



Nottingham Trent University

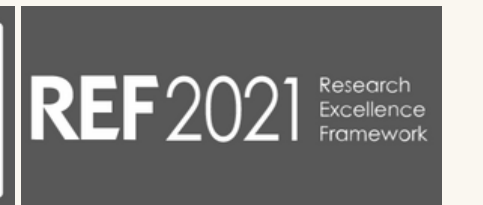
Immerse yourself in an award-winning campus @ NTU, UK

Established in 1843, Nottingham Trent University has a long history of unlocking potential, breaking down barriers and making a real difference to lives around the world.

With over 40,000 students and staff spanning five university sites, Nottingham Trent University (NTU) is one of the largest and most influential higher education institutions in the country. The university is committed to driving forward meaningful change and has received a wide range of prestigious awards for its research, dynamism and innovation. From the vibrant City Campus in the bustling heart of Nottingham to the idyllic countryside estate of Brackenhurst, the University has a number of sites across Nottingham and the surrounding areas.

The City Campus is big enough to inspire and compact enough to provide a sense of community; one where our best and proudest traditions sit shoulder to shoulder with new theories, new practice and new possibilities; a mix of heritage and innovation that sums up the city.

A range of cafés and restaurants on the City Campus are based in convenient locations, offering food and drink to suit all tastes and dietary requirements. NTU is an award-winning University like no other:



This is a curated program for students aged 18 or over who wish to visit the UK and have an educational and cultural experience. The course is a combination of time on the NTU campus and time on location in the city and region exploring museums, galleries and visitor attractions that will support their learning.

The Program:

Branding, Design and Communication - for a Better World!

This course combines ethical brand development with industry-level graphic design. It's for students with some design experience who want to deepen their knowledge of branding through a structured, meaningful project. With an emphasis on communication and visualisation skills using Adobe Creative Suite, you'll create a brand from the point of view of a creative thinker and as an advocate for a cause.

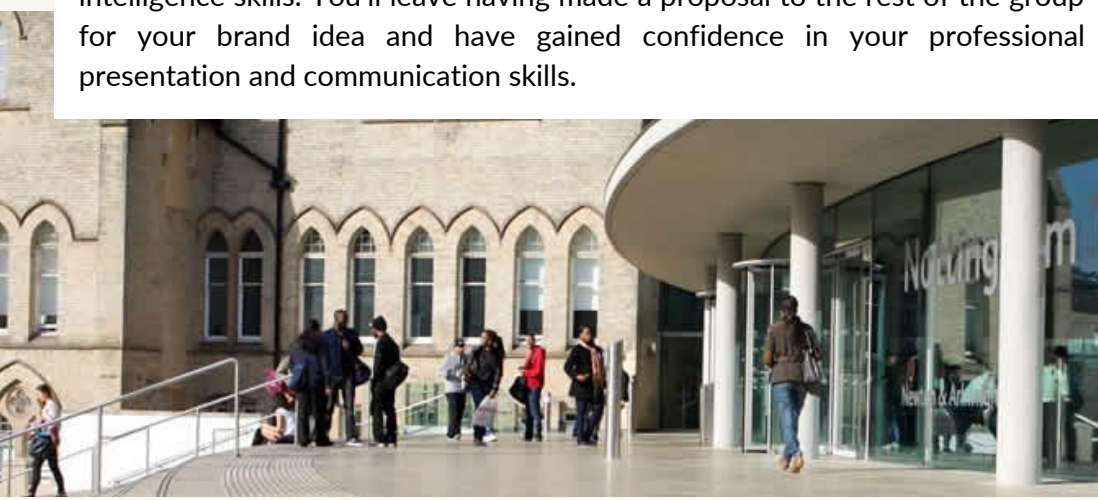
On this course, you'll practice a range of skills to create a brand. Your brand will respond to a professional brief around a current social, political or environmental issue. It will include graphic design, fashion communication, marketing, art direction and creative storytelling. You'll also learn how to employ quality research techniques, consumer profiling and professional visual creation.

On this course, you will:

- become a better critical thinker
- learn how to contextualise an idea
- discuss current events and issues and their impact on design
- complete consumer research
- practice creating graphic design content that speaks to your audience
- explore trend forecasting and visual mood boards
- develop your software skills
- expand your graphic design knowledge in font-pairing, document set-up, time-savers and product mock-ups
- prepare ways to present your ideas and develop storytelling for a brand.

The course will include lectures, discussions and critiques combined with practical work, independent study and visits to places locally that provide creative design inspiration. Plus visits or talks from groups involved in the environment, sustainability and community action.

By the end of this course, you'll have created new work for a professional design portfolio and have expanded your critical thinking and market intelligence skills. You'll leave having made a proposal to the rest of the group for your brand idea and have gained confidence in your professional presentation and communication skills.





Destination - Nottingham City

Nottingham is a gorgeous city with a ton to see and explore. If you're plotting out an England itinerary, you should definitely add in a stop in this historic city.

Since it's surrounded by the stunning Nottinghamshire countryside, if you're visiting the city, you should definitely look at day trips to some beautiful places nearby. The surrounding areas are full of castles, nature reserves, parks and country walks, all within an hour's drive.

While the city provides plenty to see, you'll find there are even more exciting day trips from Nottingham. From seeing 900-year-old castles, visiting the home of Robin Hood, spectacular countryside in the Peak District, and romantic stately homes belonging to former poets, there are plenty of Nottingham day trips to keep you entertained.

The National Justice Museum is an independent museum on High Pavement in the Lace Market area of Nottingham, England. The museum is housed in a former Victorian courtroom, prison, and police station and is therefore a historic site where an individual could be arrested, tried, sentenced and executed. New Art Exchange Visual arts centre led by African, Caribbean and South Asian artists. Nottingham Contemporary is one of the largest contemporary art galleries in the UK, presenting exhibitions, special events, and family activities.

Weekend London trip as a great option:

From the modern London Eye to the historic Tower of London, there are many attractions in London that are a must-see on any sightseeing trip. Even better, many London landmarks are free to visit. Soak up some culture at London museums, visit Buckingham Palace, or take the perfect picture with Big Ben. Get up close and personal with underwater creatures at SEA LIFE London Aquarium or explore the Science Museum, London's interactive hub of science and technology.



IMMERSION PROGRAM - NTU, UK - May 2023 (14 - 27 May)

	DATE	ACTIVITIES	REMARKS
Day 1	Sunday 14th May 2023	Land in London. Head on to Nottingham / Hotel Check-in	Settle & relax.
Day 2	MONDAY 15th May 2023	Welcome Ceremony & tour of Campus 3 hour session	Welcome to NTU UK!
Day 3	TUESDAY 16th May 2023	3 hour session	
Day 4	WEDNESDAY 17th May 2023	Off Campus Visit	
Day 5	THURSDAY 18th May 2023	3 hour session	
Day 6	FRIDAY 19th May 2023	3 hour session	
Day 7	SATURDAY 20th May 2023	Weekend	Free to explore UK / Ideally a trip to London
Day 8	SUNDAY 21st May 2023	Weekend	Free to explore UK / Ideally a trip to London
Day 9	MONDAY 22nd May 2023	3 hour session	
Day 10	TUESDAY 23rd May 2023	Off campus visit	
Day 11	WEDNESDAY 24th May 2023	3 hour session	
Day 12	THURSDAY 25th May 2023	Off Campus Visit	
Day 13	FRIDAY 26th May 2023	4 hours session with closing / awarding certificates	Closing / presentation of certificates
Day 14	SATURDAY 27th May 2023	Check - Out 11 AM / leave to the Airport	

Indicative schedule:

21 hours on campus

12 hours on excursions

18 hours independent learning

Program Fee - INR 195,000/- Inclusive of all taxes

The fee includes Program cost + Accommodation with breakfast + Airport - Hotel - Airport transfers + Local Travel Pass for Bus & Metro
Excludes Flight Tickets, Visa Charges
Lunch & Dinner expenses + Out of Nottingham travel expenses + Personal Sight Seeing (entry-tickets) expenses.

The students are free to explore Nottingham after the Campus & Outdoor sessions.

Contact us

+91 9677618559 / +91 7823933950

@immersionglobal



www.immersionglobal.com

Application Submission Deadline: 10 March 2023
Fee Payment Deadline: 15th March 2023

