



D&AD CAMPUS: ACHIEVE CREATIVE EXCELLENCE

D&AD Campus power up careers and future proof businesses with the creative skills of tomorrow, taught by the stars of today. Our online creative learning programmes help harness the power of your people, at a pace that you and they can control.

WHY D&AD CAMPUS?

Every year, our awards identify the most inspiring and innovative examples of creative communication from around the world, and the people behind their brilliance. You and your team will be hearing from this group of distinguished practitioners, learning new skills, techniques and tips on a range of subjects from ideation to storytelling.

The D&AD Digital Campus combines the strength of award-winning D&AD practitioners with a self-serve digital platform that delivers training ideal for remote teams or individual learning. The learning programmes we offer can be delivered in various formats; from company-wide inspirational broadcasts, intimate multi-part team training to 1-2-hour virtual learning. All this can be tailored to suit your needs, and include briefs set by you, 1:1 coaching and bonus content to maintain staff engagement.

FAST FACTS

- ★ D&AD is an educational charity that exists to stimulate, nurture and reward excellence in global design and advertising.
- ★ Delegates learn by doing, with activities and tasks with every course to ensure they are translating the online learning into offline results.
- ★ Learning doesn't stop when the courses end. Downloadable resources allow you to keep revisiting and applying your new skills.
- ★ Benefit from added flexibility by purchasing access for a length of time to suit you - from a few months to years.
- ★ Delivered in a private group, our online courses are only accessible by your team through your own dedicated course page.
- ★ D&AD's on and offline learning programs have supported 150 businesses and trained 4000 individuals.

WHO WE TEACH

publicis
sapient

headspace

accenture

LANDOR

FREUDS



FORMATS TO SUIT YOU AND YOUR TEAM

Virtual Masterclasses

Taking our world-class session leaders and translating their sessions into 1-hour, 1/2-day or multi-day courses delivered at a set time, live to your team.

Micro Masterclasses

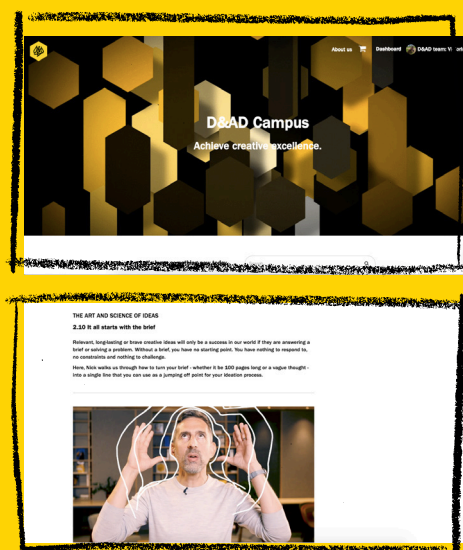
These mini modules condense our longer learning programmes into 2-hour bitesize training, accessible anytime.

Lunch & learn

In need of an inspiration boost? These sessions draw on our extensive roster of award-winning creatives to deliver 45-minute or 1-hour live webinars.

Blended courses

Dive in deeper to subjects with a mix of on-demand learning combined with virtual webinars or live classrooms hosted by our course leaders, to set new challenges, have live Q&As and more.



WHAT WE TEACH

Creative Skills

Everything you need to know to make sure your work reaches creative excellence, has an impact and moves your audience. Perfect your art direction skills, get under the bonnet of branding and hone your eye for design.

Industry Insight

Learn how to harness creativity to gain a competitive advantage, sell your ideas and build better working relationships. Understand the power of creativity and boost your creative leadership skills.

Mindset

Technical skills can only go so far without the mindset needed to make the best work possible. Unleash your best ideas by building your resilience, confidence and creative bravery.

Culture and Tech

Make sure your work is consistently relevant by learning from culture and the technology that's evolving around us, as well as the key opportunities for the year ahead in our revolving insight sessions.





SAMPLE SESSIONS

HOW TO HAVE GREAT IDEAS

WITH ARIF HAQ

Having ideas is easy, but having great ideas is a different story. And it's those great ideas that win yellow Pencils, underpin brilliant creative campaigns, and even help us change the world. Join us for a D&AD webinar on how great Ideas can be generated repeatedly and more predictably. Over the session we'll equip you with the techniques to push your creative boundaries, teach the methods and principles by which excellent ideas are produced and inspire you to keep creating them long after you've ended the call.

Over the course of the session we'll cover:

- The proven methodology by which D&AD-winning ideas are generated
- Understand how to come up with ideas under pressure
- Tried and tested techniques to supercharge your process and overcome a creative block

Running time: 60mins, including Q&A.

Get in touch for more information on these sessions and others we offer at masterclasses@dandad.org

PRESENTING CREATIVE WORK

WITH TOM EVANS

99% of the creative work produced in an agency never sees the light of day. Often, it falls at the first hurdle – when ideas are presented internally. Other work never makes it through the levels of approval that exist in every agency. Finally, the clients get the chance to kill it off. And, more often than not, they do. Presenting creative work can be a challenge for even the most experienced creative teams, and especially when it's not face to face. This program is specifically designed to help individuals and teams not only present their work, their company and their ideas virtually, but how to do so persuasively.

Over the course of the session we'll cover:

- Better structure any presentation, and deliver them with confidence
- Recognise and adapt individual's presentational styles especially for virtual scenarios
- Read the 'room' - in person and digitally - and adjust presentation accordingly

Running time: 2-hours, including Q&A.

PERSUASIVE TECHNIQUES

WITH KIT ALTIN

We are all in the business of persuasion - whether it is persuading clients to buy our work, consumers to buy the products and services we advertise or make, persuading judges that our campaign is worth an award, or convincing colleagues to choose and make our ideas. But very few of us are ever taught how to be more persuasive.

Every day the creative climate is becoming more complex. We're faced with uncertainty around every corner, an evolving media landscapes that can range from a feature film to quick Instagram story, and from epic installation to two-centimetre-high Facebook advert, and communications and marketing budgets that are being stretched thinner with decision-makers prepared to take fewer risks. As a result, it has never been more vital to be powerfully persuasive.

Over the course of the session we'll cover:

- Understand why emotion is the most persuasive tool we have
- Know what does and doesn't work when it comes to persuading people
- Leave with practical tools and techniques to make you and your work more persuasive in any medium

Running time: 1-day, split across several virtual sessions.

