

Daily Programme The Young Artist

DAY 1 – ENTER THE SUMMER EXPERIENCE

2:00pm **Start**

Over the next five days, you will gain first-hand experience of various factions within Art, with guidance from Industry Experts to take you through every step of your journey: (i) You will immerse yourself in a Fine Art studio where you can try your hand at various mediums and techniques (ii) Meet creatives within the freelance world of illustration and graphic design and get a glimpse of the curatorial process (iii) armour yourself with the linguistic tools needed to talk about art, then pitch your own growing portfolio to professionals and receive their personalised feedback. The next five days will equip you with the essential tools you need to become a successful Artist and prepare you for a flourishing career ahead.

Afternoon **The Summer Experience Begins**

- Your journey starts here: step into the shoes of a top Artist
- Keynote speech by the Programme Director: discover what the Summer Experience has in store and how to make the most of this unique experience
- Immersive group activities: develop crucial skills for the Summer Experience ahead, including creativity, teamwork, public speaking and attention to detail
- Interactive networking session: meet fellow students – talented and ambitious individuals from around the world who can act as powerful contacts for your future career

5:30pm **Close**

DAY 2 – THE GALLERY

11:00am **Start**

Morning **The Tour**

- Visit one of London's top public galleries and unearth the magic that happens behind the scenes of globally-recognised exhibitions
- Step inside famous paintings with insightful talks about art history and curation
- Learn about the techniques deployed by significant fine artists from experts in the field
- Behind the frame: understand what makes famous works so celebrated

Afternoon **Art, Archive & Auction**

- Sketch the iconic London skyline from an exclusive room in the Tate gallery, guided by an experienced fine artist
- Experience the tense and fast-paced atmosphere of an auction house to observe the art world from the buyer's perspective
- Which Price is Right? Discover how artwork is priced based on the current market and how professionals in the

field differentiate costs based on size, medium and status

- Going...going...gone! Take part in a mock auction using the skills you've learnt to guess the prices of famous works

5:00pm **Close**

DAY 3 – ENTER THE ARTIST'S STUDIO

Morning **Sculpture and Life Drawing**

- Try your hand at a range of different mediums and discover the different forms of art available
- Learn to sculpt your own 3D self portrait in a guided clay workshop
- Uncover life drawing as you've never done before, experimenting with different mediums, equipment and techniques with a renowned illustrator
- Explore print and pattern and improve your drawing and making skills

Afternoon **Printmaking and Bookbinding**

- Introduction to print making: get a glimpse into the huge and varied world of illustration and graphic design by creating your own linocut print
- Create your own sketchbook and learn about DIY bookbinding
- The Crit: receive feedback on your work from leading artists and critique the work of your fellow peers

5:30pm **Close**

DAY 4 – ILLUSTRATION / ANIMATION

11:00am **Start**

Yesterday you were introduced to the varied world of Art. Today, you will gain experience in the more commercial sector of Illustration and Animation.

Morning **Illustration**

- Introduction to illustration: learn what it takes to become an illustrator, and the differences in selling your work vs working for commercial clients
- Uncover the complex world of freelancing and how illustrators are finding unique ways to promote their work to procure commissions
- Understand the range of options available to you as an illustrator
- Develop your own unique style in a character design workshop taught by an experienced illustrator

Afternoon **Animation**

- Introduction to animation: learn about the range of techniques deployed by top animators
- Discover the animation process from concept to film
- Work together to draw a storyboard for your very own animation
- Enter the studio: Film your stop motion animation using your own character designs

5:30pm **Close**

DAY 5 – YOUR PORTFOLIO

11:00am **Start**

Congratulations! You've taken a whistle-stop tour through various creative factions of Art. Today you will showcase your work and reflect on your burgeoning career as an Artist so far.

Morning **The Portfolio**

- 'Talking About Art:' Master the method of analysing and interpreting artwork with proficiency
- Gain an understanding into what top Universities look for in a portfolio
- Try your hand at photography in a professional studio, photographing your previous work with a professional photographer for your portfolio
- Create a unique physical portfolio using the traditional art of water marbling

Afternoon **Career Coaching: How to Launch a Successful Career in Art**

- Compile your work from throughout the summer experience in your own portfolio for use in university applications, grants, awards and more
- Your path to success: understanding the key decisions ahead and how to maximise your chances of success
- Subject choices at A-level/IB/university and more
- Securing work experience, designing impactful CVs/resumes and powerful interview techniques
- Panel Q&A with leading artists in multiple fields

5:30pm **Close**

DAY 6 –DESIGN A VIRTUAL WORLD

10:00am **Start**

You've just taken a deep-dive into the contemporary Art World and have tried your hand at various creative disciplines. Over the next five days, you will experience Art from a new perspective: (i) you will enter the virtual realm and exercise your artistic vision by designing the artwork for a video game (ii) interact with the masters of the 'moving figure' and produce your own animation (iii) discover the creative side of marketing and predict the future

of Art. Finally, you will curate an exhibition of your projects from the previous 10 days to showcase to professionals.

Today you will meet an indie game company and employ their expertise to design a video game world

Morning **Meet Your Design Team**

- Discover the ins and outs of an indie game company employing freelance artists
- Receive your brief from indie game developers, writers and graphic designers
- Collaborate with your peers to come up with a winning game concept and design for a start-up company
- You will spend the rest of the day exercising your artistic vision to conceive the world and characters in which the game is set, making key aesthetic decisions on the colour palette as well as sketching your designs

Afternoon **Meet The Dragons**

- Develop your sketches into a finalized product
- Prepare your pitch for the Dragon's Den
- Network with other teams and size up your competition
- The winning team will receive a professional mock-up of their video game

5:30pm **Close**

DAY 7 – GRAPHIC DESIGN, BRANDING AND MARKETING

10:00am **Start**

Yesterday you explored the virtual realm of video game design. Today, you will learn how animation studios bring their characters to life.

Morning **What is Graphic Design?**

- Understand the basic principles of design, from initial idea to final piece
- Expand your knowledge of the design world, and learn about the multidisciplinary nature of graphics
- Art vs Design: What's the difference?
- The world of branding

Afternoon **Designing Your Exhibition Poster**

- Understand the importance of branding and graphic design in advertising and beyond
- Collaborate to design the branding concept, poster and invitations for your very own art exhibition
- Take us on your artistic Summer Experience journey using key design concepts and a cohesive style
- Show your work to Graphic Designers and compete to win the pitch!

5:30pm **Close**

DAY 8 – GALLERIES AND CURATION

11.00am **Start**

It's nearing the end of the Summer Experience and you are planning a group exhibition on Day 10. To inspire you, today will consist of an interactive walking tour of some of the most exclusive galleries in London, with insights from curators, organisers and owners working behind the scenes.

Morning **Interactive Walking Tour**

- Discover some of the most exclusive galleries in the world on a trip round Mayfair – the heart of London's independent gallery scene
- Representation, selection and the world of fine art: how to get your work seen by the art world elite
- The role of an agent
- Behind the scenes: what jobs exist in the gallery sphere?

Afternoon **Curating an Exhibition**

- What is curation?
- Learn how to apply key curating tactics to your own work
- Choose from roles in marketing, curation and event planning
- Work together to plan, budget and execute your very own exhibition

5:30pm **Close**

DAY 9 – THE NEXT GENERATION OF ARTISTS

10:00am **Start**

You've unearthed the traditional creative routes and gained some historical background in Art. Today you will turn your minds to the future and identify the key artistic movements currently making waves in the field. As Young Artists, you will then begin the curatorial process of organising your own group exhibition towards the end of the day

Morning **The Future of Art**

- 'Activist Artwork:' Identify how trends in the art world have shifted towards championing societal change by examining some of the latest artworks that serve to expose injustice
- Uncover the tantalizing technology behind new, immersive exhibitions and discuss how virtual and augmented reality has changed our experience of art and taken artistic interpretation to the next level

- Art as performance: discover the world of interactive art and understand the traditional roots of this seemingly contemporary practice

Afternoon **The Installation**

- Work together to create an interactive 3D installation in the gallery space
- Push your creativity and plan works inspired by your own passions
- Using the artwork you created across the previous nine days, put your curatorial knowledge to the test to create an exhibition narrative which encapsulates your Summer Experience journey

5:00pm **Close**

DAY 10 –FROM PALETTE TO PRIVATE VIEW: THE SUMMER EXPERIENCE REVIEW

10:00am **Start**

Congratulations! You've come to the end of your journey through the Art World where you have gained invaluable skills and completed several professional projects. Now it's time to exhibit all the hard work you've put in over the Summer Experience!

Morning **The Exhibition Begins**

- Develop on your comprehensive plans from the previous day to physically hang your group exhibition
- 'Maximum Impact:' consider the way lighting, proportion and placement impacts the viewer's experience of your individual artworks
- Ensure all your final touches are completed, label your artwork and prepare the gallery ahead of your first visitors.
- Enter the Critics: escort the experts around the exhibition and earn invaluable feedback on your work, with top prizes for the most exceptional pieces

Afternoon **The Private View**

- Put your newfound knowledge to the test
- Invite top Artists, Designers, Agents, Curators, Art Directors and Journalists to your Private View inside a leading independent gallery
- Have your burning questions answered by those in the know
- Receive valuable advice from experts in the field

5:00pm **Close**

*exact programme subject to change without notice