is the Jurassic coast with its spectacular beaches and coastal walks.

Course Outcomes

- **Students will**
- **gain confidence, and a new appreciation and understanding of how to develop an intelligent visual literacy that is so important within a portfolio of work**
- **learn a completely new vocabulary of terms to use in future**
- **develop work that demonstrates creative identity**
- **appreciate the University environment in which they may wish to enter**
- **have developed drawing and observational skills that enhance aesthetic awareness**
- **appreciate the importance of research for idea development**
- **develop a critical and contextual awareness of different approaches within art and design related subjects**
- **identify what they can achieve through working together and as individuals**







Introduction
Campus Tour

Studio
Iconic British Design

Workshops
Specialist Print

Discussion
Creative Industries

TIMETABLE

Day One - Monday

After an official welcome, the Course team will meet students and introduce them to the central theme and content of the bespoke programme. Students will then have a campus tour of all facilities.

Iconic British Design digital mood board creation and image selection.

Students will experiment with texture, colour and image to enjoy and learn the skills of Screen Printing. Working in the specialist print workshop with a Master Printer, students will first watch a demonstration of how to make a simple print in one and then two colours using a mesh screen.

The tutor will discuss the type of images students should use for good print designs and students will use their prepared digital images to generate their unique designs on T-shirts and silk scarves.

A lecture will be given by the Arts University Vice Chancellor Stuart Bartholomew (CBE) about the impact and importance of the creative industries.

TIMETABLE

Fashion Studio

Day Two - Tuesday

Students will be asked to define their own 'identity' and using research, they will create and experiment with materials for inspiration.

Students will consider how to adapt an accessory /item of clothing to make it unique to them and will be given a variety of accessories and digital resources.

The afternoon will continue with a visit to a Vintage Emporium where students will be asked to use sketchbooks and digital devices to record the eclectic mix of items on display.

Students will be asked to choose and sketch a 'logo' to talk about and use the following day.

Day Three - Wednesday

Graphic Design

The lead tutor will give an informative introductory presentation on Graphic design and introduce its functions within the creative industries.

Students will be asked to work on a 'Live Brief' and produce a digital poster design based on their chosen logo, using Adobe software.

A critique at the end of day will involve students presenting their ideas.

TIMETABLE

Education Visit

Day Four- Thursday

An expert photographer will accompany students for the day visiting the world heritage location of the Jurassic coast .

Students will be given advice and guidance on how to capture and record personal observations or experience whilst in the outdoors, including land forms, weather and ambient light.

Day - Friday

Architecture

Students will learn the four main elements of architecture and each student will be given materials to work on a scale model of an urban environment.

Students will look at scale models to help visualise how big the elements and the spaces within the model are at a 1:50 scale.

Student will use digital technologies to photograph their models and record the work to date.

A British evening of Fish and Chips Supper by the beach

Cultural Visit

Day Six - Saturday

Students will enjoy a guided cultural tour of the historical city of Bath.

Students will draw and sketch on location using observational drawing techniques and applying 1 then 2 and 5 point perspective drawing.

Day Seven - Sunday

Free day to explore the local area and beaches

Day Eight - Monday

Life Drawing

Students will produce linear and tonal studies, record active poses and make more considered drawings, increasing confidence in their observational responses to the unclothed & clothed form.

Lecture : Creative Arts

Students will have the opportunity to discuss with expert tutors their personal and professional creative interests and gain critical feedback on work produced during the programme and learn ways to improve their skills.

Animation

Day Nine - Tuesday

Students will be introduced to the three ways of animating including drawing, stop motion and digital animation. Using character development and traditional hand drawn techniques, students will learn how to create shape and emotion through the production of a series of drawings.

Day Ten- Wednesday

Students will enjoy a day exploring the many famous iconic sights and scenes of London including world class museums and galleries.

Day Eleven - Thursday

Fine Art Installation

Students will work together in groups and will be asked to respond to a problem using a theme in contemporary society. Students will experience the process of making a fine art object, they will discover how art communicates to audiences.

Students will also be asked to create graphics to compliment the natural materials, generating interesting results that can be photographed.

Educational Visit

Fine Art 3D

Feedback Critique

Day Twelve - Friday

CERTIFICATE OF ATTENDANCE

Mini Exhibition and Certificate Event

Students will be asked to collate a small exhibition of their work that they have generated during the programme and to showcase their achievements.

To mark the end of the course there will be a short presentation that will be followed by a farewell reception. Students will be presented with a Certificate acknowledging their Attendance.

Students will be able to take home with them both hard copies and digital copies of their work for future reference.







Travel and Living Arrangements

Return Airport Transfers

University ambassadors will greet the group at the airport on arrival and will accompany the group to their accommodation on a private coach, which will usually take two hours. Return transfers will be arranged

University Halls of Residence

The Halls of Residence are in central Bournemouth, close to everything, including shops, restaurants and the beach. Cluster flats for groups of 6-8 are comfortable and provide en suite rooms with shared kitchens and living spaces.

University Daily Transfer

Students will travel together and will be accompanied on the first day by a student ambassador

Welcome Reception and Dinner

Students are invited to an informal dinner reception and a farewell celebration



Catering Arrangements

Breakfast is included in the timetable and is a typical English affair provided on campus between 08:30-09:30 during weekday sessions

Lunch is included in the timetable and is a choice of dishes served between 12:30-13:30 during weekday sessions

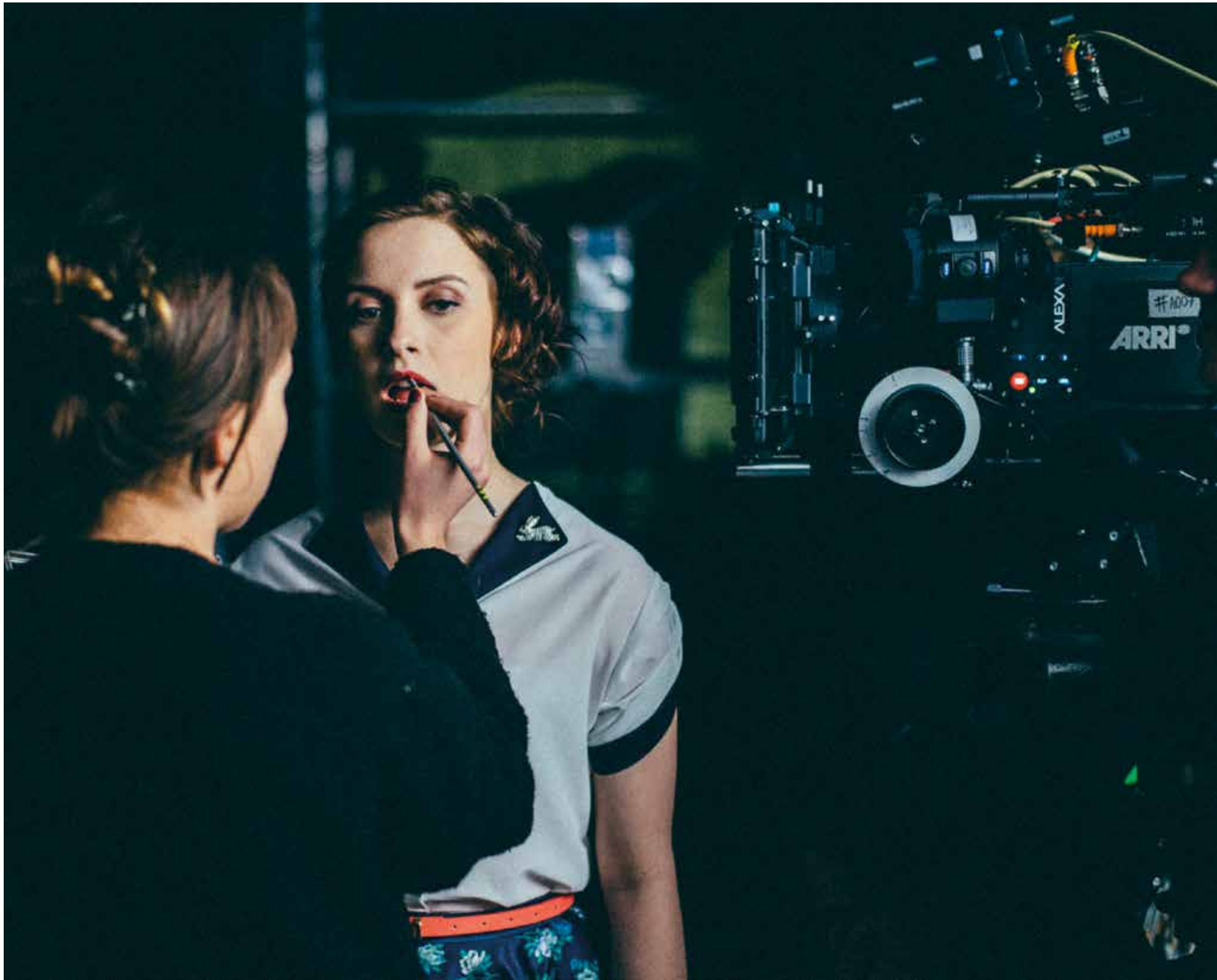
Dinner is self catered as are all weekend eating arrangements



We have a reputation for producing industry-ready Fashion graduates who've worked with UK and international brands, including Burberry, Ralph Lauren and Net-A-Porter.



Recent Acting graduates have appeared in BBC dramas, London's National Theatre tours and the Edinburgh Festival.



The university has an international reputation in the film business. We even have a branch of Framestore, Europe's leading special effects company on campus.



Our highly motivated Fine Art graduates include the founder of Celine Gallery Glasgow and Studio Assistant to Damien Hirst and Ian McKeever.

Recent Graphic Design awards include seven D&AD New Blood pencils, four YCN Awards and six Creative Conscience Awards.

