

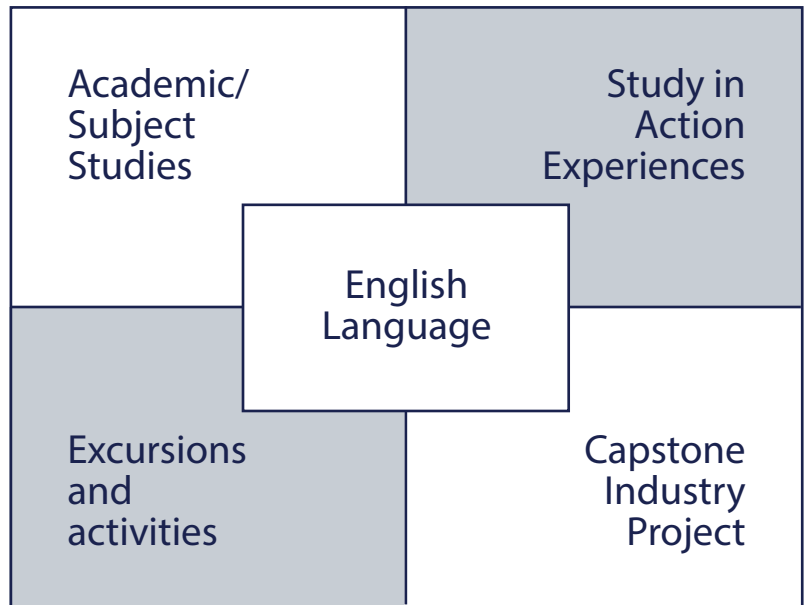
Young Professionals

Courses for those aspiring to become future professionals • *Ages 13-17*

Our "Aspiring" courses combine academic rigour, practical workshops and real world industry projects to provide an immersive career experience.

Who is this course for?

- Students with at least an intermediate level of English looking to improve their ability via a challenging context
- Students looking for an insight into future career paths in an English-speaking environment
- Students looking to gain a deeper understanding into the theory and practice in a specific career field



Academic Studies

Students will learn from highly experienced tutor practitioners who will share their personal insights into the industry, as well as deliver the theoretical and practical components of the course through a tutorial approach.



Study in Action workshops

The study in action workshops are off-site activities that provide a unique opportunity for students to extend and broaden their academic experience through linked subject specific career-related workshops delivered by industry leading providers.



Capstone Industry Project

Students from related fields of study will come together to complete an interdisciplinary project based on a real-life problem-solving situation. This project is externally assessed and certified and provides an opportunity to work with industry professionals and can support a student's university application.



Activities & Excursions

The Activity and Excursion component provides students with the opportunity to socialise with other international students, and visit places of interest within the UK that can help develop their cultural appreciation.

Sample Timetable

	TUE	WED	THU	FRI	SAT	SUN	MON
AM	Arrivals	Subject Theory	Excursion: Study In Action Day Design Museum	Subject Theory	Excursion: London River Cruise and Greenwich tour	Subject Theory	Careers Morning
PM	Arrivals	Activity: Walking Tour of Oxford and punting		Subject Practical		Project Preparation	Subject Practical
EVE	Welcome Games	Project Preparation	Activity: Quiz Night	Activity: Murder Mystery	Activity: Movie Night	Project Presentations	Graduation and Party

*based on 2023 timetable

Aspiring Visual & Graphic Artist

Key Facts:



Age range:
13-17



Location:
d'Overbroeck's



Class size:
11



Certificate:
Personalised report card, External and Bucksmore certification



Minimum language level:
B1 (intermediate)



Tuition content
Theory, practical workshops and capstone project



Weekly excursions:
2 full-day



Hours per week:
25



Dates:
9 July - 6 August

The course aims to provide a strong foundation in visual and graphic arts by exploring fundamental concepts, techniques, and tools. Through hands-on activities and practical exercises, students will develop their artistic skills and creativity while gaining a deeper understanding of various visual and graphic art forms.

Learning outcomes

- Targeted career and pre-university development including an Individualised Career Action Plan
- Hands-on experience into careers in visual art, graphic design and illustration
- Improvement in English fluency, especially practical and career-oriented language
- Development of transferable skills including leadership, teamwork, and problem-solving

Example Study In Action Workshops

Design Museum, London – Students engage with the museum's collection of contemporary design objects to foster experiential learning. Workshops will support students to gain new perspectives on the role of designers and the impact of design in everyday life. Additionally, students will delve into material exploration and the ethical responsibility of designers to actively seek novel and environmentally sustainable materials.

V&A Museum – In this workshop students will learn from the V&A's 1900 – Now collection about artists approaches to changing the world around them. They will be asked to take on the role of the designer for their own cause, using a design thinking approach to create change for good.

Capstone Industry Project

Through the Capstone Industry Project students will develop a compelling portfolio which can support their application to university and gain an Industry Certification – delivered by Ofqual recognised UK provider.



Visual and Graphic Artist

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Course Overview

This course is designed to provide a comprehensive insight into the exciting world of visual and graphic arts. Whether you're passionate about drawing, digital design, or creating captivating visuals, this course will help you explore various career opportunities within the field. Through hands-on activities, discussions, and expert guidance, you'll gain valuable insights into the skills, pathways, and opportunities available to aspiring visual and graphic artists.

Lessons & Learning Objectives

Potential subject areas for each week may include:

Explore the Foundations of Visual Arts:

- Develop a basic understanding of art history and different artistic styles.
- Experiment with various art materials and techniques.

Digital Design and Technology:

- Learn how to use digital tools and software for graphic design and illustration.
- Create digital artwork and understand the role of technology in modern visual arts.

Portfolio Development:

- Build and curate a personal art portfolio to showcase your skills and creativity.
- Receive constructive feedback to improve your work and presentation.

Art Career Exploration:

- Gain insights into various career opportunities within the visual and graphic arts industry.
- Learn about the education and training required for different art careers.

Transferrable Skills

- Creative Thinking: Enhance your ability to think outside the box and find innovative solutions to problems.
- Communication: Improve your visual communication skills, which can be applied to many areas, including marketing and branding.
- Time Management: Learn to manage your time effectively to meet deadlines and balance your artistic pursuits with other responsibilities.
- Critical Analysis: Develop the ability to critically assess art, design, and other visual content.
- Collaboration: Experience group projects and collaborative art exercises to build teamwork skills.

Career Pathways

After completing this course, you will be better equipped to explore a wide range of career pathways within the visual and graphic arts industry, including but not limited to Graphic Designer, Illustrator, Fine Artist, Animator, Art Director, Web Designer, Art Teacher and more.

Capstone Project Overview

Course Description

The Capstone Project is an immersive and hands-on learning experience, aiming to equip students with essential skills in storytelling, podcasting, and mobile filming, which are vital for effective communication, marketing, and promotion in the entrepreneurial world. Students will design an innovative product, event, or festival launch, where entrepreneurial students develop comprehensive business plans, while creative students establish a compelling brand identity. This unified approach will foster interdisciplinary collaboration and broaden understanding, ensuring cohesion between the business strategy and the brand identity, leading to a comprehensive product launch strategy. The final objective is a well-rounded presentation pitch targeted to potential investors and customers.

Course Structure

Day 1: Entrepreneurship Essentials

Day 1 of the entrepreneurship workshop provides a comprehensive overview covering entrepreneurship fundamentals, idea generation, and branding. The day starts with an icebreaker, forming teams of entrepreneurs and creatives. Participants learn key concepts and techniques for idea generation, followed by a team brainstorming session. The workshop then shifts to market research and visual storytelling, exploring target demographics and creative styles for their ideas. This dual-focused day lays a solid foundation for participants, combining theoretical knowledge and practical skills in a dynamic learning experience.

Day 2: Holistic Business Creativity

On the second day of this dynamic project, participants immerse themselves in a session focused on Business Model Development and Graphic Design Basics. They engage in a canvas model workshop, gaining insights into the principles of design and typography. The collaborative spirit continues with a team activity, where participants sketch out their business models and incorporate initial design elements. Following this, students explore the basics of mobile filmmaking and the art of crafting compelling business narratives. In a hands-on group activity, participants film a short clip and collaboratively draft their business narratives, bringing theory into practice. This day provides a comprehensive blend of strategic business planning, design principles, filmmaking essentials, and narrative craftsmanship, fostering a well-rounded skill set for entrepreneurial success.

Day 3: Strategic Business Growth

Students explore the intricacies of financial forecasting and essential brand identity elements, setting the stage for practical application. Through an individual assignment,

participants craft an initial financial plan draft and bring their visions to life by creating a compelling visual brand. Building on this foundation, the workshop seamlessly transitions into a session on Marketing Strategy and Podcasting Introduction. Participants absorb key principles of branding and marketing, complemented by an engaging introduction to the world of podcasting. The day culminates in a lively group discussion where marketing ideas for individual projects take shape, followed by the exciting experience of recording an audio snippet for their upcoming podcasts. This intensive day not only equips participants with fundamental financial and branding skills but also immerses them in the dynamic realms of marketing strategy and podcasting.

Day 4: Strategic Engagement

This pivotal session includes targeted feedback sessions on business plan drafts, design, and branding elements, providing invaluable insights to refine and enhance projects. The day continues with a mentor-led Q&A, offering participants the opportunity to glean wisdom from experienced advisors. The momentum of the day carries into a Final Pitch to Investors session, where participants showcase their entrepreneurial prowess. The final pitch presentations encompass critical elements, including the business plan, visual branding, promotional video, and podcast snippet. Investors and peers provide constructive feedback and engage in a Q&A session, contributing to the growth and refinement of each project. The day concludes with a recap and a prestigious awards ceremony, recognizing and celebrating the best pitches, marking the culmination of a rigorous and rewarding entrepreneurial journey.

Teaching Approach

The course employs a blended learning approach that combines theoretical concepts and practical exercises to engage students actively. Each lesson consists of interactive discussions, multimedia presentations, and hands-on activities to reinforce learning. Group work and team projects are integral parts of the course, enabling collaboration, creativity, and peer-to-peer learning. By the end of the course, students will have gained valuable skills and experience to produce and deliver compelling storytelling, podcasts, and mobile-filmed videos that can be applied to various entrepreneurial ventures.

Assessment and Certification

Students will be assessed based on their participation in discussions, completion of exercises and projects, and the final presentation of their podcast episode and video project. Upon successful completion of the course, participants will receive certificates of completion, recognising their newly acquired skills in storytelling, podcasting, and mobile filming.

Excursions

Activity trips to help students to relax, learn about a different country and have lots of fun.

Students have a full activity programme plus two full-days per week. The destinations for each particular week of the course are outlined below.

To enable us to respond to student feedback and requests, activities and excursion itineraries are planned and organised by a dedicated Activity Manager. For this reason, it is impossible to provide exact weekly timetables until a few days before the start of the following week.

This enables the Activity Manager to minimise any repetition and give students a unique experience every week. With this in mind, the below excursion destinations are **subject to change** and are meant to give examples of the destinations students will visit.



London

Students visit key British landmarks such as Trafalgar Square, Downing Street, Horse Guards Parade, Buckingham Palace, Houses of Parliament & Westminster Abbey.



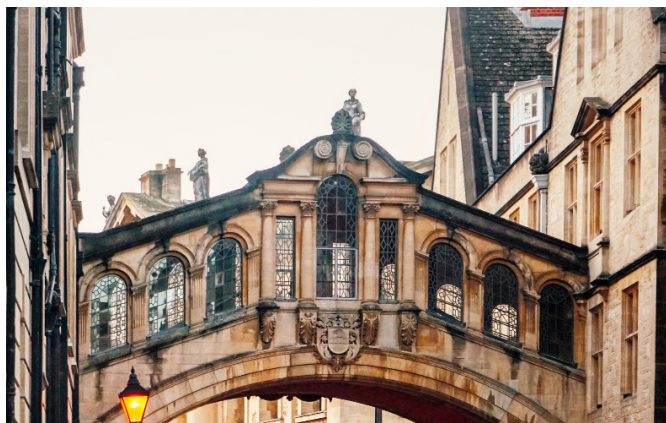
Windsor

Students are given the opportunity to visit the home of the British Royal Family at their residence Windsor Castle and explore the historic market town.



Cambridge

Founded in 1209, the University of Cambridge is the heart of the city of Cambridge. The city's skyline is dominated by the university's college buildings including King's College Chapel, Cavendish Laboratory, and the Cambridge University Library.



Oxford

For one afternoon a week, students will go to the centre of Oxford to explore its rich history. They will visit landmarks such as Carfax Tower, Bodleian Library, Christ Church Cathedral, the 'Bridge of Sighs' & many Oxford University Colleges.



d'Overbroeck's

Oxford • Ages 13-17










Founded in 1977, d'Overbroeck's is a highly successful and well respected British day and boarding school in Oxford. Located to the north of the city centre, d'Overbroeck's state-of-the-art sixth form centre opened in September 2017 and provides first-rate teaching facilities.



Find out more about d'Overbroeck's



Key Facts:

-  **Age range:**
13-17
-  **Location:**
North Oxford,
10 minute bus ride to City centre
-  **Bedrooms:**
Mix of single, twin and triple
-  **Bathrooms:**
Mix of shared & en-suite
-  **Social Space:**
Student lounges in each of the three boarding houses with table tennis and televisions
-  **Facilities:**
Modern laboratories, art studio, auditorium
-  **Internet:**
Wi-Fi available throughout
-  **Security:**
Electronic fob access only
-  **Airports:**
Heathrow 1 hours
Gatwick 2 hours

