D&AD Masterclasses for Teams:

D&AD Masterclasses power up careers and future-proof businesses by focusing on the creative skills of tomorrow, taught by the stars of today. Our bespoke service harnesses the collective power of our session leaders to create programmes designed to solve your specific business challenges. These immersive, hands-on workshops, with a focus on learning that actually sticks, allow you to:

- Empower your team with new ways of working
- Help attract retain and develop great staff
- Onboard teams with new vision or structural change
- Help improve relationship management
- Help address skills gaps
- Futureproof your business

The modular nature of our sessions allows us to work flexibly and address a wide range of organisational needs. Most often, however we work across four inter-connected areas: Creative Skills, Mindset, Industry Insight and Culture & Technology.

Below is a list of Masterclasses that can be tailored for your workforce. Designed to fit all schedules, our Masterclasses include open sessions held at our Shoreditch HQ, immersive workshops hosted at top agencies and hackathons to overcome creative blocks.

Creative Skills

Art of Art Direction
Creative Skills
Learn the golden rules of art direction from one of the most awarded art directors in the industry, and build skills in visual balance, composition and execution.

Art Direction for Digital Campaigns
Creative Skills
Demystify digital design, expose the hidden dimensions of art direction and bring a new level to your team's existing skills.

The Art of Storytelling
Creative Skills
Master the art of audio-visual storytelling and learn the core building blocks every great narrative needs, regardless of platform, medium or audience.

Brand Design and Brand Strategy for Creatives
Creative Skills/Strategy
Why do some brands thrive and others fail? Gain unique insights into the strategic development and design sides of branding from world-class experts.

Brand Voice and Creative Copywriting
Creative Skills
Understand where a brand’s voice comes from, how world-famous brands use theirs and how to give your brand a voice people want to hear.

Bravery in Creative Design
Creative Skills/Mindset
Forge better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

Brief to Broadcast:
Creative Skills
Take your team out of their comfort zone with a one-day intense workshop. Here they’ll put their ideation skills to the test and take an idea from brief to broadcast in just one day. A great team building activity.

Creating emotion in digital experiences
Creative Skills/Technology
Learn how to create designs that really connect with people by understanding and using emotional triggers.

Getting to Great Work: Beyond The Mediocre
Creative Skills
Whether you’re a creative or a client, ‘OK’ can often become the norm. Creating ok work that gets the metrics or ticks the right box is the default. This Masterclass is designed to move projects beyond mediocre, overcome these obstacles and help your team get to great work time and again.

How to Go from Good to Great
Creative Skills/Mindset/ Strategy
How to create game-changing work that stretches creatives and challenges audiences and clients. These four connected sessions will empower your department with new ways of working.
Brand Design and Brand Strategy for Creatives
Creative Skills/Strategy
Why do some brands thrive and others fail? Gain unique insights into the strategic and design sides of branding from world-class expert.

Powerful PR: Earn Your Fame
Creative Skills
Helping teams better understand the process and potential of earned media, taking you through the traditional and cutting-edge techniques of PR.

Storytelling for brands and advertising
Creative Skills
Learn how to uncover the stories hidden in every brief and brand, understand why it’s an effective method, and explore how to apply these principles to your projects.

Storytelling & the Internet
Creative Skills/Technology
Create content with cut through by exploring the whole internet-storytelling process, from blank page to creative production approach.

The Power of Creativity: Ideas for Branding and Design
Creative Skills
Creative work can (and should) be joyful. In this course we will show you how to generate ideas using a totally different medium – play.

Writing for Advertising
Creative Skills
Overcome the tyranny of the blank page, learn how to think differently about words and apply this to create great advertising.

UX Design Workshop for Digital Creatives: The Fundamentals & The Future
Creative Skills/Technology
A one-day deep dive into the history of user experience, the core fundamentals, and what’s on the horizon for the craft of UX.

Industry Insight

Better Briefing
Industry Insight
The quality of a brief can make or break a project. In this Masterclass learn how to craft inspiring and interesting briefs that are springboards for great ideas.

Develop Your In-house Creative Design Team
Industry Insight
With a blend of theory, case studies, peer learning and inspiration, empower your people to succeed in a in-house design management role.

Persuasive Techniques for Design and Advertising
Industry Insight
Learn the essentials of being powerfully persuasive to successfully sell your ideas, convince your clients and engage your target audience.

Presenting Creative Work
Industry Insight
Upskill your team not only how to present work and ideas, but to do so persuasively. Plus, they’ll learn how to answer questions that are critical and handle objections in a tactful way.

The Business of Creativity
Industry Insight/Strategy
A leadership program designed specifically for businesses needing to harness the power of creativity to solve challenges - both internal and external - and create a lasting change within their organisation.

Think, plan, act: how to be strategic
Industry Insight/Strategy
Learn how to apply strategic thinking to any brief, challenge or business problem you come across, at a one-day workshop designed to give you deeper insight into your craft.

Transforming Insights into Ideas
Industry Insight/Culture + Tech
Combine hands-on experience of current trends gained from distilling insight and information highlighted through the D&AD Awards.
Mindset

Bravery in Creative Design
Mindset/Creative Skills
Forging better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

Build your resilience to fuel creativity
Mindset
In the face of everyday creative challenges learn to respond in a resilient way and uncover tips and techniques to help you react better to change.

Creative advertising ideas that sell
Mindset
Discover how to generate successful paid-for communications by knowing exactly what type of idea is required and how to work to clear-goals.

How to get the best out of your Creative Team
Mindset/Industry Insight
Understand the qualities needed to successfully lead a team and build a culture for creativity to flourish.

Culture & Technology

Creating emotion in digital experiences
Technology/Creative Skills
Learn how to create designs that really connect with people by understanding and using emotional triggers.

Storytelling & the Internet
Technology/Creative Skills
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Technology/Creative Skills
A one-day deep dive into the history of user experience, the core fundamentals, and what’s on the horizon for the craft of UX.

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