

OFF-CAMPUS STUDY

INTERNATIONAL BRANDING AND PRODUCT DEVELOPMENT GERMANY – MUNICH AND BERLIN STUDY ABROAD



AT A GLANCE

TYPE

Short-term faculty-led

TRAVEL DATES

Spring Break 2016

ACADEMIC CREDIT – 6 credits total

ADVE3991– 3 credit

Liberal Arts Elective – 3 credit

ELIGIBILITY

All majors. Advertising and Graphics and Industrial Design students are highly encouraged to apply. Sophomores, Juniors, and Seniors

COST

ESTIMATED \$4,000. Official program fee will be set prior to Fall 2015 semester

APPLICATION DEADLINE

Sept. 15, 2015. Applications are available on the Off-Campus Programs digication page.

CCAD FACULTY

Jim Lutz (Ad Graph)

Tom Gattis (Industrial Design)

QUESTIONS?

offcampus@ccad.edu

614.222.3221

IMPORTANT LINKS

U.S. Department of State

www.state.gov

SMART Traveler Enrollment Program

step.state.gov/step



PROGRAM SUMMARY

This program begins at CCAD during the Spring 2016 semester. Students enrolled in the corresponding course will spend the Spring semester at CCAD investigating international brands and products marketed to a European audience and will work on two intensive, portfolio-level design projects with Frog Design in Munich, Germany and Leo Burnett in Berlin, Germany.

This is a project-based course taught in a seminar style focusing on branding and product design in an international market. Students will engage in research methodology that will explore and interpret consumer behavior, how to gather and evaluate data, and apply this knowledge to the design process. Students will be studying leading industry practices in research, then applying their design concepts. Each student team will do a deep dive into research, branding and brand positioning, product design, marketing and packaging of international products.

During spring break, the course will embark on a required 10 day short-term study abroad experience, where students will visit several top design firms, tour and explore Europe's rich design and cultural museums and centers, as well as explore innovative product environments and showrooms. Students will present their projects and portfolio pieces to clients.

Graded credit will be given upon completion of the semester. Students must be enrolled in and complete the Spring 2016 course to receive academic credit and participate in this program.

The class will partner with two International design firms as a corporate partner for solving design challenges for brands sold both in the U.S. and Europe. Products sold internationally are frequently adjusted for the needs and preferences of different countries. The class will explore current case studies and the design thinking needed to be adaptable and relevant to the preferences of a European consumer. Students will have the opportunity to network and connect with top international design firms as well as several CCAD alumni. Transformative project based learning with an interdisciplinary emphasis will link students to innovative design firms and designers

LOCATION

The 10 day in-country experience will tour and explore Europe's rich design and cultural museums and centers, as well as explore innovative product environments and showrooms. Guided and self-guided tours of Munich and Berlin provided as an immersion into European history, culture, design, art and architecture. Students will experience many aspects of product design and branding including: Cultural differences between U.S. and European consumers • National brands versus store brands and their position in Europe • Sustainability in product design and packaging • Economic viability of design decisions • User experience and user interface with products and brand touch-points

ACCOMODATIONS

Students will be housed in shared accommodations centrally located to program activities and public transportation.

PROGRAM COSTS

Each student is responsible for paying an ESTIMATED program fee of \$4000. Official program fee will be set prior to Fall 2015 semester.

The program fee includes:

- Group international airfare to and from Columbus, Ohio
- Double-occupancy accommodations
- Some group meals
- All program activities, tours, and entrance fees
- Transportation in country
- Transportation to and from the airport in Germany
- Supplemental health insurance (required)

The program fee does not include:

- Tuition for the three course credits
- Pre-departure expenses (such as passports or vaccinations)
- Non-group meals
- Personal expenses

FEE PAYMENT

The program fee and tuition for the three course credits will be billed with Spring 2016 tuition.

If a student withdraws or becomes ineligible at any time after the Off-Campus Programs acceptance notification, he or she will be held responsible for a cancellation fee of \$250 plus any costs the college has incurred on their behalf to secure services associated with this program. Please refer to the Withdrawal and Refunds policy for more details.

ELIGIBILITY

All students will be required to participate in a pre-departure health and safety session organized through the Office of Off-Campus Programs. Failure to do so will result in a student's withdrawal from the program, at which point the student will be subject to the Withdrawal and Refunds policy described above.

Passports are required for students participating in study abroad. Student passport information will be required as early as six months prior to departure in order for the college to finalize international travel and logistics associated with the program.

International students who do not hold a United States passport are responsible for securing any necessary travel visas and documents required for citizens of their country to travel to the location of this program. They are also required to meet with Jonathan Neeley, assistant director of Admissions and international student advisor, at jneeley@ccad.edu to discuss their responsibilities and maintenance of their immigration status