

# Postgraduate Certificate

Advertising Creativity:

Art Direction





## Postgraduate Certificate

### Advertising Creativity: Art Direction

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/advertising-creativity-art-direction](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/advertising-creativity-art-direction)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

# 01

# Introduction

This program in Advertising Creativity offers the students an approach to the figure of the art director of an advertising agency or a company linked to the advertising field. In this way, the students will be able to know all the facets that this professional profile must have and put all their effort to be one of the most sought-after art directors in the current labor market. A unique opportunity to specialize in a field with high demand for professionals, from the hand of the leading experts in the field.



“

*Advertising agencies are looking for professionals like you, capable of directing the most creative campaigns of the moment and that reach the public's interest”*

One of the main characteristics in art direction is the ambition to constantly improve in their work, knowing exploring the limits of communication to surprise and catch the receiver of your message. As such, the art director is a sort of craftsman who kneads a message to make it palatable to the consumer. With the program, we aim to instil in the students the seeds for concern towards the field of graphic design advertising and art direction in order to never stop improving as a visual communicator.

In this way, this TECH Postgraduate Certificate makes a complete and concrete review of the most innovative concepts and strategies of advertising art direction, which will enable students to exercise in any of the creative work of advertising agencies with solvency and security.

Thus, through the didactic methodology of this program, students are offered the possibility of learning in a contextual way, in a real work scenario, thanks to the multitude of practical exercises and interactive and multimedia activities that will favor their learning and improve their skills in this field.

In addition, this Postgraduate Certificate has the advantage of being offered in a 100% online format, which will favor a study tailored to the students, since they themselves will be the ones who organize their study time, being able to combine it freely with the rest of their daily obligations.

The **Postgraduate Certificate in Advertising Creativity: Art Direction** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: Questions to the expert, discussion forums and knowledge
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Become an expert in Advertising Creativity and get your ads to be among the most recognized in the country"*

“

*With a methodological design based on proven efficient teaching techniques, this innovative Postgraduate Certificate will use a range of didactics approaches to allow you to learn in a dynamic and effective way”*

The program's teaching staff includes professionals from sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professionals must try to solve the different professional practice situations that are presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Specialize in art direction and open new paths to your professional progress in the advertising field.*

*The realization of the multiple case studies offered by this Postgraduate Certificate will allow you to consolidate the theoretical concepts to apply them to your daily practice.*



# 02 Objectives

This TECH Postgraduate Certificate aims to provide journalists and communicators with specialized knowledge on art direction in the advertising field, so that students can develop their most creative side and be able to direct the best advertising campaigns of the moment. A program that seeks to develop the necessary skills in students to successfully access today's competitive job market.







“

*Develop the creative skills  
necessary to design competitive  
advertising campaigns”*



### General Objective

---

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools

“

*If you wish to access a managerial position in the field of nursing management, do not miss the opportunity to perform this program"*





## Specific Objectives

---

- ◆ Understand the nature and communicative potential of images and graphic design
- ◆ Know the creative advertising process
- ◆ Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
- ◆ Have skills to perform the professional role of art director within an advertising agency or an advertising department of a company or institution
- ◆ Participate in the creation of audiovisual advertising
- ◆ Encouraging creativity and persuasion through different media and communication media

# 03

## Structure and Content

The structure of this Postgraduate Certificate has been developed with the educational needs of Journalists in the advertising field. Specifically, the syllabus includes everything from graphic design to creative direction or graphic advertisements. Concepts of great interest for professionals in this field who wish to access managerial positions in this area. Without a doubt, a first-level Syllabus that will mark a before and after in your qualification.





“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life"*

## Module 1. Creative Advertising II: Art Direction

- 1.1. Subjects and Object of Advertising Graphic Design
  - 1.1.1. Related Professional Profiles
  - 1.1.2. Academic Context and Competencies
  - 1.1.3. Advertiser and Agency
- 1.2. Creative Direction and Creative Idea
  - 1.2.1. Creative Process
  - 1.2.2. Types of Creative Processes
  - 1.2.3. Art Direction and Formal Idea
- 1.3. The Role of the Art Director
  - 1.3.1. What is Art Direction?
  - 1.3.2. How Does Art Direction Work?
  - 1.3.3. The Creative Team
  - 1.3.4. The Role of the Art Director
- 1.4. Fundamentals of Advertising Graphic Design
  - 1.4.1. Design Concepts and Design Standards
  - 1.4.2. Trends and Styles
  - 1.4.3. Design Thinking, Process and Management
  - 1.4.4. Scientific Metaphor
- 1.5. Methodology of Advertising Graphics
  - 1.5.1. Creativity Graphics
  - 1.5.2. Design Process
  - 1.5.3. Communication and Aesthetics
- 1.6. Graphic Strategy
  - 1.6.1. Apprehension Form
  - 1.6.2. Graphic Message
  - 1.6.3. Aesthetic State
- 1.7. Graphic Architecture
  - 1.7.1. Typometry
  - 1.7.2. Graphic Spaces
  - 1.7.3. Reticle
  - 1.7.4. Pagination Standards



- 1.8. Final Arts
  - 1.8.1. Final Arts
  - 1.8.2. Processes
  - 1.8.3. Systems
- 1.9. Creation of Advertising Graphic Supports
  - 1.9.1. Publigrphy
  - 1.9.2. Organizational Visual Image (OVI)
- 1.10. Graphic Advertisements
  - 1.10.1. Packaging
  - 1.10.2. Websites
  - 1.10.3. Corporate Image in Web Pages



*Become a successful advertising art director and make your projects the most creative on the market”*



04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

### Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

Postgraduate Certificate in Advertising Creativity: Art Direction, guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”*

The **Postgraduate Certificate in Advertising Creativity: Art Direction** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Advertising Creativity: Art Direction**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Certificate

### Advertising Creativity: Art Direction

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

Advertising Creativity:

Art Direction

