



The Language Centre

ENGLISH *PLUS* **2007**

University of the Arts London
– a creative constellation

Camberwell College of Arts
Central Saint Martins College
of Art and Design
Chelsea College of Art and Design
London College of Communication
London College of Fashion
Wimbledon College of Art

www.arts.ac.uk

Our English *Plus* programmes are for students who:

- Would like to combine English language study with a hands-on art, design, fashion, communication or photography course at one of our famous colleges.
- Want to apply to a full-time art college course, but do not yet have a portfolio of work sufficient to support their application. Please note that if you are preparing a portfolio we recommend at least 24 weeks of English Plus.
- Are interested in one of the specialist areas offered by the programme and would like to find out more about that area before committing to further studies or development.
- Simply have a strong interest in one or more of the options and would like to extend their English language skills by learning a new subject.

Key Features

- **15 hours English Language tuition:** students take English language classes for three hours per day from 0900 to 1230, Monday to Friday at the Language Centre, University of the Arts London.
- Students have a comprehensive English language test on their first day at the Language Centre and they are placed in a class that suits their appropriate language level. **Please note the specific language level requirements for each of the *Plus* options.**
- **7 Hours per week of the selected *Plus* subject:** students study their *Plus* option for two afternoons a week, normally from 1400 to 1730 at the relevant college of University of the Arts London. Theory sessions may be slightly shorter than practical sessions due to their intensive nature.

Please note:

- Students do not need to have any previous art and design experience to take one of our English Plus courses. These courses are most suited to students with little or no experience in their chosen subject area. If students have already studied their chosen subject at a high level (e.g. at University), they may find the level of the afternoon sessions too basic.
- For all English Plus bookings students must give us their first and second choices, in the case that their first choice is not available on the selected dates.

The following information is a course outline for the afternoon *PLUS* options. For further information on the language element please refer to the General English entry in our brochure (page 7).

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English *PLUS*

Art & Design

College:

**Chelsea College of Art & Design and/or
Camberwell College of Art & Design**

Duration:

2, 4, 8, 12, 16, 20, 24, 28, 32, 36, 40, 44, 48 weeks

Course Aims

- To provide students with experience of a variety of Art and Design topics introduced to them in the form of projects.
- To ensure that having carried out the project work, the students have a body of work in their portfolios that can be used at interview for a future course.

Course Content

The students will be introduced to a number of projects, which will give them some understanding and appreciation of the field of Art and Design. The programme will consist of practical work in the studio, group discussions and visits to museums in order to gather research work for their projects. The emphasis of the course will be on creativity, learning to express ideas on paper as well as in three dimensions.

At the end of the course students will:

- Have gained an insight into the field of Art and Design
- Have an understanding of how to express their ideas in both two and three dimensions
- Have an appreciation of work methods and processes

Equipment & Materials

Basic materials will be provided. However, students are expected to have the following items. They will be necessary so that students are able to work both at home in their free time as well as during class:

1. A1 Portfolio (a plastic one will be fine and will enable you to carry work to and from class)
2. A selection of pencils (HB, 2B, 4B and 6B)
3. Soft and hard eraser
4. A craft knife and some scissors
5. A selection of brushes, squirrel or synthetic (size 12 and 20)
6. A ¼" household paintbrush
7. A Pritt Stick
8. A Student Set of Acrylics
9. A sketch book, hard backed, at least A4
10. A camera if you have one - if not a disposable camera

For students who do not have their own materials already, tutors will be able to advise them on what to buy once they arrive.

Language Level Requirements

Elementary or above

2007 Prices & Dates

Number of Weeks & Prices:

2 - £465

4 - £915

8 - £1830

12 - £2565

16 - £3345

20 - £4100

24 - £4820

28 - £5510

32 - £6160

36 - £6785

40 - £7460

44 - £8160

48 - £8800

Start Dates:

8 January, 5 February, 5 March, 10 April, 7 May, 4 June, 2 July, 30 July, 28 August,
24 September, 22 October, 19 November

English *PLUS*

Digital Photography

College:

London College of Communication

Duration:

2 or 4 weeks

Course Aims

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.

Course Content

The programme will consist of a combination of theory and practical workshops, group discussions, plus visits to outside locations in London for photo shoots. Capture images of London for your future enjoyment.

Areas covered include:

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

At the end of the course students will:

- Be able to effectively use a digital camera
- Have gained an understanding and application of digital photography

Equipment & Materials

Please note students will need to bring with them their own digital camera

Language Level Requirements

Elementary or above

2007 Prices & Dates

2 weeks - £465 10 April
4 weeks - £915 2 July, 28 August

English *PLUS*

English Garden

College:

The English Gardening School

Duration:

4 weeks

Course Aims

The aim of this course is to provide students with the opportunity to visit some of London's most famous gardens accompanied by a tutor from The English Gardening School, which is renowned worldwide for training students in all aspects of gardening, garden design and botanical painting.

Course Content

The students will have a rare opportunity to experience the best of classical and contemporary English gardens focusing on their history, design and planting. Gardens to be visited may include:

- The Chelsea Physic Garden
- The Royal Horticultural Society's garden
- Painshill Park – Cobham
- Hampton Court Palace gardens
- Ham House – Richmond
- Chiswick House
- Private gardens in Twickenham, Eccleston Square and Cadogan Square

At the end of the course students will:

- Have gained an insight into the field of English Garden Design.
- Have visited numerous English gardens

Language Level Requirements

Elementary or above

2007 Prices & Dates

4 weeks - £875 10 April, 28 August

English *PLUS*

Fashion Business

College:

London College of Fashion

Duration:

10 weeks

Course Aims

This course aims to introduce the student to the fashion retail industry from a British and European perspective. It will also introduce the interdependent disciplines of buying and merchandising specifically for the fashion industry.

Course Content

- History & structure of fashion retail industry in the UK
- The importance of marketing, PR and branding
- Consumer behaviour & profiling
- The role of the buyer
- How trends develop
- Range planning & merchandising
- Sourcing
- Stock management & distribution
- The changing face of the fashion industry

At the end of the course students will:

- Have gained an insight into the field of Fashion Business
- Have an understanding of how the fashion retail industry works in the UK

Equipment & Materials

Students should bring a notebook and pen for note taking.

Language Level Requirements

Intermediate or above

2007 Prices & Dates

10 weeks - £2,260 23 April, 2 July

English *PLUS*

Fashion Design

College:

Central Saint Martins College of Art & Design

Duration:

2 or 4 weeks

Course Aims

- To introduce students to fashion design, illustration and presentation techniques in a style similar to that taught on the BA Fashion course at Central Saint Martins
- To provide research and idea generation skills
- To give an overview of current trends in fashion design in the UK and Europe

Course Content

This course will be led by a member of teaching staff from the Fashion Department of Central Saint Martins. Its aim is to introduce overseas students to how fashion is taught in the UK, to build confidence when researching new ideas through short and quick projects, as well as enable them to present their designs, both verbally and in a 2D format, to a higher standard. Projects will use London as the principle source of reference when creating work, and 2D work will be critiqued by the tutor and the group as a whole. Time will be spent outside of class hours working on longer projects towards building a portfolio.

Students will cover the following:

- Use of drawing and colour materials in presenting design ideas
- Research skills – how to use the resources of London, its shops, museums and galleries as sources of inspiration
- Illustration skills and drawing from the clothed model
- Lectures on current fashion design, and a visit to a major fashion exhibition/gallery such as the Victoria & Albert, to explore the relationship between design in UK, Europe and the rest of the world

At the end of the course students will:

- Be able to present their fashion design ideas to a higher standard
- Be able to show the research and creative process as they develop finished designs
- Have a good understanding of the fashion industry and current designers in the UK

Equipment & Materials

Whilst some basic materials will be provided, students are expected to bring their own drawing kit, (pencils, black pens, dry colour medium of their choice) and a sketchpad (A3 size).

Language Level Requirements

Elementary or above

2007 Prices & Dates

2 weeks - £465 10 April
4 weeks - £915 2 July, 30 July

English *PLUS*

Fashion Styling

College:

London College of Fashion

Duration:

4 weeks

Course Aims

This course aims to provide students with an insight into the working life of the fashion stylist in fashion editorial, advertorial, catwalk show and music industry promotion, 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

- The role of the stylist
- Styletribes & trends
- Designer collections
- Magazine styling
- Fashion PR

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

At the end of the course students will:

- Understand the basis of the working life of fashion stylist
- Be able to create a styled image

Equipment & Materials

A notebook & pen for note taking. Students will also be required to bring a black outfit and brightly coloured accessories in preparation for the photoshoot at the end of the course.

Language Level Requirements

Intermediate or above

2007 Prices & Dates

4 weeks - £955 10 April, 2 July, 28 August

English *PLUS*

Fine Art

College:

Central Saint Martins College of Art & Design

Duration:

2 or 4 weeks

Course Aims

- To introduce students to fine art (drawing, painting and sculpture) in a style similar to that taught on the BA Fine Art course at Central Saint Martins
- To provide research and idea generation skills
- To give an overview of current trends in fine art in the UK and Europe

Course Content

This course will be led by a member of teaching staff from the Fine Art Department of Central Saint Martins. Its aim is to introduce overseas students to how fine art is taught in the UK, to build confidence when researching new ideas through three projects – one drawing, one painting and one 3D, and to enable them to present their work in both a visual and verbal format. Projects will use London as the principle source of reference when creating work, and all work will be critiqued by the tutor and the group as a whole. Time will be spent outside of class hours researching ideas for class-time projects.

Students will cover the following:

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

At the end of the course students will:

- Be able to use new materials in an experimental and personal way
- Be able to show the research and creative process as they develop finished work
- Have a good understanding of fine art in the UK

Equipment & Materials

Whilst some basic materials will be provided, students are expected to bring their own drawing and painting kit, including sketchbook, pencils, charcoal, acrylic paints and brushes.

Language Level Requirements

Elementary or above

2007 Prices & Dates

2 weeks - £465 10 April

4 weeks - £915 30 July

English *PLUS*

Graphic Design

College:

Central Saint Martins College of Art & Design

Duration:

2 or 4 weeks

Course Aims

- To introduce students to graphic design, illustration and typography in a style similar to that taught on the BA Graphic Design course at Central Saint Martins
- To provide research and idea generation skills
- To give an overview of current trends in graphic design in the UK and Europe

Course Content

This course will be led by a member of teaching staff from the Graphic Design Department of Central Saint Martins. Its aim is to introduce overseas students to how graphic design, illustration and typography are taught in the UK, to build confidence when researching new ideas through short and quick projects, and to enable them to present their designs, both verbally and in a 2D format, to a higher standard. Projects will use London as the principle source of reference when creating work, and 2D work will be critiqued by the tutor and the group as a whole. Time will be spent outside of the class hours working on longer projects towards building a portfolio. Please note that no computers will be used on this course – all work is studio based.

Students will cover the following:

- Use of drawing and colour materials in presenting design ideas
- Research skills – how to use the resources of London, its 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 a major exhibition/gallery, such as the Design Museum, to explore the relationship between design in UK, Europe and the rest of the world

At the end of the course students will:

- Be able to present their graphic design, both text and image, to a higher standard
- Be able to show the research and creative process as they develop finished work
- Have a good understanding of graphic design, illustration and typography in the UK

Equipment & Materials

Whilst some basic materials will be provided, students are expected to bring their own drawing kit, including A2-size layout pad, pencils, pens and colour medium.

Language Level Requirements

Elementary or above

2007 Prices & Dates

2 weeks - £465 10 April
4 weeks - £915 2 July, 28 August

English *PLUS*

Interior Design

College:

Chelsea College of Art & Design

Duration:

4 weeks

Course Aims:

This introductory interior design 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.

Equipment & Materials

1. A notebook and pen
2. A propelling or clutch pencil with 2H leads
3. A retractable eraser
4. Metric scale rule (**not a conversion scale**) with the scales 1:50 & 1:20
5. A 300mm set square, adjustable if possible
6. An A3 detail pad or tracing paper
7. Masking tape

NB. The tutor may ask you to buy some other basic equipment on day 1

Language Level Requirements

Elementary or above

2007 Prices & Dates

4 weeks - £915 30 July

English *PLUS*

Media & Communication

College: London College of Communication

Duration: 4 weeks

Course Aims

This programme aims to introduce students to the UK's approach to media (journalism and TV), marketing and advertising through an accessible series of talks, fun group discussions and exciting guided visits to London's major media institutions and places of interest. Students will also learn about the history behind the world renowned British Media Industry and how we communicate using the English language in the media.

Course Content

Areas covered include:

- The history of British journalism: Where it all began, the newspapers of Fleet Street, and the move to Canary Wharf
- A walking tour of Fleet Street and Canary Wharf
- Journalist traditions, audiences, editorial values. National newspapers compared to provincial. Broadsheet newspapers compared to tabloid
- A presentation by a top British newspaper, for example, The Guardian
- The history of Independent Television in the UK
- The history of British advertising practice
- The UK Advertising industry: agencies, organisations and clients
- A visit to central London UK Advertising agency
- An overview of British Marketing practice

At the end of the course students will:

- Have gained an insight into the field of British journalism
- Have a basic understanding of the British Media

Language Level Requirements

Intermediate or above

2007 Prices & Dates

4 weeks - £915 8 January, 30 July