

# SP4 VISUAL CREATIVITY IN ADVERTISING

455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 40 MAX  
CERTIFIED BY THE FRENCH GOVERNMENT AFTER VALIDATION OF A 5<sup>TH</sup> YEAR LEV.7  
RNCP TITLE : DIRECTEUR ARTISTIQUE ET DE LA CRÉATION  
RNCP CODE 31993 | CERTIFICATE CODE 16X32101  
PROFESSIONAL INTEGRATION RATE – 89%\* | GRADUATION RATE – 98%\*



PARIS | WORK STUDY PROGRAM  
ACCESS TO HANDICAP COURSE   
FULL TIME PROGRAM : 9850 €  
WORK STUDY PROGRAM : 10 200 €

This program is aimed to train future professionals wishing to devote themselves to the Art direction fields, in a consulting or media agency environment. At the end of this training, students acquire fundamental skills to build a strong expertise in the creative strategy development and implementation.

## – MAIN SUBJECTS

- Creative project management
- Creative direction
- Art direction and Copywriting
- Branding and visual identity
- International visual design culture inspiration
- Strategic planning
- Advanced level 1 in design software

## – GOALS, SKILLS AND ABILITIES

### Design a creative strategy

This program is aimed to train future specialist in Art Direction standards for production, productivity, quality, and client service. At the end of this training, students are able to develop and implement a full creative strategy that fit with marketing and sales divisions in creating marketing plans, aligning team priorities with business objectives to deliver high-quality work on time and on budget.

## – EVALUATION AND TEACHING INNOVATIONS

Your 60 ECTS accreditation is obtained through different types of evaluations (study cases, workshops, quizzes...). An internship or apprenticeship depending on your program is also required.

### Competition

Within two weeks, students work on a concrete project based on a brand owner or and advertising agency brief that reflects a strong marketing problematic. The main goal of the competition is to immerse students in order they develop specific artistic delivery skills that include also team management abilities.

### Book Day

At the end of the year, students present their book to a creative professionals audience. The Book day is trully considered as a professional springboard that allows students to stand out from the crowd and make them unique before they join the professional world.

## LEARN MORE

### Intake in September

**Classes** : September to August

**Rythm** : 3 days at school / 2 days at work

### Pre-requisites

- Bac+3 (180 ECTS) or a certification of level 6 or equal, as a priority in the communication, marketing, management fields and fulfill the entry tests.
- Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

### Our added value

#### Professional support

Students can find their internship with the help of our Career Center. They help them with coaching, resume writing, job search.

#### Quality speakers

Quality level speakers and visiting professors : all speakers are recognized for their high level of expertise and their business experience to which the specialization is attached. Sup de Pub pedagogical DNA is highly based on immersive learning through experience feedback, observation and hands-on learning.

#### Digital Library of Omnes Education

Access thousands of resources for free to improve your knowledge, to learn, to follow the news and to conduct your strategic watch.

#### Professional immersion

In addition to very specialized teaching, the students benefit from applied courses on the corporate world : entrepreneurship, business model, growth hacking, finance, law, etc.

### Careers

- Art director
- Copywriter
- TV producer
- Creative strategist
- Communication project manager
- Web designer

### Studies pursuit privileged

- SP5 Visual creativity in advertising