

# Postgraduate Certificate

## Advertising Creativity: Art Direction





## Postgraduate Certificate Advertising Creativity: Art Direction

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-creativity-art-direction](http://www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-creativity-art-direction)

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# 01 Welcome

One of the main characteristics in art direction is the ambition to constantly improve by applying the latest tools in the sector, betting on innovation and exploring the limits of communication to surprise and catch the receiver of your message. This is the area responsible for the aesthetic aspect and visual codes of a production. As such, the art director is a sort of craftsman who kneads a message to make it palatable to the consumer. For this reason, TECH intends, through this program, to sow in the students the seed of interest in the field of advertising graphic design and art direction so that they never stop perfecting themselves as visual communicators, acquiring the necessary skills to know how to approach the work within the advertising sector.



Postgraduate Certificate in Advertising Creativity: Art Direction  
TECH Global University



“

*Unleash your creativity and specialize in art direction, one of the most important figures in the advertising sector”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

Postgraduate Certificate in Advertising Creativity: Art Direction is designed to guide the student towards the achievement of the following proposed objectives, to improve their skills and expand their knowledge in the world of art direction. In this way, they will create an ideal image adapted to any format, by means of different digital tools. As a result, after completing the program, the professionals will be able to make the right decisions with a global approach within the sector, from an innovative perspective and an international vision to create a visual impact on consumers.



“

*Thanks to this TECH Postgraduate Certificate you will foster your creativity to higher levels to generate the impact you want with your designs"*

TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.

The Postgraduate Certificate in Advertising Creativity: Art Management will enable students to:

01

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

02

Understand the nature and communicative potential of images and graphic design

03

Know the creative advertising process







04

Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres

05

Have the ability to perform the professional role of art director within an advertising agency or an advertising department of a company or institution

06

Participate in the creation of audiovisual advertising

05

# Structure and Content

The content of this Postgraduate Certificate in Advertising Creativity: Art Direction has been developed taking into account the student's needs to succeed in an environment that requires creative skills, such as knowing the psychology of color or adapting shapes according to the advertising format. In this way, the professionals exploit their potential, attending to the latest trends and developing the capabilities of the functions of an art director. As a result, you will master the key aspects to achieve success, through quality content structured in a module that will guide your learning towards excellence.



“

*Acquire the skills of an art director and manage to exploit your ideas within an advertising agency or creative department of a company”*

## Syllabus

Postgraduate Certificate in Advertising Creativity: Art Direction at TECH Global University is an intensive program that prepares students to enter the field of art direction focused on advertising creativity.

Through this complete program, the students will acquire the necessary knowledge to advance in this professional field, favoring the development of managerial competencies that will allow them to make decisions, facing the business challenges that the scenario presents thanks to fresh and innovative ideas.

Throughout 180 hours of preparation, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

In this way, the Postgraduate Certificate

focuses on the fundamental aspects of advertising creation from an aesthetic point of view, through a curriculum designed to specialize professionals with a strategic and oriental approach to this sector from an international and innovative perspective.

Therefore, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in a creative and technical field, through innovative content based on the latest trends supported by the best educational methodology, which will provide them with the skills to develop efficiently in this field.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1.

#### Advertising Creativity II: Art Direction



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advertising Creativity: Art Direction completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Advertising Creativity 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. Graphic Creativity
- 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



*You will learn about the design of graphic advertisements in formats such as packaging or web pages, knowing how to implement the brand image with success”*

ola



# 06

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



07

# Our Students' Profiles

This program is aimed at university graduates who have previously completed any of the following degrees in graphic design, advertising, public relations or any other creative field related to the area of communications.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.







“

*Take this program and take a step towards positioning yourself as an art director in an advertising agency”*

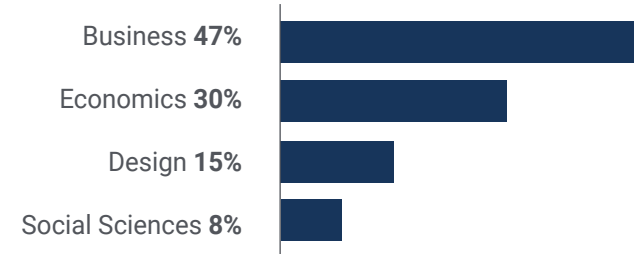
### Average Age

Between **35** and **45** years old

### Years of Experience



### Training

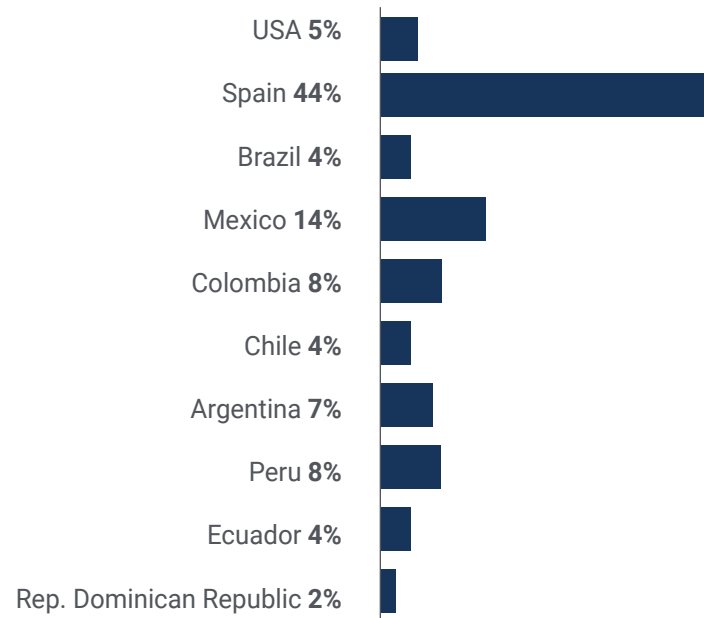


### Academic Profile



## Geographical Distribution

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## Marina Riaño

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Graphic Designer

*"This Postgraduate Certificate has been a before and after in my career, knowing how to approach product design within the advertising sector. Additionally, since it is an online program, I have been able to balance it very well with my work"*

08

# Impact on Your Career

TECH University is aware of the fact that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector.



“

*By taking this program, you will broaden your knowledge in creative advertising, focusing on art direction, one of the most impactful areas in the industry"*

### Are you ready to take the leap? Excellent professional development awaits you

Postgraduate Certificate in Advertising Creativity: TECH Art Direction is an intensive program that prepares students to face challenges and business decisions to devise creative concepts within advertising strategies, training them in a sector that requires profiles with great imagination and a solid knowledge base.

Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

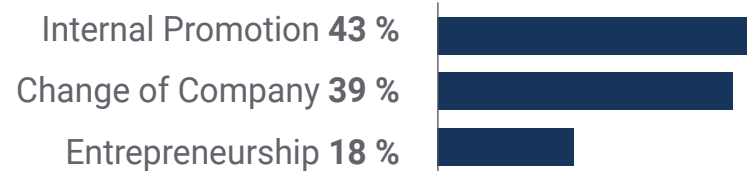
*It's time for you to invest in yourself and set a course for success. Achieve it together with TECH.*

*Reach your professional goal in just 6 weeks with this Postgraduate Certificate that TECH has created with you in mind.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.42%** for our students.



09

# Benefits for Your Company

Postgraduate Certificate in Advertising Creativity: Art Direction contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Get into advertising creativity through the aesthetics of the message. With this Postgraduate Certificate you will learn the fundamentals of design necessary to excel in art direction"*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10 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 Global University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Advertising Creativity: Art Direction** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Postgraduate Certificate Advertising Creativity: Art Direction

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# Postgraduate Certificate

Advertising Creativity:

Art Direction

