

## THE COURSE

# The Art of Art Direction

ALEXANDRA TAYLOR



training



Alexandra Taylor  
—  
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.



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## 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.

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## 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

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

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

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

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

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## SUITABLE FOR

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

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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

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

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## 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.

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## WHAT THEY SAY

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

**Francine Galea, Lecturer  
Central Saint Martins**

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

**Chloe Grindle, Creative, Fallon**

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## CONTACT

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