



to appreciate

you / Jan 22



found.

n 21



tells a story

Martha / Jan 21

you can touch.

nevine / Jan 21

moves me,
makes me look
twice, analyze,
appreciate, and
just damn be
inspired.

Christiana Wong / Jan 21

Ayla Henderson / Jan 22



finds new canvases.

Jan 21

made me the
artist I am
today.

Noel Dolan / Jan 21

Design crosses
boundaries and



frees my imagination

Jan 22



is disconnected.

Jan 21



is delightful

Jan 22



makes me want to
every detail.

THE COURSE

Ideas, Ideas, Ideas

NICK EAGLETON

In a nutshell, Nick passes on tips and techniques that will help you turn germs of ideas into gems of ideas. As with all our Creative Training Sessions, Nick's workshop is interactive to the point of near-exhaustion. As he says, 'it requires energy and enthusiasm' to get the most out of it. But hard work has never been so much fun.



training



Nick Eggleton
—
Creative Director
The Partners





IDEAS, IDEAS, IDEAS

In a programme with never a dull moment, Nick concentrates on raising the creative ambitions of every participant. He describes the day as 'the creative process in a microcosm', one that shadows as closely as possible (given its inherent time constraints) working on a real brief, for a brief, in real time. Anyone looking for creative ideas professional development courses will benefit immensely. At the end of it, he reckons he will have raised your creative bar by several notches.

YOUR FACILITATOR

Nick Eagleton is a Creative Director at The Partners. He's been there 15 years, describing himself as pretty much 'institutionalised'. But what an institution! Just step into reception at The Partners and you're met with the sight of a shelf full of D&AD Pencils, 16 Yellow and one Black. With such a rich heritage and such smart people around him, who better to ask to write and host this Creative Training session dedicated to having better ideas. In the distant days prior to The Partners, Nick worked for a number of design companies. Notable amongst these were Atelier Works and Bull Rodger: Design & Advertising.

LEARNING OUTCOMES

By the end of this workshop you will:

- Use a variety of techniques to generate ideas
- Learn the ways that everyday ideas can become extraordinary ones
- Be able to come up with good ideas even when you are under pressure
- Develop other people's ideas more effectively
- Apply each technique to a variety of contexts

SUITABLE FOR

- Designers and creatives of all types
- Those working for in-house creative departments
- Anyone who's involved in coming up with ideas, no matter in which industry they work
- Writers and art directors from agencies
- Any person who is interested in being more innovative

WHAT THEY SAY

'Very well put together! Nick is engaging, approachable and insightful. I feel invigorated to head back to work and spread the *Ideas, Ideas, Ideas* gospel.'

David Taylor, Graphic Designer
at Leahy Brand Design

—
'The session was truly a great experience. Working together to fulfil a brief was wonderful and the session has given me a lot of ideas to work into my current job.'

Jay Coombes, Junior Medical Copywriter
at Sudler & Hennessey

CONTACT

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