

Art Direction

Course Description

This course provides the main skills in advertising and branding design through typography, creative thinking and advertising approaches. In addition, the course focuses on the process of art direction and how to lead an advertising campaign from scratch until delivery.

Upon the completion of this course students will be able to innovate a product and go through all the phases of its branding creation and advertising it through a complex campaign.

Course outcomes

- Understand how to think and critique as an artist
- How to convey emotions and ideas through design
- Understand typography along with the effect and implications of font types.
- Learn how to create and lead an advertising campaign as an art director

Course Duration 19 Classes

Course Topics

Class 1 | Design Principles review

Class 2 | Color theory

Class 3 | Typography design

Class 4 | Layout

Class 5 | How to build logo

Class 6 | How to build corporate design

Class 7 | Working on graduation project logo

Class 8 | Creative thinking

Class 9 | How to build a concept

Class 10 | How to brainstorm

Class 11 | How to build presentation

Class 12-13 | Advertising and Advertising Campaigns

Class 14-15 | Art Direction

Class 16-17 | Working as Art Director

Class 18-19 | Final Project

Grading

Grades are divided among assignments, projects and final presentation of the course portfolio.