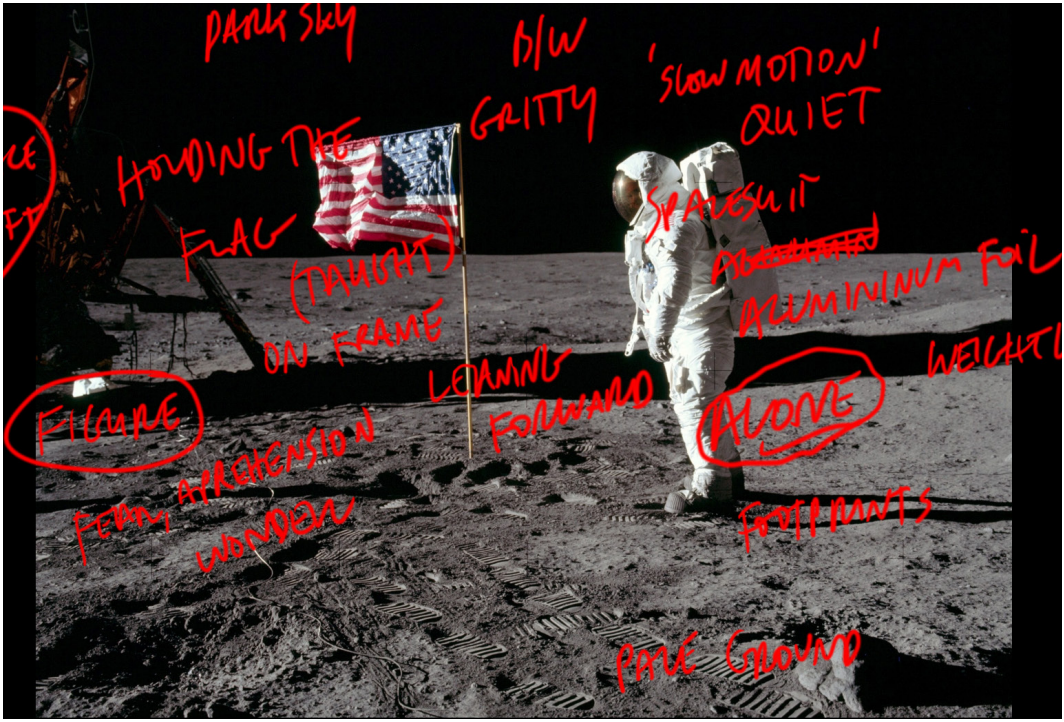


THE COURSE

The Fine Art of Art Direction

MARK BONNER

If you want to create successful visual communication - to catch a mouse - you'll need to make a noise like a cheese! But don't BE a cheese, because that'll never work. The mouse is used to that, he's got smart and wants something new…

Today, creativity needs to work harder than ever to catch our audience's attention and to do this, we need to set our trap with the Fine Art of Art Direction.

training



Mark Bonner *MA (RCA)*

—

Co-Creative Director GBH London and D&AD President 2015

THE FINE ART OF ART DIRECTION

During this workshop, you'll learn how to tune the frequency of your ideas through their execution. You'll learn to understand the delicate, precise act of sending your message on exactly the right wavelength, without interference.

You'll understand that every visual and verbal choice you make in strategy, writing, illustration, photography, graphic design, typography, print, media, filmmaker, coding or digital platform contributes to how the audience catches your throw.

You'll get to look at examples of visual differentiation in evolution and history, and study Art Direction in Design, Advertising, Film and Contemporary Art. Above all else, you'll learn to listen to your ideas, not current trends, in order to style your work originally.

YOUR FACILITATOR

Mark graduated from the Royal College of Art in 1993 and worked at The Partners, Carter Wong & Partners and SAS before co-founding multi-disciplinary graphics group GBH In 1999.

He began his relationship with D&AD via a Student Yellow Pencil in 1991 and has now won 43 D&AD.

Mark is visiting lecturer at Kingston, LCC, UAG, UAB and New Bucks Universities, and is a regular judge in industry awards schemes including eight times at D&AD. A four-year stint on D&AD's Board of Trustees culminated in Mark serving as the 52nd D&AD President in 2015.

LEARNING OUTCOMES

Learn that the same co-evolution in Nature exists in Creativity

—

Understand how small details make imagery memorable

—

Know that Luck, Life and Laziness inspire originality

—

Accept that imperfection can be perfect

—

Be able to create memorable work for an audience caught in a triangulation of media crossfire

—

Know how to make 360° projects with multiple front doors

—

Understand how brands are now inverted pyramids of consistency with experiences at the top, and the logo at the bottom

SUITABLE FOR

Designers

—

Art Directors

—

Photographers and Illustrators

—

Creative Directors and anyone with an interest in making or commissioning effective, original communication design or advertising.

CONTACT

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