

글로벌 매드 아카데미

2022년 상반기 운영 강좌

Art Direction

Course Name	All Tigers Have Different Stripes	Instructor	Ankur Kalita (ECD, 6 Mile)
Course Overview	Every brand must have a tone of voice, a visual identity, a purpose that makes it stand out. On the shelves or on the web. And advertising plays a key role in giving a brand its stripes. Over 10 weeks, we'll go hunting for the techniques that help in making the brand you work for, and you, the lord of the jungle.		

Copywriting

Course Name	Creative Advertising Copywriting	Instructor	Josie Burns (CD, VMLY&R)
Course Overview	This course isn't about which adjectives are more persuasive than others, or the exact number of words you should put on a billboard. This course is about idea-first copywriting; learning what good ideas are and how words bring them to life. It covers thinking critically about briefs, the difference between concept and craft, and why it's often better (and harder) to write less, not more. We'll also look at problem-solving methods copywriters use and habits that can help you develop as a creative copywriter.		

Art Direction

Course Name	Creative Work in Advertising with Social, Ecological Aspects	Instructor	Gabor Spielmann (CD, Kaboom)
Course Overview	This course is about the analysis of creative work in advertising, regarding several aspects of the creative process. We will look at creative output from different points of view to have a basic but holistic perspective to understand not only the client, the brand, and the side of the advertising agency, but to also bring new and actual social, and ecological responsibilities to the creative thinking, while working on a campaign. The courses will include some aspects of copywriting, and art direction skills, but it mostly focuses on creating and executing the creative concepts. It will also include some short tasks with real life examples to bring creative work close to anyone in a funny way. It is recommended to those, who are interested in, how the creative concept and output is being prepared.		

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Course Name	Get Creative with Vertical Storytelling	Instructor	Guan Hin Tay (CCO, BBDO)
Course Overview	Vertical video is fast developing as an innovative form of storytelling. Half of the time people spend online is now on a smartphone, forcing the traditional horizontal video format to turn on its side and invite 9:16 to be the new norm. More than 75% of worldwide video viewing is on a mobile, and 9 out of 10 mobile users share the videos they've seen with others. It is a global phenomenon so mastering content for vertical storytelling is key to increasing your brand's market share on social media!		

Digital Marketing

Course Name	Innovation by Design	Instructor	Brett Macfarlane (Founder, Valor)
Course Overview	Learn a design-led approach to digital innovation. This course is for creative professionals from all disciplines who want to change the world or improve a business through innovation. You will learn and apply the tools and techniques of leading digital innovators to develop new concepts, experiences, products or services.		

Branding & Planning

Course Name	Position for Change	Instructor	Birger Linke (CCO, Birger Linke Design)
Course Overview	The way we perceive a brand and interact with it is changing faster than ever. In this course we will look at the basics of brand positioning and find out how we can keep up and stay relevant. This course will enable you to find meaning for the brand you are working at or with and fill it with life, whether you're a creative, designer or marketer.		