

MEXICAN ARCHITECTURE^{AND} >>>>>>>> VIDEO MAPPING



SUMMER
M X

ONE COUNTRY, TWO CITIES

SUMMER
PROGRAM

2021

• Mexico City

• Guadalajara

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4 INVEST WEEKS TRAVELING AROUND MEXICO

July 5th to July 30th

The **iSummerMx** Programs are an innovative academic option designed for International students who love traveling and learning about new cultures. They are **four-week long** and were created with an **itinerant schedule**, that is, students will travel to different Tec de Monterrey campuses in different cities. This means that students will learn about different parts of the country without ceasing their studies.

Each Tec de Monterrey campus will organize special activities with field trips, company visits and networking events that will make their experience unforgettable, creating everlasting memories, exercising their intellectual curiosity and developing entrepreneurship, innovation and leadership skills in a multicultural setting.

The programs are based on **experiential learning** so students will learn also outside the classroom by developing real-life collaborative projects with other students.

MEXICAN ARCHITECTURE AND VIDEO MAPPING PROGRAM

In this program, students will have the opportunity to deepen their knowledge of the history of Architecture while developing video mapping skills through experiential learning in a unique way.

After completing the program, students will be trained in the basic techniques of motion graphics creation through the use of software programs used by design and animation companies worldwide. Students will also be able to recognize and analyze the structural characteristics of the architectural and urban styles.

CAMPUSES

- **Santa Fe:** Located west of Mexico City, and designed by the world famous architect Ricardo Legorreta, Campus Santa Fe was built in 2001 and is one of the newest among other 26 campuses of Tec de Monterrey throughout Mexico. Our campus is located in Santa Fe area, the newest commercial and residential neighborhood that has become the greatest economic activity center within the Mexican capital. Our privileged location, close to charming cities like Cuernavaca and Puebla, allows students to travel and enjoy diverse experiences while living within the heart of the country.



- **Guadalajara:** Campus Guadalajara opened its doors in August 1991 in an area of almost forty hectares located west of the metropolitan area in the municipality of Zapopan. Over time, the campus has developed its facilities to become one of the most relevant campuses of Tec de Monterrey and one of the most modern. Guadalajara is considered a capital of culture, being the home of the well-known Mexican icons such as mariachis, tequila and charrería, all recognized as World Heritage by UNESCO.

WHY iSUMMER MX?

STANDS FOR

INNOVATIVE

INCREDIBLE

ITINERANT

IDEAL

INTERNATIONAL

Students will be embarked on the educational model **Tec21**, an ambitious university-wide program to rethink education. **iSummerMX** will allow flexibility as to how, when and where learning happens through:



Company visits



Conferences
with experts



Networking
events



Trips

COURSES



Credits per course

3 credits 5 ECTS 8 Tec de Monterrey units

Credit load of the
program (2 courses)

6 credits 10 ECTS 16 Tec de Monterrey units

ITINERANT

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INCREDIBLE

Students will learn and advance their skills by taking 2 courses:

AT3008- Motion Graphics

(taught in English)

In this course, students will be trained in the basic techniques of motion graphics creation through the use of software programs used by design and animation companies worldwide. Students will identify and track the optimal method to develop their designs through movement techniques used in film titles, trade and information display.

AR023- History of Architecture and the City III

(taught in English)

Students will learn how to recognize and analyze the formal, special and structural characteristics of the architectural and urban styles associated with the historical periods studied. They will also be able to identify the principal representatives in the history of architecture, recognize the socio-cultural context in which the urban architecture was generated. Also, students will develop a culture of appreciation for historical valuable urban architectural expressions.

As a special feature of this program, students will be part of a collaboration between Jalisco's Secretariat of Culture and local video mapping companies in a project that involves a historical building in the city of Guadalajara.

In each of the cities, you will be able to participate in cultural visits in relation to Mexico's history and architectural relevance as well as access to top-notch audiovisual workshops.



Mexico City



Guadalajara

