

SAF 暑假海外學程精選 - 創藝英倫(自行前往)

期間: 2015 年 7 月 5 日至 8 月 1 日 或 2015 年 8 月 2 日至 8 月 29 日,共四週

倫敦藝術大學簡介:

倫敦藝術大學位於倫敦市中心,由六所學院組成,包括國際聞名的中央聖馬丁學院。一百五十年來提供各層次、各學科的藝 術及設計課程,建立了在藝術設計教育界的全球領導地位,並造就了許多傑出的藝術工作者,如著名校友 Stella McCartney, Pierce Brosnan, Jimmy Choo, John Galliano, Henry Moore 等。倫敦藝術大學語言中心推出的英語+藝術課程充分利用其藝術、設計、時尚 的資源和環境,支援學生進行有意義且愉快的學習。

課程内容:

英語課程:每週上課 15 小時,從初級到高級共分為 6 級。教學内容圍繞着廣泛有趣的主題,如跨文化遘通,文化參訪等等。 學生除了提升英文能力,同時也會對英國的文化有更深層次的瞭解。

藝術課程:每門課每週7小時或15小時(課程及授課學院請見下表)。

費用:英鎊 2,660 (約台幣 125,020) 或英鎊 3,095 (約台幣 145,465) , 因選修的藝術課程而異。

包括:-學費(英文課程 + 藝術課程)

不包括: - 額外餐飲(每天約5英鎊)

寄宿家庭單人房(距離學校交通40-50分鐘)

- 機票(約台幣 45,000)

每週14餐(7頓早餐+7頓晚餐)

- 自選文化參訪活動 - 個人費用

500 萬旅平險+50 萬醫療險+50 萬門診險+豪華不

- 當地交通

便險 國際學生證 2015年3月31日前報名,可 獲得歌劇魅影音樂劇票一張

行政規費

❖ 如有需要, SAF 可代訂倫敦交通卡及來回機場交通

若兩人同行同住另有 100 英鎊折扣·SAF 可協助參加學員安排同住

第一期:7月5日至8月1日

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課程	地點	費用
建築	中央聖馬丁藝術與設計學院	£3095
藝術史	切爾西藝術與設計學院	£2660
數位圖像設計	切爾西藝術與設計學院	£2660
室內設計概論	切爾西藝術與設計學院	£2660
產品設計	切爾西藝術與設計學院	£2660
廣告大眾媒體	倫敦傳播學院	£2660
城市攝影	倫敦傳播學院	£2660
傳達設計	倫敦傳播學院	£2660
數位攝影	坎伯韋爾藝術學院	£2660
電影製作	切爾西/坎伯韋爾/溫布頓	£2660
市場營銷與傳播	切爾西藝術與設計學院	£2660
酷獵	中央聖馬丁藝術與設計學院	£2660
時尚企業	倫敦時尚學院	£2660
時尚採購	倫敦時尚學院	£2660
時裝設計	倫敦時尚學院	£2660
時尚: 個人造型	倫敦時尚學院	£2660
時尚: 視覺營銷	倫敦時尚學院	£2660

第二期:8月2日至8月29日

課程	地點	費用
建築	中央聖馬丁藝術與設計學院	£3095
美術	中央聖馬丁藝術與設計學院	£3095
平面設計	中央聖馬丁藝術與設計學院	£3095
室內設計概論	切爾西藝術與設計學院	£2660
專業室內設計	切爾西藝術與設計學院	£2660
產品設計	切爾西藝術與設計學院	£2660
雕塑	切爾西/坎伯韋爾/溫布頓	£2660
廣告大眾媒體	倫敦傳播學院	£2660
城市攝影	倫敦傳播學院	£2660
傳達設計	倫敦傳播學院	£2660
數位攝影	坎伯韋爾藝術學院	£2600
市場營銷與傳播	切爾西藝術與設計學院	£2660
飾品設計	倫敦時尚學院	£2660
酷獵	中央聖馬丁藝術與設計學院	£2660
時尚企業	倫敦時尚學院	£2660
時裝設計	中央聖馬丁藝術與設計學院	£3095
時尚: 個人造型	倫敦時尚學院	£2660
時尚: 形象設計	倫敦時尚學院	£2660

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藝術課程:

Course English Plus Accessory Design		
English Plus Accessory Design		
	This exciting course is ideal if you want to explore the world of accessories. You will be introduced to accessory design for all seasons and asked to develop ideas in areas such as footwear, bags, jewellery and hats. The course is project based and encourages you to be creative and develop your own ideas. One afternoon will be dedicated to research when you will visit the Victoria and Albert Museum and some of London's trendiest locations. Advice will be given on portfolio presentation for further studies.	
London College of Fashion		
Level of English Required: st Pre-intermediate or above.		
Hours of art instruction (per week): 7		
English Plus Advertising and Social la Media th 廣告大眾媒體	he aims of this course are to introduce you to the advertising and social media and scape in the UK. It will provide you with a deeper understanding of the neory and practice of one of the most exciting and dynamic creative industries.	
Location	his course will include:	
London College of Communication.	 Finding an authentic voice for your campaign and communicating this. 	
Level of English Required Intermediate or above.	Lectures on current social media and advertising practices.	
Hours of Art instruction: 7	A visit to explore advertising practices in London.	
English Plus Architecture 建築 fu	This course will start with a visual history of architecture in London, where you will explore and identify themes that shape the city's landscape from the past, present and future. You will discuss form, function, process and materials, and develop your own critical view of architecture. Following this introduction you will work on a range of practical design projects, supported by architectural drawing and modelmaking workshops to assist in your presentation techniques. By the end of the course you will have an understanding of architecture in a London context, and a range of completed and part-completed projects to begin a portfolio.	
Central Saint Martins College		
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All ex	utor Illugi Eysteinsson is an architect/educator with a Masters degree in both rchitecture and Fine arts and a PgCert in teaching art and design. Illugi has extensive experience facilitating art/architectural community workshops having worked as public art consultant, artist and set designer in the entertainment industry for fifteen years. Furrently Illugi is involved in developing creative thinking and drawing workshops for isadvantaged youth.	
English Dlus Art History	his is a great introduction to learning about original artworks - their importance, history nd connections with our national visual culture.	
	his course will include:	
Chelsea College of Art and Design	Off-site visits in London Exploration of significant artistic movements for example: the Renaissance,	
Level of English Required: Intermediate or above	Romanticism and Impressionism	

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Hours of art instruction (per week): 7

English Plus City Photography 城市攝影

Location:

London College of Communication

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

The chance to enjoy original art, close up

This course will take you out and about all over London with your camera. You will be taught the history and context for street photography as well as technical tips and tricks

By the end of the course you will know what makes some photos so exceptional.

This course will include:

- candid images using hidden or unobtrusive camera
- abstract images images from the environment, its surfaces, textures and colours
- photo essays and portrait techniques, taking pictures of people to tell a story
- adjusting pictures in Photoshop such as retouching and creating a distinctive style
- editing and presenting images efficiently and effectively to present your work.

English Plus Communication Design 傳達設計

Location:

London College Communication.

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

This course is an introduction to thinking about and making contemporary graphic imagery. Working in small groups, you will be given a design brief to respond to. You will use computers and traditional craft techniques to develop and present your ideas.

This course will include:

- Lectures and discussions on graphic imagery, typography and logos
- Creating design ideas using sketchbooks and computers
- An introduction to the Adobe Creative Suite 6 package
- Re-branding existing materials with your own design solutions
- Selecting and presenting your work to your classmates.

English Plus Cool Hunting 酷獵

Location:

Central Saint Martins College

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

Cool Hunting is about understanding and predicting future fashion styles. It is becoming a crucial process for creative companies, helping them stay relevant and able to forecast emerging trends.

On this course you will learn about London's role in influencing worldwide trends and why it is considered to be the fashion capital of the world. You will also discover where Cool Hunters seek out new and underground styles, guided by a CSM tutor in the know, who will also give presentations and lead on group discussions.

This course will include:

- Fashion cycles
- The British fashion industry
- An introduction to new fashion designers from London
- Trend forecasting
- Emerging trends.

English lessons will take place during the day, but Cool Hunting lessons will be from 18:30 – 21:00 as it is the best time to study street fashion.



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English Plus Digital Graphic Design 數位圖像設計

Location:

Chelsea College of Art and Design

Level of English Required:

Elementary or above

Hours of art instruction (per week): 7

This course is an introduction to creating and presenting work in digital formats, and an exploration of the range of digital design practice in the UK.

Practical work will cover:

- Researching a brief.
- Translating work in different media to a digital format.
- Exploring ideas across forms, including digital illustration, typography and animation.
- Selecting and using appropriate software.
- Using the web to showcase and promote your work.

The course will include discussion on the role and influence of computers on design study and practice, and a visit to a gallery or exhibition. Basic familiarity with a computer is assumed, but no specific software experience is required

English Plus Digital Photography 數位攝影

Location:

Camberwell College of Art

Level of English Required:

Elementary or above

Hours of art instruction (per week): 7

This course will introduce digital cameras and the digital workflow, giving you the chance to learn some basics about image capture through to correction and final output. The programme will consist of a combination of theoretical lectures and practical workshops, group discussions, plus visits to outside locations in London for photo shoots.

Areas covered include:

- Use and control of a digital camera.
- Pixels, resolution and file formats.
- Effective image composition.
- Introduction to the different genres of photography, e.g. reportage and documentary, portraiture and urban landscape.
- Getting started in Photoshop.

Please note you will need to bring your own digital camera

English Plus Fashion Business

詩尚企業

Location:

London College of Fashion

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

This course provides an overview of the fashion industry from a British and European perspective. You will explore the structure of the industry and introduce the various business activities and opportunities that the fashion industry has to offer.

The course will include:

- A history of fashion business structure and where it is now
- A look at how fashion is designed and developed
- Different types of retailers
- Buying and manufacturing methods
- Marketing and PR
- Career and business opportunities available in the industry

English Plus Fashion Business: Buying and Merchandising

時尚採購

Location:

London College of Fashion

Buying and merchandising are essential roles within the retail industry. The buyer is responsible for choosing, developing, sampling and creating the product, and the merchandiser is responsible for the delivery, allocation and sales performance of the product. These roles will be explored and the potential career opportunities discussed.

The course will include:

Industry structure



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Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

- Market research
- Customer identification
- Product selection and mix
- The roles of the merchandiser and the buyer
- The buying calendar
- Stock management
- Purchasing budgets
- Profit margins
- Range planning
- Sourcing and product development
- Pricing

Some mathematical formulae will be explained and practised during this course, so an understanding of basic mathematics would be helpful.

English Plus Fashion Design

時裝設計

Location:

Central Saint Martins College

Level of English Required:

Elementary or above

Hours of art instruction (per week): 15

The aims of this course are to introduce you to how fashion is

taught in the UK, to build your confidence when researching new ideas through short projects, and to enable you to present your designs, both verbally and in a two-dimensional format.

Areas covered include:

- Use of drawing and colour materials in presenting design ideas.
- Research skills how to use the resources of London (shops, museums and galleries) as sources of inspiration.
- Illustration skills and drawing from a clothed model.
- Lectures on current fashion design, and a visit to a major fashion exhibition or gallery, such as the Victoria and Albert Museum

English Plus Fashion Design

時裝設計

Location:

London College of Fashion

Level of English Required:

Elementary or above

Hours of art instruction (per week): 7

The aims of this course are to enable you to present your fashion design ideas to a higher standard, to be able to show the research and creative process as you develop finished designs, and to have a good understanding of the fashion industry and current designers in the UK. You will develop ideas and record them in a sketchbook; develop a fashion vocabulary through analysing collections; build confidence when researching new ideas through short projects; and be able to present your designs both verbally and in a two-dimensional format

Areas covered include:

- Use of drawing and colour materials in presenting design ideas and to look at figure and proportion using different media and texture.
- Research skills how to use the resources of London (shops, museums and galleries) as sources of inspiration.
- Illustration skills and drawing from a clothed model.
- Lectures on current British fashion design, and a visit to a major fashion exhibition or gallery, such as the Victoria and Albert Museum or Design Museum.
- Learning to present your work from sketchbook to portfolio.

English Plus Fashion: Personal Styling

時尚: 個人造型

This course is suitable for anyone interested in becoming a personal stylist and would like to advise other people on what to wear. The course will teach you the principles of successful styling to help you choose womenswear for your clients but also for



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Location:

London College of Fashion

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

yourself.

The course will include:

- How to identify figure shapes
- How to choose the right styles and fabrics
- How to choose the right colours and colour combinations
- How to interpret the latest trends for your client
- Personalising looks with accessories
- Working with clients

English Plus Fashion: Styling the Image

時尚: 形象設計

Location:

London College of Fashion

Level of English Required:

Intermediate or above

Hours of art instruction (per week): 7

This course aims to provide you with an insight into the working life of the fashion stylist and offers the opportunity to work towards the creation of a styled image. The course is delivered as a series of theoretical lectures and practical workshops.

Course content includes:

- The role of the stylist
- Style tribes and trends
- Designer collections
- Magazine styling
- Fashion PR

You will interpret current fashion trends and current designer collections to create your own styled image. The results will be photographed at the end of the course.

English Plus Film-making

電影製作

Location:

Camberwell, Chelsea and Wimbledon

Level of English Required:

Pre-intermediate or above

Hours of art instruction (per week): 7

During this course you will have the opportunity to look at the work of contemporary artists and directors making experimental video. The course will also include a brief history of video art.

All this will be set in the context of the practical nature of this course, and you will take part in video workshops using Mini-DV, phone and Flip cameras. You will be shown how to edit and enhance your videos using Mac computers with Final Cut Studio Pro software. Videos can include animated sequences or found/old footage edited together. You will be shown basic stop-frame animation methods using a stills camera either on location in London or in a studio with lights using animation software iStopMotion.

You will author your final video work onto DVD using DVD Studio Pro and have a group critique screening and exhibition at the end of the course.

English Plus Fine Art

美術

Location:

Central Saint Martins College

Level of English Required:

Elementary or above

Hours of art instruction (per week): 15

The aims of this course are to introduce you to how fine art is taught in the UK, to build confidence when researching new ideas through three projects (drawing, painting and 3D), and to enable you to present your work both visually and verbally.

Areas covered include:

- Use of drawing, paint and other materials in fine art.
- Research skills how to use the resources of London (museums and galleries) as sources of inspiration.
- How to develop your own personal ideas and responses to projects.
- Lectures on current fine art practice and a visit to a major exhibition or gallery (such as the National Gallery) to explore the relationship between fine art in the UK, Europe and the rest of the world.



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English Plus Graphic Design

平面設計

Location:

Central Saint Martins College

Level of English Required:

Pre-Intermediate or above.

Hours of art instruction (per week): 15

The aims of this programme are to introduce you to how graphic design, illustration and typography are taught in the UK, to build confidence when researching new ideas through short projects, and to enable you to present your designs, both verbally and in a two-dimensional format.

Areas covered include:

- Use of drawing and colour materials in presenting design ideas.
- Research skills how to use the resources of London (shops, museums and galleries) as sources of inspiration.
- Working from a brief how to solve problems regarding text and image using design, illustration and typography.
- Lectures on current graphic design, and a visit to an exhibition/gallery to explore the relationship between design in the UK, Europe and the rest of the world.

Please note that computers are not used in this programme.

English Plus Interior Design: Introduction 室內設計導論

Location:

Chelsea College of Art and Design

Level of English Required:

Pre-Intermediate or above.

Hours of art instruction (per week): 7

This project-based course is an ideal way of learning the process behind successful interior design and decoration. Whether you hope to eventually be taking a brief from a client or simply want to decorate your own home, this will show you how to produce schemes and specify effectively for them.

Colour, materials and lighting are all considered, along with window treatments, furniture and soft furnishings, plus texture for walls and floors. You will enjoy the interactive nature of the class, which involves a number of practical exercises, studio talks and visits to showrooms.

Course Aims

This course will teach you a variety of useful skills and raise awareness of essential methods, procedures and techniques. It is an ideal way of learning the process behind successful interior design and decoration.

Course Content

Through project work, you will receive a thorough grounding in drawing skills, plans, sections, elevations and axonometric drawing. You'll study form, space and colour and learn how to produce sample and presentation boards. Your tutor will also introduce you to the ideas that lie behind simple construction techniques.

At the end of the course students will understand basic construction and design principles.

English Plus Interior Design: Advanced

專業室內設計

Location:

Chelsea College of Art and Design

Level of English Required:

Pre-Intermediate or above.

Hours of art instruction (per week): 7

Whether you have studied interior design or architecture or are currently working in the interior design industry, this advanced course is ideal for students with some previous experience of the subject to learn to explore and learn about the British design process.

This course will include:

- Off-site visits
- An independent project
- Presentation of your project
- Class discussions and critiques



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This is an advanced course for interior designers. This course will give you an introduction to the UK's approach to marketing, advertising **English Plus Marketing & Communication** and public relations through an accessible series of talks, fun group discussions and 市場營銷與傳播 exciting guided visits to places of interest. Location: Areas covered include: **Chelsea College of Art and Design** Essential marketing and communication principles and how they are employed Level of English Required: within a business environment. Intermediate or above The history of British advertising practice. The UK advertising industry today: agencies, organisations and clients. Hours of art instruction (per week): 7 How to create a print advertisement and storyboard. A visit to a central London advertising or marketing agency. An introduction to public relations practice and the media in the UK. How to write a press release. This product design course will teach you how to develop ideas for a new product **English Plus Product Design** based on research and understanding the form and function of materials. The course 產品設計 will guide you through the design process from initial brief to an idea for a finished product. Location: Chelsea College of Art and Design Topics covered: Level of English Required: Creativity through playing with materials Pre-Intermediate or above. Three dimensional sketch model making as part of design development Problem solving Hours of art instruction (per week): 7 Visual merchandising is about displaying products in the best way to increase sales in **English Plus Visual Merchandising** a store environment. This course will introduce you to all the different display 時尚: 視覺營銷 techniques and theories that are used in retail today. Exercises and lectures will help you to understand the importance of visual merchandising to create exciting displays, Location: improve sales and build brands. **London College of Fashion** The course will include: Level of English Required: Brand communication. Intermediate or above The role of the visual merchandiser. Store layout. Hours of art instruction (per week): 7 Display and presentation techniques. Merchandising techniques. Developing concepts. Window displays. The course is an introduction to sculpture and provides the opportunity to work **English Plus Sculpture** alongside an experienced sculptor and ceramicist. This is a practical course and 雕塑 open workshop enabling you to develop your own ideas, creativity and skills, either as a beginner or someone with experience. Location: Camberwell, Chelsea and Wimbledon This course will include: an introduction to a range of sculptors both traditional and contemporary Level of English Required:

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Pre-Intermediate or above.

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ceramics, metal and found objects

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experience working with a range of materials including: clay, plastic, wood,

Hours of art instruction (per week): 7

 explore a range of processes including modelling, mould-making and casting and assemblage.

Students can expect to have at least one finished sculpture by the end of the course.