

## **Immersive Experiences Days 1-5**

### **The Tate Modern**

- Visit one of London's top public galleries and delve into art history with an in-depth tour
- Study the different techniques used by the world's most influential artists
- Sketch the London skyline from an exclusive private room, with guidance from an experienced artist
- Discover curation and learn what goes on behind the scenes at an exhibition
- Which price is right? Learn how artwork is priced based on the current market
- Going...going...gone! Take part in a mock auction and guess the prices of famous works

### **Enter the Artist's Studio**

Try your hand at different mediums with a series of artistic masterclasses:

- Learn to sculpt your own 3D self-portrait in a guided clay workshop
- Experiment with different materials and techniques in an intensive life-drawing class
- Explore the world of print and design by creating your own linocut print
- Create your own sketchbook and learn DIY bookbinding
- Receive feedback on your work from professional artists and critique the work of your peers

### **Illustration and Animation**

- Learn what it takes to be an illustrator: commercial clients, freelancing, procuring commissions and more
- Develop your own unique style in a character design workshop led by an experienced illustrator
- Learn the range of techniques deployed by top animators
- Discover the animation process: from concept to film
- Design a character and draw up a storyboard for your very own animation
- Film your stop motion claymation using your own character designs

### **The Portfolio**

- Learn what top art schools look for in a portfolio
- Try your hand at photography in a professional studio as you photograph your previous work for your portfolio

- Create a physical portfolio cover using traditional water marbling techniques
- Compile your work from across the summer experience into a portfolio to use in university applications, grant and awards applications!

## **Immersive Experiences Days 6-10**

### **Choose your Pathway: Video Game Design and Filmmaking**

- Become a freelance artist for an indie games company or an artistic advisor to a film crew
- Become the concept artist, designing your visuals for your game or film project
- Learn how to use 3D rendering software to visualise your ideas
- Pitch your game to industry-leaders in a mock Dragons' Den and receive feedback

### **The Future of Art**

- Discover the key artistic movements making waves in the field
- Learn how virtual and augmented reality has changed our experience of art
- Try your hand at VR sculpting, experimenting with a groundbreaking technology making waves in the industry
- Discover 'art as performance' and learn how art can expose injustice
- Create your own avant-garde performance piece with a professional performance artist

### **Galleries and Curation**

- Take an interactive walking tour around Mayfair and discover the world of independent galleries
- Learn how to get your work seen by the art world elite: representation, selection and the role of an agent
- Discover the different roles within the gallery sphere
- Learn the basics of curation and how best to display your work
- Work together to plan, budget and execute your very own exhibition

### **Graphic Design, Branding and Marketing**

- Art vs design: what's the difference?
- Learn the basic principles of design
- Understand the importance of branding, in advertising and beyond
- Design the poster and invitations for your own art exhibition

-Show your work to graphic designers: compete to have your work selected as the official concept and poster for your exhibit!

## **The Exhibition**

-Arrive at an exclusive London gallery space to curate your very own exhibition

-Hang your work: consider how light, proportion and placement impact the viewer's experience of each piece

-Label your artwork, apply the final touches to your display and prepare the gallery ahead of your first visitors

-Invite top artists, designers, agents, curators and art directors to a private viewing

-Escort the experts around your exhibition and get invaluable feedback on your work

## **Immersive Experiences Days 11-15**

### **CAREERMAX**

Over the next five days, we will prepare you to outperform others in the race to become a top artist. You will be given dedicated coaching on how to become a world-class professional in any industry, with training on the most crucial skills that universities and employers are looking for: public speaking, leadership, teamwork, problem-solving, communication, time management and negotiation. Expect hands-on, interactive activities led by professional development experts, to help turn you into a confident young artist, right now.

### **Leadership & Teamwork Coaching**

-How you can build a high-performance team

-The most effective styles of leadership you can adopt

-What makes the ultimate team player?

-Inspiring and motivating others

-Leading vs managing

Leadership & Teamwork Challenge: work with your team to try and devise how to create a city fit for human habitation on Mars

### **Public Speaking & Communication Coaching**

-Public speaking coaching by a specialist who trains CEOs

-Perfecting enunciation, tone, pace and body language

- How you can engage an audience and read the room
- The art of persuasion
- How to communicate effectively in a team environment
- Understanding emotional intelligence and using empathy
- Building strong interpersonal skills
- Influencing others

Communication challenge: use your communication skills to guide a blindfolded team member to safety on an obstacle course

Public speaking challenge: critically analyse public speaking performances

### **Negotiation Coaching**

- Understand the art of negotiation and its importance
- How to identify when you are actually in a negotiation
- The typical stages of a negotiation
- Key negotiation styles
- Building relationships
- Key tactics: anchoring, tradeable concessions, commitment tactics, bluffing, injecting urgency, varying pace and more

Negotiation challenge: enter a simulated hostage negotiation scenario. Work with your team to get the hostage released

### **Problem-Solving Coaching**

- How you should approach problems and solve them decisively
- Analytical skills: identifying and structuring problems
- Creative and lateral thinking
- Effective decision-making
- Implementing solutions, analysing results and making changes

Problem-solving escape room: work through a series of complex problems under time pressure

### **Time Management Coaching & Reflection**

- How successful people manage time
- The time management quadrant

-Setting goals, prioritising, simplifying and re-evaluating

-The power of hyper-focusing

-Eliminating distractions

-Practising the '4Ds': doing, deferring, delegating and deleting

-Implementing solutions, analysing results and making changes

Time management challenge: enter a humanitarian crisis simulation. Identify your goals, decide your priorities and execute them under time pressure