

# XPERIENCE DESIGN SUMMER CAMP

## SUMMER COURSE



Attention all parents: this might make or break your child's future so take heed! Are your kids suffering from such symptoms- constant doodling, stubborn eschewal of everything mainstream, and persistence about keeping up their own styles and identities? If so, your child might be suffering from a grave condition; they bear the early signs of a creative genius! But, despair not, we have just the prescription you need - a fun-filled 5-day design camp administered by a highly experienced French trainer!

Upon completion of the treatment, your child will be able to:

- > Get equipped with digital design soft skills which is of exceptional importance given we're living in the heyday of visual design.
- > Incorporate the elements of art and graphic design into their daily work such as enhancing their visual presentation skills through digital design and understanding visual hierarchy
- > Harvest more lateral creative thinking concepts
- > Interact with like-minded sufferers, where team building will be of huge assistance in managing their condition

The dangers of deferring treatment:

- > Your child may never realize the benefits of creative genius and feel imprisoned in the four-walled cell of their latent mind, unable to translate their imagination into a tangible product

### EXPLORING DESIGN THROUGH DIGITAL STUDIO (20 Hours)

SCHEDULE: 30th JULY - 3rd AUGUST

TIME: 9AM - 1PM

COURSE FEE: \$650/pax (Group registrations are welcomed)

#### SUMMER CAMP SCHEDULE

Day One - Monday, July 30

- Understand basic pictograms and ideograms and how they affect design today
- Introduction to Photoshop and basic photo touch up

Day Two - Tuesday, July 31

- Getting started with graphic design through elements of art (lines, shapes, form, texture, color)
- Introduction to Illustrator and basic drawing

Day Three - Wednesday, August 1

- Pairing elements through principles
- Understanding layer manipulation to create superimposed graphics

Day Four - Thursday, August 2

- Getting an idea through creative thinking and translating them into visual
- Using illustrator to draw a simple logo

Day Five - Friday, August 3

- Presentation of visual project
- Combining photoshop and illustrator for multi-platform design

### The Lecturer

#### VIOLAINE HEMERY



Violaine has always had an artistic propensity- visual and written, possessing a degree in literature (specializing in visual arts), multiple certifications in Photography, and a Diploma in Communication & Design. She started her career in photography, working as a photo lab technician in Paris where she honed her skills in visual art. Such experiences include proposing optimal visual solutions for art curators and photographer for major exhibitions. With the 3 years experience she gained in Paris, she furthered her career in the other end of the world, working as a freelance photographer in Hong Kong where she undertook research responsibilities and produced postcards of Hong Kong.

In 2010, Violaine got her breakthrough in the creative industry, founding her own creative firm- Primeravera Creations, in Singapore. Her firm mainly renders graphic design services for SMEs and entrepreneurs, as well as developing effective branding solutions to her clients, among whom are illustrious names like the French Chamber of Commerce and IPG mediabrands. Just this year, Violaine clinched the prestigious D&AD Student Award, where she was nominated with her team for the Open brief category. Having come a long way to be the award-winner and CEO of today, she demonstrates the same determination and perseverance in everything she does.