

SP4 ART DIRECTION & GLOBAL CREATIVITY

455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 10 MAX
CERTIFIED BY THE FRENCH GOVERNMENT AFTER VALIDATION OF A 5TH YEAR LEV.7
RNCP TITLE : DIRECTEUR ARTISTIQUE ET DE LA CRÉATION
RNCP CODE 31993 | CERTIFICATE CODE 16X32101
PROFESSIONAL INTEGRATION RATE – 89%* | GRADUATION RATE – 98%*



LONDON | FULL-TIME PROGRAM
ACCESS TO HANDICAP COURSE
EDUCATION PRICE – 10 500€

Immersion into the world of British and American advertising. A course based around creative mentoring by professionals and continuous briefs. Run with our partner School of Communication Arts 2.0 in Brixton.

– MAIN SUBJECTS

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

– GOALS, SKILLS AND ABILITIES

Design a full multi-channel creative strategy

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. It also includes and includes technical courses, workshops, Media Planning and Social Media. 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. “Hard work beats talent” is the leitmotif of the programme.

– 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.

Competitions

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.

Thesis

This working paper completes the training period for the SP4 students in the different international programs in Paris, London, San Francisco and New-York. This is a written evaluation that will validate their research strategic and analytic skills.

LEARN MORE

Intake in September

Classes : September to December

Internship : 6-month internship 2nd semester

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.
- Portfolio

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

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

Careers

- Creative Director
- Director of Marketing
- Trends researcher
- Brand Manager

Studies pursuit privileged

- SP5 Visual creativity in advertising (Paris)