



D&AD MASTERCLASSES

D&AD Masterclasses are creative courses that power up careers and future-proof businesses by focusing on the creative skills of tomorrow, taught by the stars of today.

Our creative training programmes are delivered on and offline and will connect you and your business directly to the people making the most outstanding, award-winning work today, helping you acquire both the skills and the mindset to attain creative excellence.

Our creative courses are structured across three areas:

Creative Skills: Covering a wide range of creative skills, including art direction, copywriting, branding, digital design, UX/UI, storytelling, PR, pitching and presenting, our creative skills training courses give you the specific skills you need to succeed, make an impact and accelerate your business or career.

Creative Mindset: Creative skills will only take you so far; you also need the right mindset and mental strength to overcome barriers. Our creative mindset courses help you come up with game changing ideas, innovate, develop your creative bravery, and find the resilience you need to leap-frog challenges.

Creative Leadership: Whether you're leading teams at an advertising or creative agency, or at a brand, our creative leadership workshops will help you develop your leadership and management skills, build and develop an award-winning creative team, and sell the power of creativity within your business.

CREATIVE SKILLS

Art Direction for Advertising Creatives

With Alexandra Taylor

Learn the golden rules of art direction from one of the most awarded art directors in the industry, and build skills in visual balance, composition and execution.

Art Direction for Brand Communications

With Mark Bonner

Become a successful visual communicator and master the precise art of creating campaigns that land with your audience.

Briefing Your Creative Team

With Kit Altin

The quality of a brief can make or break a project. In this Masterclass you'll learn how to craft briefs that are springboards for great ideas.

Brand Design and Brand Strategy for Creatives

With Micheal Johnson

Why do some brands thrive and others fail? Gain unique insights into the strategic development and design sides of branding from world-class experts.

Brand Voice and Creative Copywriting

With Vikki Ross

Understand where a brand's voice comes from, how world-famous brands use theirs and how to give your brand a voice people want to hear.

Creating Impactful Brand Identities

With Chris Moody

Discover and develop a brand identity that works harder for your organisation, in this one-day workshop.

Creative Short-Form Copywriting for Impact

With Will Awdry

Practice and perfect the art of brevity in your copywriting, become your own editor and learn how to achieve maximum illumination with minimal expression.

Emotion in Video Storytelling

With Carl Prechezer

In a multi-platform world where attention is measured in seconds not minutes, this Masterclass will give you the shortcuts to ensure your work connects with audiences.



Impactful PR: How To Embrace Earned Media

With Jo Carr & Chris Bamford
Helping teams better understand the process and potential of earned media, taking you through the traditional and cutting-edge techniques of PR.

Persuasive Techniques for Design and Advertising

With Kit Altin
Learn the essentials of being powerfully persuasive to successfully sell your ideas, convince your clients and engage your target audience.

Presenting Creative Work

With Tom Evans
Upskill your team not only how to present work and ideas, but to do so persuasively. Plus, they'll learn how to answer questions that are critical and handle objections in a tactful way.

Storytelling for Brands and Advertising

With Sophie Robinson
Learn how to uncover the stories hidden in every brief and brand, understand why it's an effective method, and explore how to apply these principles to your projects.

Think, Plan, Act: how To Be Strategic

With Uri Baruchin
Learn how to apply strategic thinking to any brief, challenge or business problem you come across, at a one-day workshop designed to give you deeper insight into your craft.

Writing for Advertising

With Will Awdry
Overcome the tyranny of the blank page, learn how to think differently about words and apply this to create great advertising.

CREATIVE MINDSET

Bravery in Creative Design

With Dave King
Forge better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

How to Build Your Personal Resilience

With Tanya Livesey
Briefs, clients, teams, and pitches are all an inevitable part of everyday life that regularly test resilience. This course provides theory, techniques, and exercises to help overcome these situations and even thrive in them.

Creative Collider

With Arif Haq
Explore idea generation from brief to pitch with this fast-paced creative brainstorming workshop. Be inspired by award-winning work, explore the cultural insights behind them, and then use this knowledge to solve a practical challenge.

Ideas, Ideas, Ideas

With Arif Haq
The ultimate creative workout. Here they'll learn how to have great ideas

time and again, push through any creative block and see potential in any brief.

The Power of Creativity: Ideas for Branding and Design

With Jim Sutherland
Creative work can (and should) be joyful. In this course we will show you how to generate ideas using a totally different medium – play.

CREATIVE LEADERSHIP

Develop Your In-house Creative Team

With Iain Aitchison
With a blend of theory, case studies, peer learning and inspiration, empower your people to succeed in a in-house design management role.

How to get the best out of your Creative Team

With Nadya Powell
Understand the qualities needed to successfully lead a team and build a culture for creativity to flourish.

Managing Creative and Client

With Susie Galbraith
Delve deep into the psychology of the different personalities your team are likely to encounter in their working life, and how best to deal with them.

For more information please contact:

D&AD Masterclass Team
0207 840 1154
masterclasses@dandad.org
www.dandad.org/masterclasses