



2017 Wood Pencil Winner | Art Direction | Art Direction for Digital Marketing | Twitter

## THE COURSE

# Art Direction for Digital Campaigns

ALEX LAMPE

Digital is one of the most exciting, dynamic ingredients to any brand or campaign. Yet the translation of traditional art direction to digital can be tricky. It has its own sensitivities, language, logic and tools which are all evolving at a rapid rate. From the outside it can seem intimidating. From the inside you can become stuck. This workshop demystifies, exposes the hidden dimensions of digital art direction and brings a new level to your existing skills.



training



Alex Lampe  
—  
Director  
Wiedemann  
and Lampe





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## ART DIRECTION FOR DIGITAL CAMPAIGNS

Aimed at 2D and traditional specialists looking to take on more digital work, this session gives you six core components for approaching ambitious digital projects with confidence. Throughout the day you will work through a brief iteratively with Alex, punctuated by inspiring examples and course content delivered with the right balance of magic and logic to fuel your ideas.

Building on what you already know, you'll be inspired to try new approaches and learn how small tweaks to your existing workflow can save you hours of work. You'll also get to understand the different digital platforms available for social campaigns. By the end of the session you'll be speaking the lingo, working like a digital native and impressing your team with your interactive prototypes. You'll leave the day being able to communicate more effectively with digital specialists, developers and engineering teams.

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### LEARNING OUTCOMES

By the end of this workshop you will:

- Appreciate the limitations on creating traditional print design work
- Understand the digital platforms used for a social campaign
- Learn new software designed for a digital workflow that will save you time
- Approach digital projects more confidently
- Communicate more effectively with digital specialists and technologists

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### SUITABLE FOR

- Art directors and print designers new to working in digital
- Anyone who'd like to get to grips with digital design in a quick and effective way
- Print specialists who'd like a better understanding of the possibilities of digital design
- Account people from conventional or digital agencies who are curious to understand the creative technicalities

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## YOUR FACILITATOR

Alex Lampe, digital designer / developer. Director of Wiedemann and Lampe, an Interdisciplinary Brand Design Consultancy. Alex set up Wiedemann and Lampe with Benji Wiedemann with a view to create completely integrated brands, stories and experiences. Alex has worked with leading brands & projects and has won awards including DBA Inclusive Design Challenge, Design Week Awards, D&AD and New York Art Directors Club to name a few. Prior to setting up Wiedemann and Lampe, Alex worked at renowned brand agency, Lewis Moberly. Alex graduated from the Surrey Institute in 2000 with a 1st in graphic design and is a D&AD Yellow Pencil winner.

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### WHAT THEY SAY

'Great starting point for Art Directors who are looking to step into a fully digital workspace.'

**Julie Santos, Senior Digital Creative Manager, Barclays Digital**

—  
'Challenging, informative and inspiring.'

**Ian Saunders, Art Director Wunderman**

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## CONTACT

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