

# cesine

Escuela Universitaria de Negocios,  
Comunicación & Diseño

## Summer course



## Digital creation and design

SANTANDER

**Design • Digital Communication • AI assisted creativity**





# SANTANDER

Santander is **one of the most beautiful coastal destinations in Northern Spain**, surrounded by beaches and mountains. As a prestigious university city, Santander offers a vibrant cultural scene and a wide range of sports and leisure opportunities.

It is dynamic, traditional, and cosmopolitan at the same time, the ideal place for an unforgettable learning experience. They will **discover the cultural richness of Santander and Cantabria** and offer a fun, inspiring summer experience. Activities may vary and will be curated to create the best experience for each group.

## DIGITAL CREATION & DESIGN

**An innovative and immersive program that combines creativity, design, communication, and practical experience**

This summer course offers **total immersion in the world of design**, focusing on areas such as **branding** and the creation of a complete corporate identity, from **packaging** to the development of the visual elements that surround a brand. It will also cover **corporate communication**, including the development of **action plans, strategies, and media channels**, all applied to the **digital environment**.

Throughout the program, we will leverage **artificial intelligence** to better understand different tools that provide significant support in various business sectors. This course is designed for **students of design, communication, marketing, and business**.

The program combines **academic sessions** in the mornings with inspiring **cultural activities** in the afternoons, offering comprehensive, creative, and professional experience.

### LEARNING OBJECTIVES

- Understand the challenges and limitations of **packaging**.
- Master the process of developing a complete **brand identity**.
- Develop your **creative thinking** through visual research, sketching, and moodboarding.
- Develop a brand story and a comprehensive **social media communication plan**.
- Explore the use of **artificial intelligence** for ideation and content creation.
- **Present** creative and communication concepts clearly and professionally.
- **Prepare a portfolio** of diverse projects to strengthen your academic and professional profile.

### TEACHING PHILOSOPHY

In Cesine, **real-world learning** is central to our educational approach. We believe that students develop true professional readiness when they work on **authentic challenges** directly connected to the needs of today's industry.

Throughout the program, students **collaborate with a local company** that provides the project brief and evaluates the final work. This approach ensures that students build technical abilities that are highly valued in the global job market.



## WEEK 1

### Turning a real company brief into a packaging concept

During this week you will:

- Use **design thinking** to transform the company brief into creative, user-centered concepts.
- Use **AI** as a tool for creative ideation and visual concepting.
- Develop the structural aspects of **packaging** (shapes, materials, sustainability).
- Create the **visual and graphic identity** of the packaging.
- Build a **physical prototype** and present it professionally.

At the end of the week, you will present a **brand identity creation idea**, along with a **packaging prototype** and a short creative presentation.

*You can choose to take the course for 2 weeks or just 1 week.*

## WEEK 2

### Bringing the design to digital platforms

During this week you will:

- Build a **brand narrative** and visual identity for the packaged product.
- Translate this narrative into **visual identity** and communication messages.
- Use **AI tools** to generate ideas and content variations.
- Create examples of **posts, stories, banners...** and adapt them to different platforms (Instagram, TikTok, LinkedIn...).
- **Present** your communication proposal in a clear and engaging way.

At the end of the week, you will have produced a **professional social media communication kit** and delivered it to the company representatives.

## LEISURE ACTIVITIES

### Culture, Nature & Creative Exploration

A selection of possible activities includes:

**Cultural discovery:** museums, architecture, local heritage. Cesine benefits from close links with the Centro Botín, a cultural landmark in Cantabria.

**Exploring local production and regional industries** through visits to selected local manufacturers.

**Nature & outdoor experiences:** coastal walks, viewpoints, beach activities.

**Gastronomy & social moments** enjoying local cuisine and pinchos.

### Optional: Surf sessions at the iconic Somo Beach (with Quicksilver)

Students also have the opportunity to enjoy one of Cantabria's most renowned natural assets: its world-class surf conditions. **Surf sessions** take place at the mythical **Somo Beach**, in collaboration with the **Quicksilver Surf School**, known internationally for its expertise and high-quality coaching.

Two optional formats are available:

**Surf Introduction Session** (Beginner-Friendly): a one-time experience to discover surfing in a safe, enjoyable environment.

**Intensive Surf Course** (1 or 2 weeks): daily training for students wishing to progress significantly in technique, balance and wave reading.



# WHY DO THIS SUMMER COURSE?

## A complete experience: learning, creating & exploring

Hands-on learning rooted in a **real project** of design innovation and digital communication.

**Future-oriented skills:** use of AI tools to enhance creativity and boost productivity.

**A memorable summer** spent in one of Europe's most beautiful and culturally-rich coastal regions.

## Strengths:

This is a **flexible program**, with advanced **technological techniques**, that combines **creativity and business** skills, with the development of a **project with a real company**.



# TECHNICAL INFORMATION

## Start date: June 29th

Direct entry possible for 2nd week: July, 6th

## Length:

1 week or 2 weeks

## Admission requirements:

B2 level of English

## Credits awarded:

1 week: 3 ECTS (1,5 US credits)

2 weeks: 6 ECTS (3 US credits)

## Prices:

### 1 week:

without accommodation: 850 €

with accommodation: 1 340 €

### 2 weeks:

without accommodation: 1 360 €

with accommodation: 2 330 €

## Surf option:

Surf introduction: 50 € extra

Intensive surf – 1 week: 150 € extra

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## A matter of identity

Cesine is a higher education institution with over 30 years of history. We offer programs in two main areas of study: Business and Communication as well as Design and Creation.

The quality of our teaching sets us apart from other higher education centers: we believe in the value of practical experience combined with dynamic and participative learning.

Our experts combine an innovative approach to learning with a commitment to excellence and entrepreneurial values.

## Contact

international@cesine.com

+34 674 433 618

C/ Simón Cabarga, nº6  
39005, Santander  
Cantabria, Spain