artykel
CREATIVE FORM.

Bridging the Gap: From Classroom to Career

2 WEEKS PROGRAMS 2023 / 2024

WWW.ARTYKEL.ORG

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Our training method? Learning by doing, only.

Photography

Week 1: Introduction to Photography

Essentials of camera operations and settings
Understanding lighting and composition
Practical workshop: Hands-on camera practice - exterior practice
Practical workshop: Hands-on camera practice - studio practice
Excursion: Visit to a professional photography studio

Week 2 Exploring Different Genres of Photography

Landscape, portrait, macro, and street photography.
Practical workshop: Photo editing using software like Adobe Photoshop
Field trip: Outdoor photography session /street photography, fashion/
Excursion: Visit to a commercial photography agency.

Video Production & Broadcast

Week 1: Introduction to Video

Understanding storyboarding and scripting.
Basics of camera operations for video and sound sznchronization
Getting familiar with streaming platforms
Practical workshop: Shooting a short video.
Excursion: Visit to a video production studio.

Week 2: Advanced Video Techniques

Editing, color grading, and sound design.
Practical workshop: Video editing using software like Adobe Premiere Pro.
Group project: Producing a short film - a blog post or short doc
Excursion: Visit to a commercial film production company.

Students are mentored by experts and encouraged to learn from their mistakes

Instant practice fuel the journey of curiosity.

Sound Design & Production

Week 1: Introduction to Music

Basics of music theory and composition.
Introduction to different musical instruments.
Practical workshop: Digital music production using software like Ableton Live.
Excursion: Visit to a recording studio.

Week 2: Music Composition and Production

Advanced music theory and arrangement techniques.
Practical workshop: Mixing and mastering tracks.
Group project: Producing an original song or composition.
Excursion: Visit to a commercial music production house.

Game Design

Week 1: Introduction to Game Design and Basics of Unity

Understanding game mechanics, dynamics, and aesthetics.
Introduction to Unity: Interface and understanding the engine's capabilities.
Practical workshop: Creating a basic game level in Unity, incorporating simple game mechanics.
Excursion: Visit to a game development studio

Week 2: Advanced Game Design Techniques and Photogrammetry

Dive deeper into character design, storyboarding, and game narratives.
Introduction to Photogrammetry: Capturing real-world objects and environments to create 3D models for games.
Practical workshop: Using photogrammetry tools to capture and process images, and integrating them into Unity.
Group project: Designing a game level or scene in Unity using photogrammetry assets.
Excursion: Visit to a specialized studio


Every teacher leaves with a toolkit of transformative ideas.


Romans: 'Bread and Games!'
Game designers: 'Bagels and Consoles'

Graphic Design

Week 1: Introduction to Graphics

Discussion: Current trends and tools - AI
Basics of design principles and color theory.
Introduction to typography.
Practical workshop: Getting started with Adobe Illustrator.
Excursion: Visit to a graphic design agency.

Week 2: Practical Applications in Graphic Design

Designing logos, posters, and digital assets.
Practical workshop: Advanced techniques in Adobe Photoshop.
Group project: Collaborative design challenge.
Excursion: Visit to a branding agency.

Fashion Design & Textile

Week 1: Introduction to Fashion Design

Understanding fashion trends and history.
Basics of sketching and pattern making.
Practical workshop: Introduction to sewing and fabric selection.
Excursion: Visit to a fashion design studio.

Week 2: Fashion Design Techniques

Advanced pattern making and draping.
Practical workshop: Digital fashion design using software like CLO3D.
Group project: Mini fashion show preparation.
Excursion: Visit to a commercial fashion house.

Empowered by ancient artistry and ignited by contemporary vision, our students shape the crossroads where fashion's history meets its forefront.


Sustainability is
the new black.

3D & Product Design

Week 1: Introduction to Product Design

Basics of product ideation and sketching.
Understanding materials and manufacturing processes.
Practical workshop: 3D modeling using software like Fusion 360.
Excursion: Visit to a product design studio.

Week 2: Developing Product Design Skills

Advanced 3D modeling and prototyping.
Practical workshop: Using 3D printers and other prototyping tools.
Group project: Designing a functional product prototype.
Excursion: Visit to a manufacturing facility.

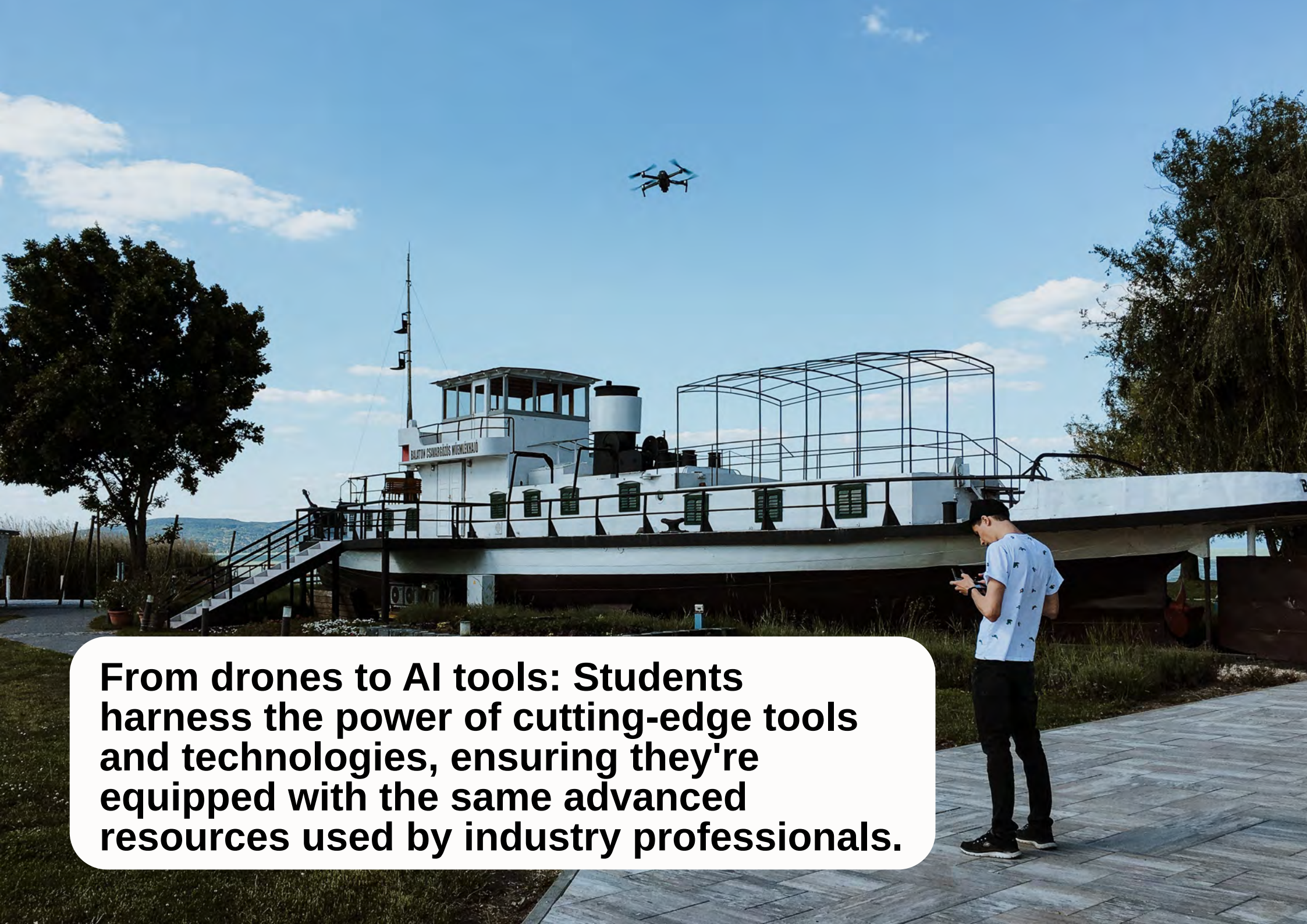
Interior Design

Week 1: Introduction to Interior Design

Basics of space planning and furniture selection.
Understanding different interior design styles.
Practical workshop: Digital interior design using software like SketchUp.
Excursion: Visit to an interior design firm.

Week 2: Practical Skills in Interior Design

Advanced space planning and lighting design.
Practical workshop: Virtual reality walkthroughs of designed spaces.
Group project: Designing a room or space.
Excursion: Visit to a commercial interior design showroom.



From drones to AI tools: Students harness the power of cutting-edge tools and technologies, ensuring they're equipped with the same advanced resources used by industry professionals.

Architecture & Urbanism

Week 1: Introduction to Architecture and Photography

Basics of architectural design and principles.
Understanding architectural history and styles.
Introduction to architectural drawing and sketching.
Practical workshop: Architectural photography techniques
Excursion: Visit to a historical architectural site or landmark.

Week 2: Modern Architectural Techniques and Aerial Photography

Overview of modern architectural materials and construction techniques.
Practical workshop: Digital architectural design using software like AutoCAD, Revit, or SketchUp.
Aerial/Drone Photography Session: Capturing architectural structures, understanding drone operations, and safety protocols.
Group project: Designing a sustainable building using the software tools learned and photographs
Excursion: Visit to a modern architectural studio

3D Printing and Rapid Prototyping

Week 1: Introduction to 3D Printing

Understanding materials used in 3D printing.
Introduction to 3D modeling for printing.
Practical workshop: Hands-on experience with a basic 3D printer
Excursion: Visit to PrusaLabs a leading 3D printing company.

Week 2: Advanced 3D Printing and Rapid Prototyping Techniques

About rapid prototyping methods and their applications.
Overview of advanced 3D printing materials and multi-material printing.
Practical workshop: Designing complex models and preparing them for printing using PrusaSlicer software.
Group project: Designing and prototyping a functional product or component using the skills and software learned.
Excursion: Visit to a Product design studio


Exchange enriches,
architecture transforms.

Digital Marketing

Week 1: Introduction to Digital Marketing

Importance and role of SEO (Search Engine Optimization).
Introduction to PPC (Pay-Per-Click) advertising.
Overview of social media platforms and their marketing potential.
Practical workshop: setting up a basic PPC campaign on Google Ads.
Excursion: Visit to a digital marketing agency to understand real-world applications.

Week 2: Advanced Digital Marketing Techniques

Deep dive into content marketing: creation, distribution, and strategy.
Email marketing essentials and best practices.
Analytics, performance measurement, and introduction to Google Analytics.
Practical workshop: Setting up a WordPress website
Group project: Designing and executing a mini digital marketing campaign.
Excursion: Visit to an e-commerce company

IT / SW & HW Development

Week 1: Introduction to Software Development and IT Systems

Overview on contemporary programming languagesBasics of programming languages, such as Python, Java, or C++.
Practical workshop: Setting up a basic IT environment and writing a simple program.
Excursion: Visit to a software development company

Week 2: Hardware Development and Integration with Software

Introduction to hardware components, microcontrollers, and embedded systems.
Basics of hardware-software integration and understanding of IoT
Practical workshop: Designing a basic electronic circuit and integrating it with a software application
Group project: Developing a mini IoT project
Excursion: Company visit


Prototyping teaches patience, soldering showcases precision, and programming reveals possibility.
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Reach out and discover more with us!

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