THE COURSE

The Art of Art Direction

ALEXANDRA TAYLOR





Alexandra Taylor

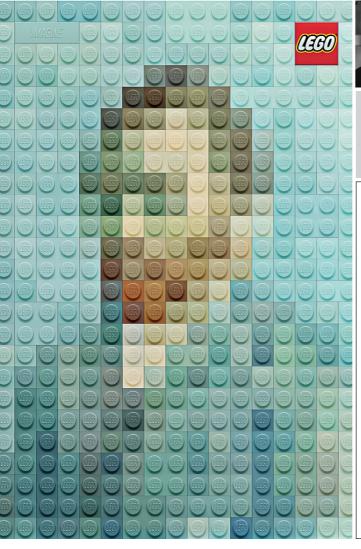
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Founder
Mrs. McGuinty Ltd





WHAT'S IT ABOUT?

If you're looking to sharpen your critical instincts, get a radical overhaul of your craft skills and gain valuable insights from an acknowledged star of the profession then don't miss this session. Drawing on her extensive portfolio and experience, Alexandra Taylor will reveal her golden rules of art direction. This highly engaging and interactive workshop will give you the space to think, talk, debate and innovate. By the end of the day, you'll have learned her golden rules of art direction and will be able to take away a toolbox of practical insights and techniques that you'll be able to implement immediately.





THE ART OF ART DIRECTION

Alexandra's session is another D&AD workshop where you learn stuff by doing stuff so expect individual and group exercises with plenty of constructive feedback. Alexandra will encourage your ability to enhance advertising ideas through innovative art direction. You will gain a deep understanding of art direction and how important creating strong brand 'looks' are for both print and digital media. Then there's what Alexandra calls 'practice to be perfect', mastering visual balance and composition, adopting the right tone and creating an appropriate execution.

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She will leave you with a deeper understanding of disciplines related to advertising and art direction such as illustration, graphic design, photography and typography. More than anything, Alexandra will give you feedback on work she sets during the course of the session and advice on how it might be improved.

YOUR FACILITATOR

Alexandra Taylor, Founder of Mrs.
McGuinty Ltd. and Former Joint Creative
Director at Saatchi & Saatchi. Widely
acknowledged as one of the UK's
outstanding art directors, Alexandra
Taylor has appeared in the D&AD Annual
over 200 times, as well as being a regular
name at Cannes Lion, British Television
Arrows and Creative Circle.

LEARNING OUTCOMES

By the end of this workshop you will:

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Improve your ability to enhance advertising ideas through innovative art direction

Get a deeper understanding of related disciplines such as digital, illustration, graphic design, photography and typography

Practise to perfect: understand the critical importance of visual balance, composition, tone and appropriate execution

Gain a renewed enthusiasm for the craft of art direction and the motivation and confidence to experiment

Get feedback, insights and advice from one of the most awarded art directors in the industry

SUITABLE FOR

Art directors and designers with some experience who wish to improve their skills

Would-be art directors and designers, for example new creatives or those who've done some design work, but wish to more fully exploit their talent

Anyone with some design skill who wishes to learn more about the arcane art of art direction

WHAT THEY SAY

'It's given me a different outlook on art direction as a whole.'

Francine Galea, Lecturer Central Saint Martins

'It has made me think about my career and how I can inject some energy back in.'

Chloe Grindle, Creative, Fallon

CONTACT

For more information: www.dandad.org/training

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