

EXECUTIVE COURSES BY ECAL

September 2017
in Hong Kong

08 – 10.09.2017

— Light in Photography

— Augmented Reality

15 – 17.09.2017

AT HKDI — Modular Typeface
— Watch Design



HKDI
www.hkdi.edu.hk

Committed to providing quality education to cultivate knowledge, professionalism and new talents for the evolving creative industries, Hong Kong Design Institute (HKDI), a flagship Design Institution under Vocational Training Council (VTC), adopts a “Think and Do” approach through contemporary curriculum and active collaborations with industry. With many years of experience in design education, HKDI brings together the strengths of 4 Design departments to offer over 20 programmes spanning across Architecture, Interior, Product Design, Communication Design, Digital Media, Design Foundation Studies and Fashion and Image Design.

Our active collaborations with local and international academic and industry partners provide students the opportunity to acquire hands-on experience at renowned international institutions and practices, and participate in overseas exchange programmes to expand their horizons.



ECAL
www.ecal.ch

Enjoying international renown and featuring regularly among the world’s top ten universities of art and design (ranked 5th in the latest Dezeen Hot List), ECAL/University of Art and Design Lausanne is directed by Alexis Georgacopoulos. The school currently offers six Bachelor programmes (Fine Arts, Cinema, Graphic Design, Industrial Design, Media & Interaction Design, Photography), five Master programmes (Fine Arts, Film, Photography, Product Design, Type Design) and two Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation (with EPFL+ECAL Lab). ECAL also offers a one-year Foundation Course to prepare students for entrance to the different Bachelor’s programmes.

Thanks to the network established at ECAL and by producing a portfolio to the highest professional standards, once they complete their studies our graduates have the choice of working for renowned companies or immediately setting up their own practice.



Light in Photography

08 – 10.09.2017

Teachers:

Anoush Abrar

Clément Lambelet

DESCRIPTION

This course offers an introduction to the Photography medium, allowing participants to use it as a narrative tool. It thus proposes them to produce a series of images using smartphones, reflex or compact cameras, and limiting themselves to accessible means by not engaging with professional equipment. During the creative process, tutors sensitise participants on aspects such as subject, light and composition, as well as how to do the postproduction and diffusion on social networks.

SKILLS LEARNED

- Develop a sensitivity with light
- Learn how to compose and structure an image
- Learn how to produce images of quality with basic equipment
- Develop a critical approach to photography

SOFTWARE REQUIREMENTS

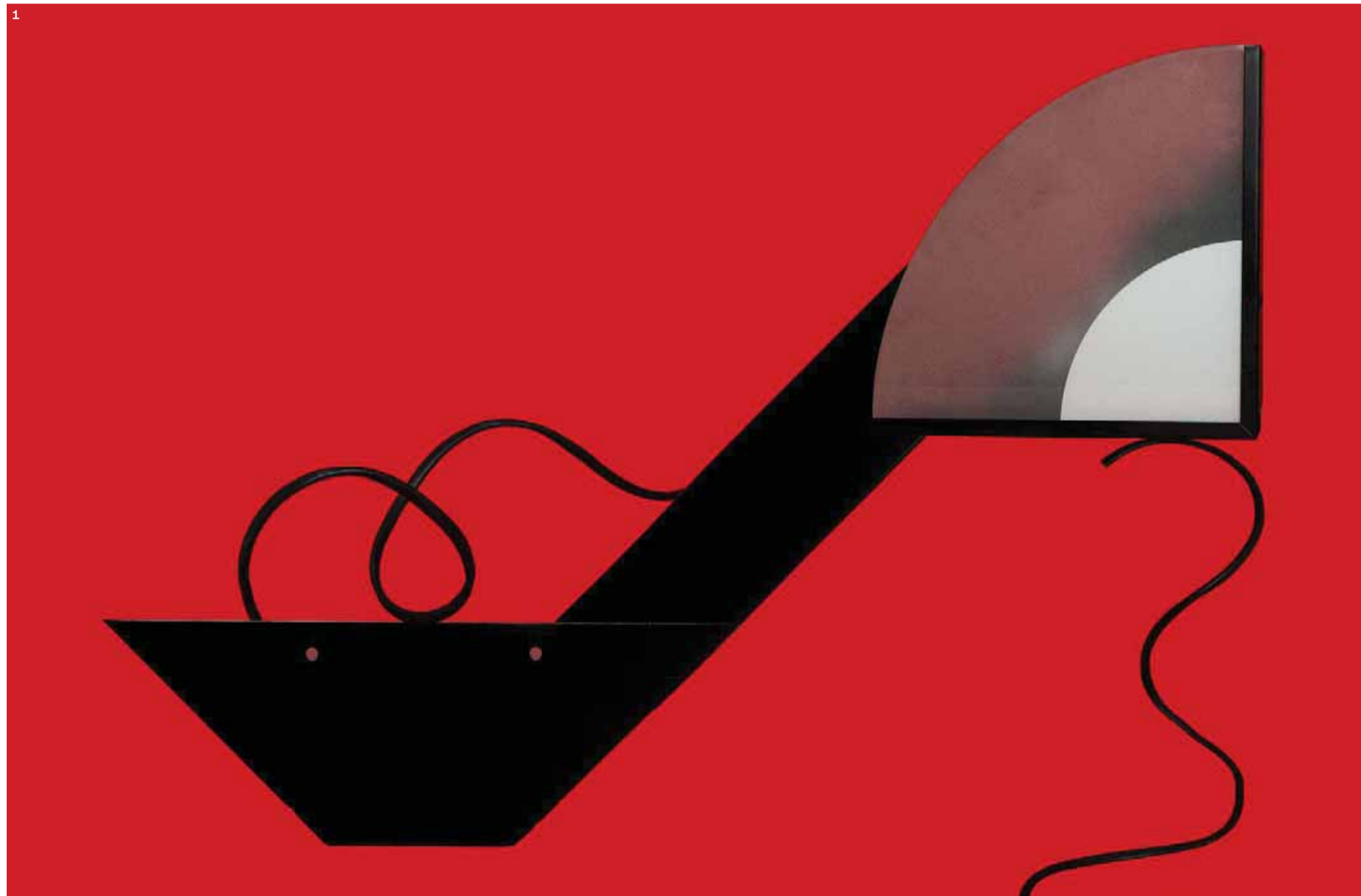
- Good knowledge of Photoshop

Anoush Abrar
www.anoushabrar.com

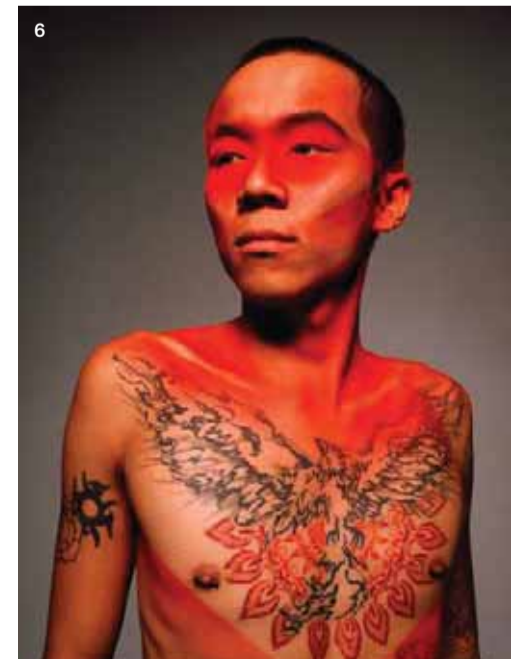
Anoush Abrar is a photographer specialised in portraits. Graduated from ECAL in Bachelor Photography, he continued with a Master degree. One year later, Anoush was selected by the prestigious fashion and photography festival in Hyères (France) and was one of the winners of the Swiss Design Awards, which gave him the opportunity to follow a 6-month internship in the famous new-york magazine *Visionnaire*. He has been shortlisted twice for the prestigious Taylor Wessing National Portrait Gallery Prize, winning the third prize in 2013 and the second prize in 2015.

Clément Lambelet
www.c-lambelet.com

Clément Lambelet is a photographer and videographer. His projects focus on society-based issues linked to human visibility. After graduating with high honours from ECAL in 2016, he exhibited in C/O Berlin, Centre of Photography Geneva and Musée de l'Elysée in Lausanne. He was part of the selection for Plat(t)form 2017 and Swiss Design Award 2017. Besides his personal practice, he works as an assistant at ECAL and co-founded Noeme, a non-profit organisation, that works for the dissemination and reflection on the contemporary artistic image.



[1][4] Collaboration with Pierre Hardy, ECAL/Cécilia Poupon, Anais Leu
[2][3] ECAL/Olivia Schenker
[5] Summer University in Rio de Janeiro, Brazil, ECAL/Jules Moskovtchenko
[6] ECAL/Margaux Corda



Augmented Reality

08 – 10.09.2017

Teachers:
Pauline Saglio
Marc Dubois

Pauline Saglio
www.saglio.io

Pauline Saglio is an interaction designer working on tangible digital installations. It was the wish to work on projects combining animations with interactivity that lead her to integrate the Bachelor Media and Interaction Design programme at ECAL, where she graduated in 2013 and where she is now a teacher in Motion Design. During her studies, she met Mathieu Rivier with whom she works on interactive installations for famous luxury brands such as Hermès or Emilio Pucci and also for many museums.

Marc Dubois
www.fragment.in

Marc Dubois is an interaction designer who finished his Bachelor at ECAL in 2014. He is interested in reclaiming common objects and/or technologies, by altering their meaning and finding new ways to interact with them. Always torn between art and technologies, he is also a programmer, passionate by generative visuals and music. With two friends, he founded fragment.in, an interaction design studio. Together they won the 3 months residency COLLIDE@CERN.

DESCRIPTION

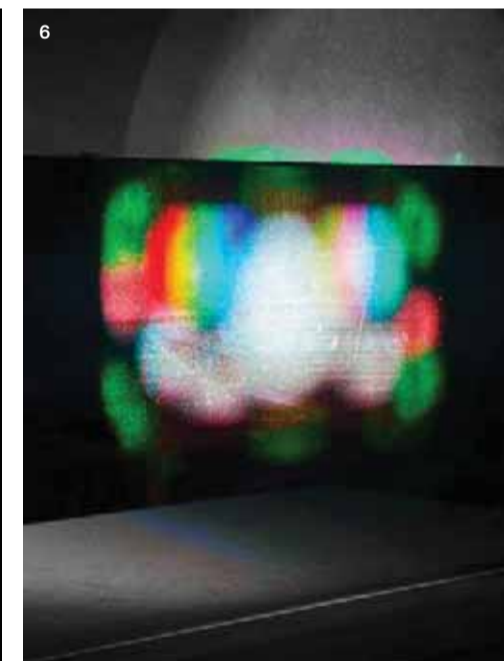
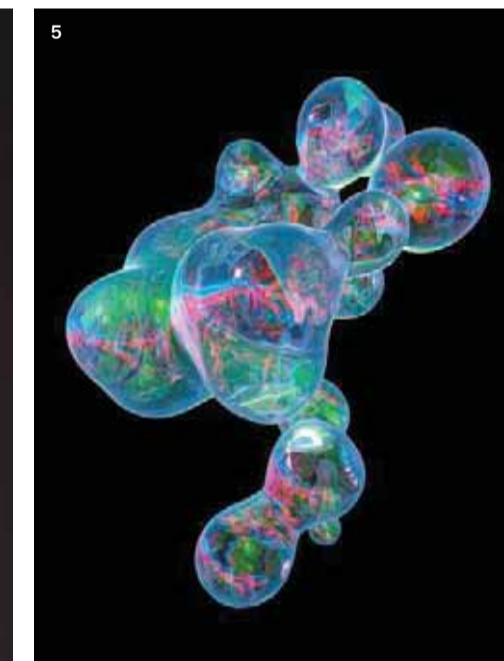
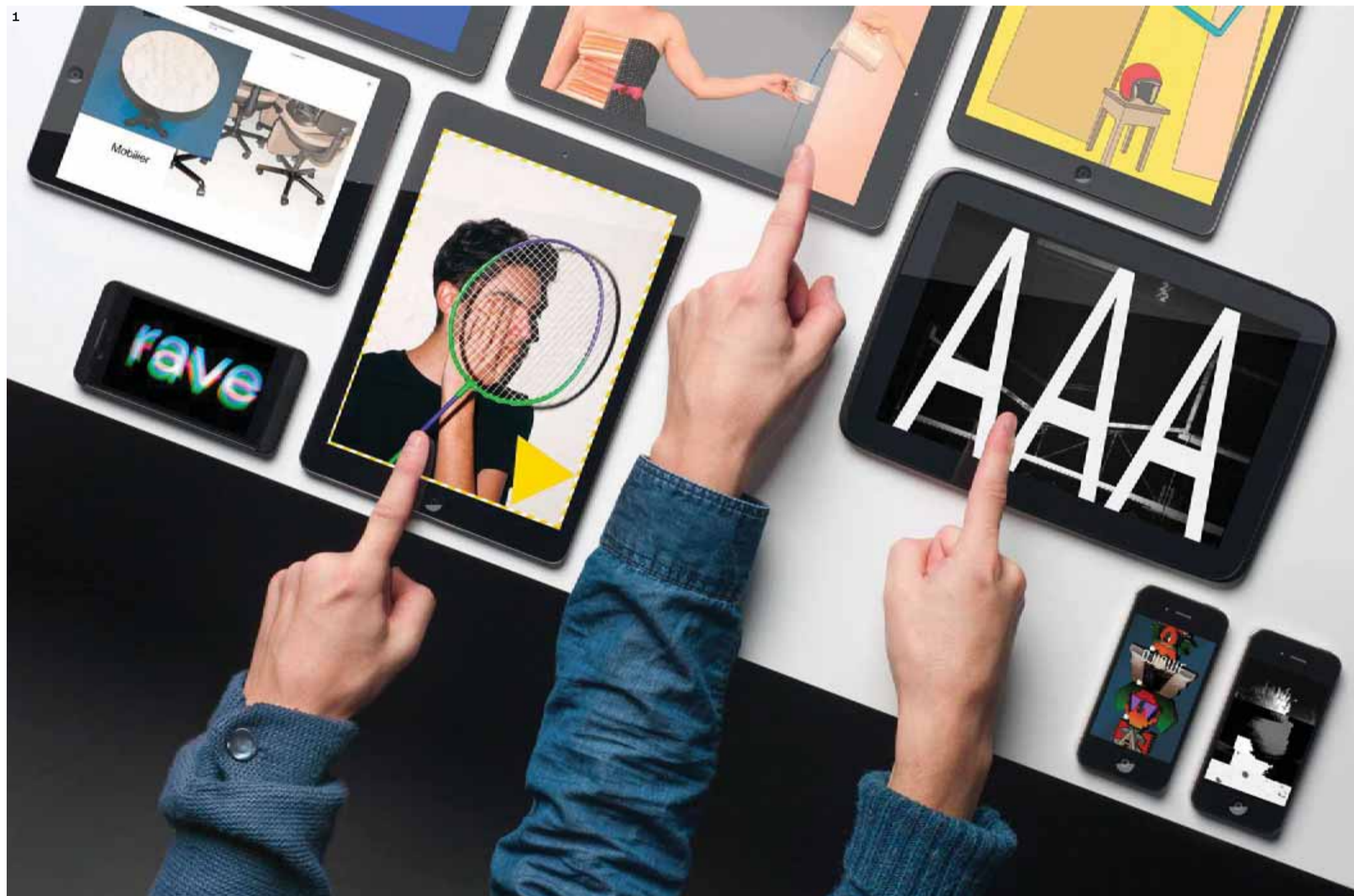
This course allows participants to become aware of new technologies by carrying out a project linked to one of them: augmented reality. The tutors will help participants to develop a visual concept that will combine a virtual media (image, video, etc.) with reality through the screen of a smartphone. The main part of the course consists in teaching the participants to create interesting media and integrate them into the project.

SKILLS LEARNED

- Develop an aesthetic and critical sense of the interaction design environment
- Create and develop an idea related to augmented reality
- Learn a technical process and produce digital media

SOFTWARE REQUIREMENTS

- Good knowledge of Photoshop
- Good knowledge of Illustrator
- Knowledge in After Effects, Animate is a plus



[1] Various iPad projects
 [2] *When objects dream*, exhibition at Salone del Mobile 2016
 [3] Cooperative game, ECAL/Benjamin Botros
 [4][5] ECAL/Nora Smith
 [6] ECAL/ Younés Klouche

Modular Typeface 15 – 17.09.2017

Teachers:
Robert Huber
Chi-Long Trieu

DESCRIPTION

This course offers an overview of different design tools by allowing participants to develop a set of typefaces using vectorial and bit-map sketches. Mentored by their tutors, participants experiment and produce different modules to play with their own typeface by working on composition, layout design, typesetting, colour experimentation... The final step of this course is to integrate and apply these typefaces to an enhancing support such as printed posters.

SKILLS LEARNED

- Learn and experiment the technical and practical basis of graphic design
- Develop an aesthetic and critical sense in the graphic design environment
- Learn how to design shapes through a modular system
- Learn how to compose and structure a "Swiss style" poster

SOFTWARE REQUIREMENTS

- Good knowledge of Illustrator
- Good knowledge of InDesign
- Good knowledge of Photoshop

Robert Huber
www.robert-huber.net

Robert Huber founded his graphic design studio in 2012 in Lausanne. Working for cultural, institutional and commercial clients, his practice also includes both personal type design projects as well as bespoke type design for various clients. Collaborations with external designers and art directors have been part of the studio's approach from the very beginning. He was awarded at the Swiss Design Awards in 2014 and the Most Beautiful Swiss Books in 2013 and 2014. Huber is currently teaching typography and type design at ECAL.

Chi-Long Trieu
www.trieu.ch

Chi-Long Trieu is a graphic designer with a focus on type. After graduating from ECAL in Bachelor Graphic Design in 2013, he worked three years at Optimo Type Foundry. In 2014, he was awarded with a six-months design residency in New York. His recent projects include custom typefaces for Uniqlo U, W Magazine and Die Zeit. Besides his design practice, he is working as a research assistant at Color Library and is teaching editorial and graphic design at ECAL and EPFL+ECAL Lab.



[1] ECAL Graphic Design exhibition at Gallery l'elac
[2] *MonoMix*, diploma project, ECAL/Daniel Hättenschwiller & Thomas Petit
[3] ECAL/Thomas Petit
[4] *Le monde automatique*, workshop with Ludovic Balland
[5] ECAL/Océan Bussard
[6] *Super*, ECAL/Melchior Burnat



Watch Design 15 – 17.09.2017

Teachers: Fiona Krüger Xavier Perrenoud

DESCRIPTION

This course offers an overview of the reality in the watch industry in Switzerland. During the workshop the participants will experiment the creative process through an exercise which consists in re-designing an iconic Swiss watch. In addition to a complete introduction of the most well-known products from Swiss brands, this practical project will allow them to learn the tools and techniques as used by a watch designer.

SKILLS LEARNED

- Introduction to the Swiss watch industry
- Learn the high-end watch creative process
- Learn how to improve a watch rendering
- Create an evolution of a Swiss watch archetype

SOFTWARE REQUIREMENTS

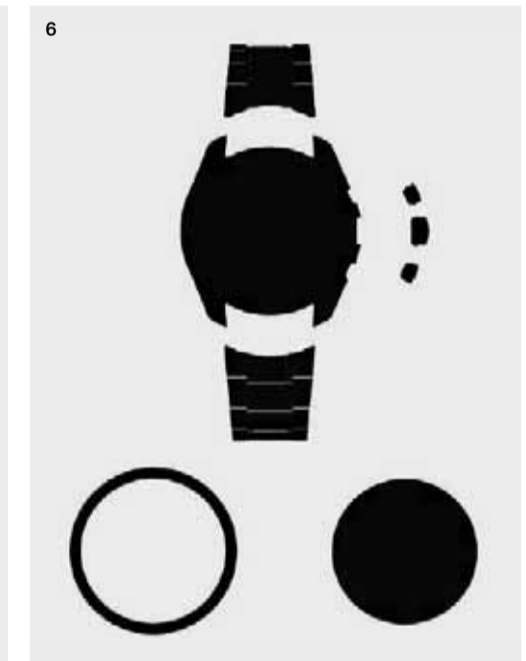
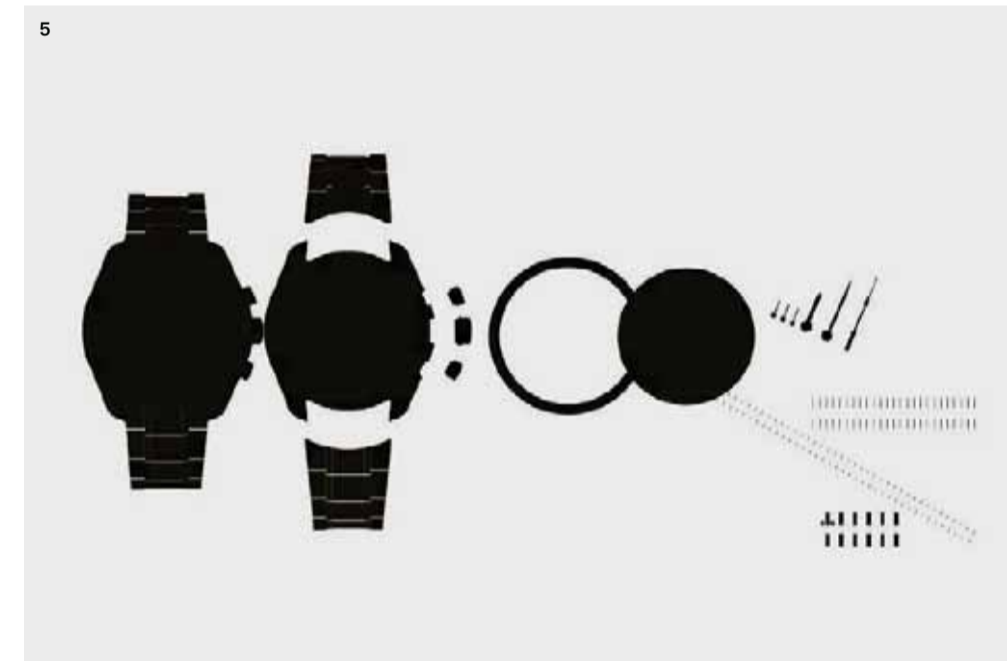
- Good knowledge of Illustrator

Fiona Krüger
www.fionakrugertimepieces.com

Fiona Krüger is a watch designer who describes her creative process as “an artistic approach to haute horlogerie”. Fiona has a background in Fine Art, graduating from Edinburgh college of Art in 2007, before working in South Africa’s art scene for 3 years ahead of her move to Switzerland where she graduated with a MAS in Design for Luxury & Craftsmanship from ECAL in 2011. Following her graduation Fiona worked as an assistant professor at ECAL whilst setting up Fiona Krüger Timepieces (FKT), her own independent fine watch brand. Fiona also designs time-pieces for some of the most innovative names in the Swiss watchmaking industry. Recent projects include designs for Speake-Marin, Ulysse Nardin and Fabergé and a co-creation with swiss clock manufacture L’EPÉE 1837.

Xavier Perrenoud
www.xjc.ch

Xavier Perrenoud was born in the Swiss watchmaking valley and comes from a manufacturing family. He is the founder of Atelier XJC specialised in luxury product design and wearables for the watch and jewellery industry and works with the most prestigious and internationally renowned watchmaking and luxury brands such as Louis Vuitton, Swarovski, Pomellato, Chaumet, Fendi, Omega and others. Driven by his search for constant innovation, Xavier developed a research laboratory at Atelier XJC, focussing on new materials and production processes. Xavier is also a professor at ECAL for the Master of Advanced Studies in Luxury & Craftsmanship.



[1][2] Student visit at Vacheron Constantin
[3][4] Celebration Skull by ECAL alumni Fiona Krüger
[5][6][7][8] Various rendering exercises



HOW TO APPLY

COURSE FEE

Standard rate: HK\$ 11,500

Special rate (Deadline: 15 July):

— 10% discount (HK\$10,500) for Early Bird

— 15% discount (HK\$9,800) for 2 course enrollments or 2 person enrollments at the same time

— 15% discount (HK\$9,800) for VTC Staff, VTC Alumni and Members of Supporting Organisations

— Seats are limited.

First comes, first served.

REQUIREMENTS

Applicants should normally hold:

— a Bachelor's degree awarded by a recognised school, preferably with experience in the related field

OR

— a recognised tertiary level qualification, with substantial experience in the creative industry

MEDIUM OF INSTRUCTION

English

CERTIFICATE

Certificate of Attendance by ECAL and HKDI will be issued to participants upon successful completion of the course(s)

ECAL

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APPLICATION

Online application link:

<http://cpe.vtc.edu.hk/en/>

or come to HKDI-PEEC office @ HKDI campus

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Supporting Organisations



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