



How to Read an Image: Writing Outstanding Analysis of Text and Visuals

4-8 July 2022, 1:00–4:00pm

A-Levels, IB, HKDSE and other senior curricula all require analysis of visual and written texts as a major component of their English assessments. In these exams, students must swiftly analyse and explain the technical elements and purpose of a range of text types. How do images work? How does rhetoric function in ads and articles? Students who can tackle any unseen text with confidence have a huge advantage.

This camp takes the mystery out of writing sophisticated close analysis: over one week, we will build a high-level essay together and develop writing skills that will impress the toughest examiner.

In this fast-paced and fun (we promise!) writing camp, we will visit the University Museum and Gallery exhibition “Adrift in Time: Photography by Chun Wai” as we learn to understand and analyse photographs, advertisements from Gucci to KFC, and many other print and online texts. We will practice all the elements of essay writing, from technical terms to conceptual thinking.

Students will leave with new confidence in their own analysis and expression abilities, ready to face the challenges of their final assessments in A-Levels and IB.

Location

The camp will be held on campus at the University of Hong Kong.
(Run Run Shaw Tower, Centennial Campus – HKU MTR exit C)

Schedule

Monday to Friday, 4-8 July. 1:00-4:00pm.

Each day’s camp runs for 3 hours, which includes two short breaks.

Each day’s activities involves writing, discussion, and a range of active learning exercises.

Cost

HK\$6,000 per student for the full 5-day camp.

Discounted ‘siblings and friends’ rate of HK\$4,800 per student for groups of 2+ participants.

Contact

If you would like to join a summer camp, or for more information, please contact me by email at anya@collegestreetwriters.com or on WhatsApp at +852 9445 1862. For more information about the camps and College Street Writers, visit www.collegestreetwriters.com.