



DIGITAL SUMMER SCHOOL 2020

Taught entirely in English, this course is designed to provide participants with the essential knowledge and competences in order to acquire the skills necessary in web design and graphic design, without needing to have any prior knowledge in these fields.

The academic course will cover multiple aspects of graphic design, web design and motion design that will allow students to acquire a deep understanding of these different subjects. All courses end with a case study which allow students to put into practice what they have just learned.

Participants who successfully complete the course will be awarded 4 ECTS credits per week.

DURATION:
FROM 1 TO 3 WEEKS -
YOUR CHOICE

FROM JULY, 7TH TO
JULY, 24TH 2020

24 HOURS OF TUITION
PER WEEK + PROJECT
WORK

FEES: 780€/WEEK
INCLUDING ACCOMODATION
IN STUDENT RESIDENCE

NO PREREQUISITES
REQUIRED

MINIMUM AGE : 18

EXCELIA GROUP

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AN EXCEPTIONAL LOCATION

La Rochelle, famous for its history and architecture, offers a friendly and supportive environment. The city is a leader with its sunshine, seaside tourism and nautical sports activities. The city is also renowned for its local gastronomy and its proximity to famous destinations such as the île de Ré, the île d'Oléron, Loire castles, and Cognac vineyard.

COURSE OBJECTIVE: DIGITAL SUMMER SCHOOL

Week 1: Fundamentals of Graphic Design (publishing & stationery) – from July, 7th to July 10th

The course is taught by active professionals who are experts in their fields, and brings together theoretical and practical classes. The aim of Fundamentals of Graphic Design is to provide students experience and a deep understanding of multiple aspects in the design field. It explores key aspects of design giving opportunity to students to analyze, design and produce a communication project.

Case studies

The module is completed with an instructive design case study to explore the design process and help students to develop their own tools for successful promotion and communication.

Week 2: Web Design – from July 13th to July 17th

Prerequisite: Bring any recent PC or Mac laptop computer

No prerequisite knowledge of HTML or CSS.

Web Design Course deals with creation and maintenance of websites: graphics, typography and layout of the documents. It mainly focuses on the visual aspects and core area necessary for the creation of Web sites.

In this course, students will gain a fundamental knowledge of website creation and be able to apply it to the design and development of their own portfolio website.

Goals:

- Create your own portfolio (through WordPress.com or any other platform online)
- Create a full functioning website

Case studies

The module is completed with an instructive design case study to explore the web design process and help students to develop their own portfolio of website creation.

Week 3: Motion Design – from July 20th to July 24th

Computer tools and graphic design software are part of a graphic designer's daily life. Motion Design is an introductory course to motion graphics and technical proficiency. It introduces the theories, techniques, and practices of motion graphics and emphasizes the successful creation and integration of design, photo imaging, sound, video, and animation in motion graphic projects.

Case studies

This project gives students an opportunity to tie together their knowledge and skills into a project: a brand development guide for a company they will invent. Students will experience the entire design process, creating and giving a visual identity to an imaginary start-up company.



What is included in our summer school

- ✓ **Accommodation:** single room in a student residence
- ✓ **24 hours** of tuition per week in an accredited French Business School, plus project work
- ✓ **Attendance certificate**
- ✓ **Transcript**
- ✓ **4 ECTS** per week

