

## English Plus Summer Courses in Communication

### English Plus Advertising

Start date: 1 August

College: London College of Communication

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

Advertising is a dynamic, creative industry. Discussions in small groups will focus on the development of advertising and its role in society today, ethical practices and advertising as art.

You will also have the opportunity to develop ideas into campaigns, using our state of the art facilities. By the end of this course you will have an understanding of the impact and of advertising activities and how it works as part of the wider media-mix.

This course will include:

- Understanding the audience insight
- Researching and responding to a creative brief
- Pitching and presenting your ideas
- Current advertising practices
- A visit to explore advertising practices in London

### English Plus City Photography

Start dates: 4 July, 1 August

College: London College of Communication

Level of English required: Pre-Intermediate or above

Hours per week: 15 English, 7 Plus

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 Digital Photography

Start date: 4 July

College: CCW

Level of English required: Pre-Intermediate or above

Hours per week: 15 English, 7 Plus

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. Please note, you will need to bring your own digital camera.

This course will 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.

### English Plus Film-making

Start date: 4 July

College: CCW

Level of English required: Pre-Intermediate or above

Hours per week: 15 English, 7 Plus

You will explore animation and make a series of short experimental videos, shooting video with a range of equipment such as smart phones, Flip cameras, digital cameras and HD cameras. You will be shown how to edit and enhance videos using Mac computers using Adobe Premier Pro software. There will also be an opportunity to look at the work of contemporary artists and directors who use an experimental approach to video making.

The course will include:

- Basic stop frame animation methods using still cameras.
- Develop ideas for a simple animation sequence
- Develop editing skills using Adobe Premier Pro
- Learn how to add audio
- Transfer files to DVD using Adobe Encore Pro.

## English Plus Summer Courses in Communication

### English Plus Marketing & Communication

Start dates: 4 July, 1 August, 30 August

College: CCW

Level of English required: Intermediate or above

Hours per week: 15 English, 7 Plus

This course will give you an introduction to the UK's approach to marketing, advertising and public relations through an accessible series of talks, fun group discussions and exciting guided visits to places of interest.

The course will include:

- Essential marketing and communication principles and how they are employed within a business environment
- The history of advertising practice in the UK
- The UK advertising industry today: agencies, organisations and clients
- 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.

English Plus Advertising

