



D&AD ONLINE LEARNING



D&AD's online creative training is a flexible way to bring together and train your team, with on-demand training courses, intimate team training, inspirational webinars and more, all hosted by our roster of award-winning trainers.

WHY D&AD?

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 and pitching, to art direction and storytelling.

D&AD online learning combines the strength of our Masterclass creative training and workshop programme with a self-serve digital platform and virtual delivery, making our online creative courses available globally. Whether you're in the creative industry, or are looking to embed the power of creativity into your business, our online creative courses are carefully developed to help you achieve creative excellence.

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 private cohorts, 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

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Find us at dandad.org/en/d-ad-digital-campus

| Call us +44 (0) 20 7840 1120



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.

Self-directed learning

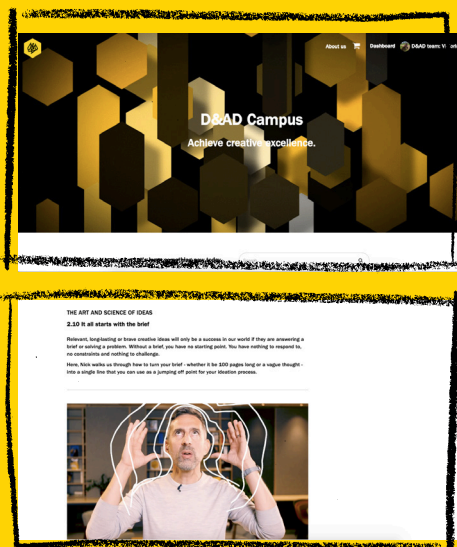
Accessible anytime, anywhere, our on-demand courses provide delegates with in-depth learning and to immediately put it into practice.

Broadcasts

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.

Creative 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.

Creative Leadership

Whether you're leading teams at an advertising, creative, design agency or brand, our creative leadership workshops will help you develop your leadership and management skills, build and develop an award-winning creative team, and sell the power of creativity within your business. Designed for both experienced and new creative leaders, these courses will provide the essential toolkit for anyone in a leadership role.

