

D&AD Masterclasses for Teams:

D&AD Masterclasses power up careers and future-proof businesses by focusing on the creative skills of tomorrow, taught by the stars of today. Our bespoke service harnesses the collective power of our session leaders to create programmes designed to solve your specific business challenges. These immersive, hands-on workshops, with a focus on learning that actually sticks, allow you to:

- Empower your team with new ways of working
- Help attract retain and develop great staff
- Onboard teams with new vision or structural change
- Help improve relationship management
- Help address skills gaps
- Futureproof your business

The modular nature of our sessions allows us to work flexibly and address a wide range of organisational needs. Most often, however we work across four inter-connected areas: Creative Skills, Mindset, Industry Insight and Culture & Technology.

Below is a list of Masterclasses that can be tailored for your workforce. Designed to fit all schedules, our Masterclasses include open sessions held at our Shoreditch HQ, immersive workshops hosted at top agencies and hackathons to overcome creative blocks.

Creative Skills

Art of Art Direction

Creative Skills

Learn the golden rules of art direction from one of the most awarded art directors in the industry, and build skills in visual balance, composition and execution.

Art Direction for Digital Campaigns

Creative Skills

Demystify digital design, expose the hidden dimensions of art direction and bring a new level to your team's existing skills.

The Art of Storytelling

Creative Skills

Master the art of audio-visual storytelling and learn the core building blocks every great narrative needs, regardless of platform, medium or audience.

Brand Design and Brand Strategy for Creatives

Creative Skills/Strategy

Why do some brands thrive and others fail? Gain unique insights into the strategic development and design sides of branding from world-class experts.

Brand Voice and Creative Copywriting

Creative Skills

Understand where a brand's voice comes from, how world-famous brands use theirs and how to give your brand a voice people want to hear.

Bravery in Creative Design

Creative Skills/Mindset

Forge better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

Brief to Broadcast:

Creative Skills

Take your team out of their comfort zone with a one-day intense workshop. Here they'll put their ideation skills to the test and take an idea from brief to broadcast in just one day. A great team building activity.

Creating emotion in digital experiences

Creative Skills/Technology

Learn how to create designs that really connect with people by understanding and using emotional triggers.

Getting to Great Work: Beyond The Mediocre

Creative Skills

Whether you're a creative or a client, 'OK' can often become the norm. Creating ok work that gets the metrics or ticks the right box is the default. This Masterclass is designed to move projects beyond mediocre, overcome these obstacles and help your team get to great work time and again.

How to Go from Good to Great

Creative Skills/Mindset/ Strategy

How to create game-changing work that stretches creatives and challenges audiences and clients. These four connected sessions will empower your department with new ways of working.

Brand Design and Brand Strategy for Creatives

Creative Skills/Strategy

Why do some brands thrive and others fail? Gain unique insights into the strategic and design sides of branding from world-class expert.

Powerful PR: Earn Your Fame

Creative Skills

Helping teams better understand the process and potential of earned media, taking you through the traditional and cutting-edge techniques of PR.

Storytelling for brands and advertising

Creative Skills

Learn how to uncover the stories hidden in every brief and brand, understand why it's an effective method, and explore how to apply these principles to your projects.

Storytelling & the Internet

Creative Skills/Technology

Create content with cut through by exploring the whole internet-storytelling process, from blank page to creative production approach.

Industry Insight

Better Briefing

Industry Insight

The quality of a brief can make or break a project. In this Masterclass learn how to craft inspiring and interesting briefs that are springboards for great ideas.

Develop Your In-house Creative Design Team

Industry Insight

With a blend of theory, case studies, peer learning and inspiration, empower your people to succeed in a in-house design management role.

Persuasive Techniques for Design and Advertising

Industry Insight

Learn the essentials of being powerfully persuasive to successfully sell your ideas, convince your clients and engage your target audience.

Presenting Creative Work

Industry Insight

Upskill your team not only how to present work and ideas, but to do so persuasively. Plus, they'll learn how to answer questions that are critical and handle objections in a tactful way.

The Power of Creativity: Ideas for Branding and Design

Creative Skills

Creative work can (and should) be joyful. In this course we will show you how to generate ideas using a totally different medium – play.

Writing for Advertising

Creative Skills

Overcome the tyranny of the blank page, learn how to think differently about words and apply this to create great advertising.

UX Design Workshop for Digital Creatives: The Fundamentals & The Future

Creative Skills/Technology

A one-day deep dive into the history of user experience, the core fundamentals, and what's on the horizon for the craft of UX.

The Business of Creativity

Industry Insight/Strategy

A leadership program designed specifically for businesses needing to harness the power of creativity to solve challenges - both internal and external - and create a lasting change within their organisation.

Think, plan, act: how to be strategic

Industry Insight/Strategy

Learn how to apply strategic thinking to any brief, challenge or business problem you come across, at a one-day workshop designed to give you deeper insight into your craft.

Transforming Insights into Ideas

Industry Insight/Culture + Tech

Combine hands-on experience of current trends gained from distilling insight and information highlighted through the D&AD Awards.

Mindset

Bravery in Creative Design

Mindset/ Creative Skills

Forge better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

Build your resilience to fuel creativity

Mindset

In the face of everyday creative challenges learn to respond in a resilient way and uncover tips and techniques to help you react better to change.

Creative advertising ideas that sell

Mindset

Discover how to generate successful paid-for communications by knowing exactly what type of idea is required and how to work to clear-goals.

How to get the best out of your Creative Team

Mindset/ Industry Insight

Understand the qualities needed to successfully lead a team and build a culture for creativity to flourish.

How to Go from Good to Great

Mindset/ Strategy/ Creative Skills

How to create game-changing work that stretches creatives and challenges audiences and clients. These four connected sessions will empower your department with new ways of working.

Ideas, Ideas, Ideas

Mindset

Sign your team up to the ultimate creative workout. Here they'll learn how to have great ideas time and again, push through any creative block and see potential in any brief.

Managing Creative and Client Relationships

Mindset/ Industry Insight

Delve deep into the psychology of the different types of personalities your team are likely to encounter in their working life, and how best to deal with them.

Culture & Technology

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Technology/ Creative Skills

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A one-day deep dive into the history of user experience, the core fundamentals, and what's on the horizon for the craft of UX.

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