

SPS ART DIRECTION & GLOBAL CREATIVITY

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS
RNCP TITLE : DIRECTEUR ARTISTIQUE ET DE LA CRÉATION
OPTION ART DIRECTION AND CREATIVE MAKERS
OVERALL COURSE | STUDENTS NUMBER : AROUND 40
PROFESSIONAL INTEGRATION RATE – 93% | GRADUATION RATE – 100%

LONDON | FULL-TIME PROGRAM
ACCESS TO HANDICAP COURSE 
RNCP CODE 31993 | CPF CODE 306648
EDUCATION PRICE – 10 350€

This program in Art Direction aims at familiarizing creative students with Anglo-American creative thinking. This a course based around creative mentoring by professionals and continuous briefs is run in collaboration with our partner SCA2.0 in Brixton.

– MAIN SUBJECTS

- Art direction and Copywriting
- Strategy & planning
- Creative direction
- Application and Attitude
- Creative Thinking
- Craft and Execution

– GOALS, SKILLS AND ABILITIES

This program includes a range of courses taught by professionals within the advertising and film industry, with a significant, daily focus on personal work, in a real agency context. The goal of this course is to introduce students to the planning and execution of campaigns, in response to real industry briefs. They will receive both the necessary theoretical background knowledge as well as practical insights into the design, production and placement of advertising campaigns. There will be a special focus on the UK advertising industry and how it relates to and influences European advertising.

Students will take away sound knowledge of the conception, production and delivery processes that go with creating an advertising campaign, learn how to work creatively as a team and to pitch to clients by acting out a brief and pitch scenario. Students will spend most of their semester of the SCA campus in London. They will return to the Sup de Pub London campus for the competition as well as for various workshops : Photoshop, Illustrator, In Design.

At the end of their Master, students can follow our Digital MBA Management, a 100% online training that gives all the keys to manage and build a society !

– EVALUATION AND TEACHING INNOVATIONS

Competition

One of our students' favourite moments of the school year is the final competition. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality.

Capstone Project

At the end of the 5th year, the students must defend before a committee, a capstone Project in order to graduate whether they studied in France or abroad. The best professional projects benefit from one year of hosting within the INSEEC Group business incubator and two other specialists incubators.

LEARN MORE

Intake in September

Cours : september to january

Internship : february to july

Defense of the Capstone Project : september

Pre-requisites

Bac+4 or equivalent (VAP*), TOEIC 680, B2 Level, a good general culture, to be in constant watch over the news, present a creative book.

Our added value

The Career Center

Students can find their internship thanks to the Career center. They help them for interview coaching, resume writing, job search...

Quality speakers

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

Careers

- Director of Communication
- Artistic Director
- Creative Director
- Creative Strategist
- Film Director
- Copywriter
- Social Media Manager