Advanced Advertising & Advanced Design

Portfolio Courses 2021

Bridge the gap between studies and your career

Advanced Portfolio Courses

Berghs' portfolio courses offer a deep immersion in Advertising or Design at an advanced level and bridge the gap between university studies and a future career. The courses focus on ideation processes, crafts, and portfolio work, and they challenge students with a great number of briefs to teach them how to produce better work, faster.

The Advanced Advertising and Advanced Design courses are designed for international students with previous undergraduate level studies in advertising and/or design, and who have good writing and/or design skills. The two courses share some common modules and offer five different specialisation tracks.

Advanced Advertising: 3 specializations

Advanced Advertising offers three elective tracks (Art Direction, Copywriting, Account Planning) and Advanced Design offers two elective tracks (Communication Design, Motion Design). Each course and track leads to a specific course certificate.

Advanced Design: 2 specializations

Berghs School of Communication offers a practical and cross-disciplinary approach. All courses are delivered by active industry professionals. Throughout the course, students learn processes, improve crafts, develop hard and soft skills, and improve their portfolio.

BERGHS SCHOOL
OF COMMUNICATION

Certificates

- Advanced Advertising – Art Direction
- Advanced Advertising – Copywriting
- Advanced Advertising – Account Planning
- Advanced Design – Communication Design
- Advanced Design – Motion Design

Format

- Full-time on site in Stockholm, Sweden
- Course length: 15 weeks
- Contact hours: approx. 225 (15h/week)
- Own study/project work: approx. 225 (15h/week)

Level

Advanced Advertising and Advanced Design are practical courses at postgraduate level. They are designed for students who have completed undergraduate studies within communication, art or design and wish to gain professional communication skills and portfolio work before starting their careers.

Language

The language of instruction is English. Students are expected to interact and participate in English. English proficiency is assessed via interview.

Prerequisites

Advanced Advertising

- Art Direction track: fundamentals of Adobe® Creative Suite

- Copywriting track: good level of English, good writing skills

- Account Planning: good level of English, analytical skills and writing skills

Advanced Design

- Communication Design track: good level of the Adobe® Creative Suite, in particular Photoshop, Illustrator, InDesign.

- Motion Design track: fundamentals of Adobe® Creative Suite. Interest in learning Premiere Pro, After Effects, or Cinema 4D. This is the most technical track; learning how to use the software is part of the course.

Application and Enrollment

Berghs processes each application individually looking at various criteria such as overall CV, academic level, English level, motivations and ambitions expressed in the personal letter, and work samples. Relevant applications are then called to an interview. After a successful interview, Berghs sends the applicant an offer letter. The accepted student usually has one week to accept or decline the offer.

Submit your application via the website, include your cv and a personal letter explaining your level and your motivations towards the course. You also need to provide work samples relevant to the specialization track you wish to study or a link to your portfolio. You will be invited to an interview, usually a video call, to asses your English level.

Course Outline

Problem, insight, solution	Advertising Art Direction Copywriting Account Planning	Design Communication Design Motion Design	Shared Value
5 weeks, 10 briefs, 2 projects/week. Focus on process and subject breadth	6 weeks, 5 briefs, 1 project/week. Breadth and depth		4 weeks, 1 brief, graduation project. Breadth and dept

Portfolio – Project plan and individual tutoring

Common Core Courses

Problem, Insight, Solution

10 briefs, 5 weeks. Focus on process and subject breadth. Students work in groups on a large number of briefs and learn about problem framing, insight generation, and idea and concept development. Students also learn from the iterative process and improve soft skills, become better at critique and feedback, and refine pitch techniques. This course includes:

- **The Creative Process**
  Different perspectives on the creative process. Individual vs. group work. Creative toolbox.

- **Planning – the creative foundation**
  Great ideas are not just based on intuition. They tend to pop up in the research phase. Understanding and practicing the importance of research and insights.

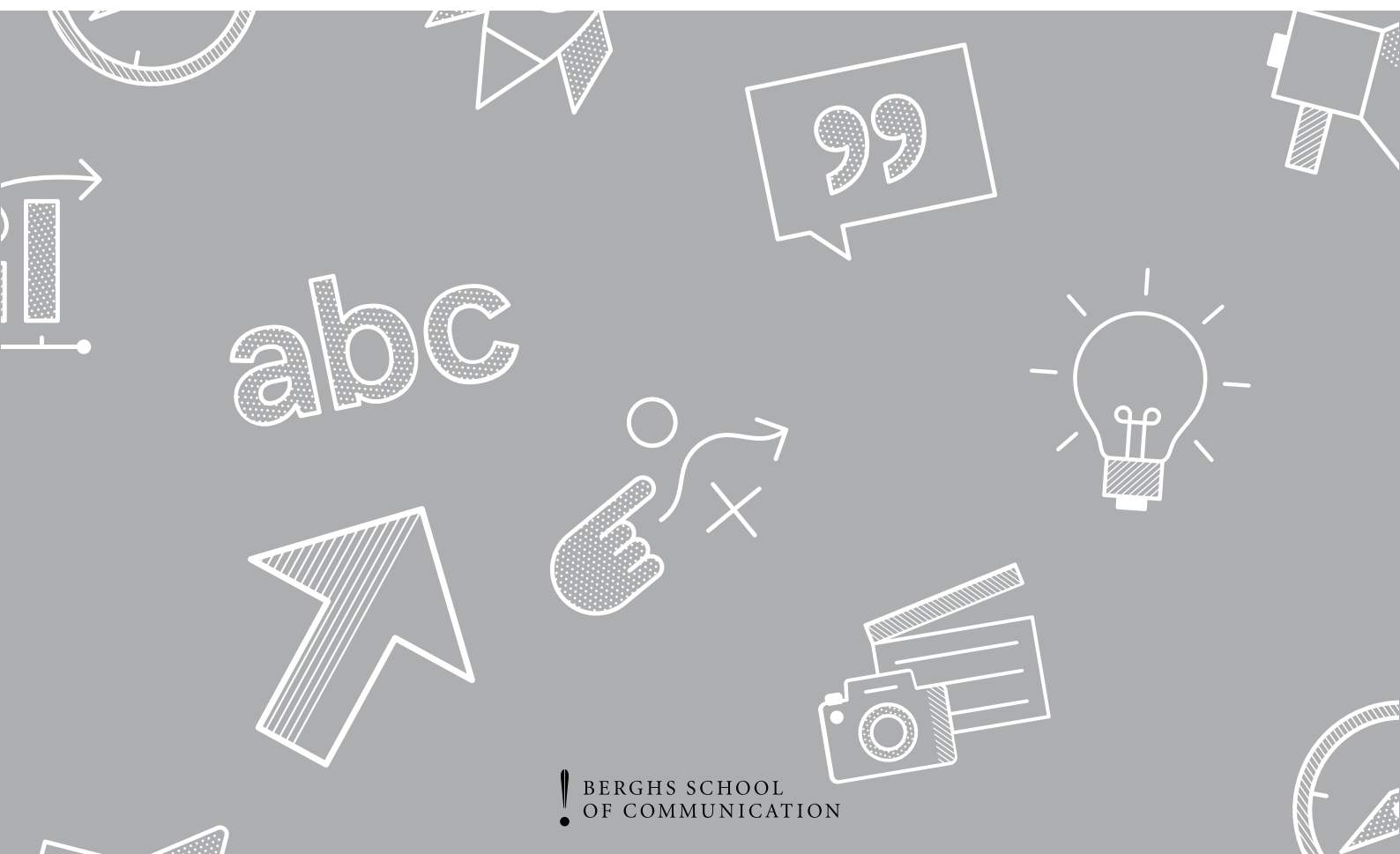- **Idea & Concept development**
  Methods for ideation, both quantity and quality. Small idea and big concepts.

- **Innovation**
  An exploration of UX fundamentals, product and service design, new canvases and creative trends in the age of experience

- **Pitch**
  Presentation techniques and the art of selling your creative work.

Shared Value

1 brief and group work. Final Project. All tracks within the Advanced courses culminate with a final project where all of the different roles and skill-sets come to use. Students work in teams on an open real-life brief, produce a documented insight, develop and execute one idea and package it into a case film. The course focuses on theories and models centred around sustainable development. The environmental, social, and economic aspects are equally covered, touching the UN Sustainable Development Goals, good examples of CSR, and possible economic approaches such as Michael Porter's Shared Value model. Students develop a creative solution that has a positive impact for the user, the business and society as a whole. Key learnings:

· Sustainability fundamentals: economic, social and environmental balance

· UN SDG's and priority setting for an organization

· Real-life project

· Strategic decisions and insight work

· Ideation and creative development

· Case film studio: narrative and tonality

· Final presentation, client feedback and final edits for portfolio.

Individual Portfolio Work

Tutoring along the entire course. Students set goals for their own portfolio work and are given a structured process to develop their portfolio. Through a series of individual coaching sessions they are supported and guided towards reaching their goals. Key learnings:

· Set specific and personal goals for your portfolio

· Critical feedback on how to improve portfolio pieces

· Assistance to structure, organise, and curate your portfolio

· Instructions on how to present your portfolio to audiences you identify

Network and industry visits

Along with the course, students take part in industry visits to grow their network and their understanding for different roles within communication.

Advanced Advertising - 3 specializations

5 briefs, 6 weeks. Three elective specializations. Students dig deep into their degree of choice. They work on their crafts within Art Direction, Copywriting, or Account Planning. The course offers joint classes to integrate disciplines and facilitate work across disciplines.

Art Direction

Art Direction is the art of visualising ideas and concepts. This specialisation track teaches students design and art direction principles and how to apply them to a series of briefs. Course content:

- **Art Direction for Advertising**
  Essential skills for starting your career as an Art Director in the advertising industry and how it differs from working as a graphic designer.

- **Typography**
  Learn about typography and how to work with text.

- **Photo Studio**
  Practice how to direct photography, set design, and overall visual tonality.

- **Brand Identity**
  Learn how to work with the visual language of brands, with or without brand guidelines. Identity and communication briefs.

- **Motion Design Fundamentals**
  Basics of motion design and art direction for digital media.

Copywriting

Copywriting turns communication strategy and ideas into appealing and compelling words. This specialisation track teaches students storytelling and other tools through with a series of briefs to explore various ways of writing for different audiences and media. Course content:

- **Headlines and Taglines**
  Writing for advertising; the art of turning ideas into short and powerful texts.

- **Identity and Tontality**
  Working with brand identities and finding the right voice.

- **Storytelling**
  Narrative. How to deliver information through engaging stories.

- **Writing for different target groups**
  How to craft messages to communicate with different audiences.

- **Writer's studio.**
  Scriptwriting workshop.

Planning

Planning is focused on understanding consumers and guiding creative teams towards relevant communication solutions. This specialisation track teaches students how to choose the best research methods, how to distill insights, and how to package work into inspiring briefs and presentations. Course content:

- **Problem formulation**
  Understanding the clients' wants and needs behind a brief.

- **Research Studio**
  Research methods and what to use them for.

- **Insights**
  How to distill an insight from data, active research and observations.

- **Consumers**
  Understanding consumer behaviour. Interview techniques to spark creative work.

- **Creative brief**
  How to write a creative brief, inform and inspire creative work.

- **Presenting complex information**
  Editing course for Planners. How to curate strategy presentations for creative teams and clients.

Advanced Design - 2 specializations

5 briefs, 6 weeks. Two elective specializations. Students dig deep into their track of choice and work on crafts within Communication Design or Motion Design. The course offers joint classes to integrate disciplines and facilitate work across disciplines.

Communication Design

This specialisation track prepares students for a career as a Graphic Designer and teaches you design thinking, conceptualisation, and craftsmanship. Throughout the course students attend classes, participate in workshops, and test skills against a number of practical briefs. Students' delivery on each brief will be judged upon feasibility, creativity, craftsmanship and presentation. The course covers:

- Design Thinking
- Typography
- Branding/Identity
- Packaging design
- Project work and feedback

Motion Design

This specialisation is for designers who wish to dig deeper into motion design and video; a growing field of communication. Students learn the basics of motion design and develop an understanding for storytelling in audio-visual communication. Since learning the software is a big part of this discipline, this specialisation track offers practical classes in Premiere Pro, Adobe After Effects, Cinema 4D and Unity. The course includes a larger project which is judged upon the criteria of feasibility, creativity, craftsmanship and presentation. Course content:

- Software training
- Dramaturgy and Storytelling
- Planning a Motion Design project
- VR/AR/Mixed Reality
- Project work and feedback

Pedagogy

Action-based learning

Advanced Advertising and Advanced Design use Berghs' unique action-based pedagogy. Students learn how to apply theories on practical briefs. Through working with cases, both fictive and real-life clients, students are able to test models, tools, and apply their learning to client work.

Integrated disciplines

No silos. We offer a practical and cross-disciplinary approach to facilitate collaboration across different roles and develop an understanding for how good advertising and design work is done. Over one third of the course focuses on crafts. The rest of the course challenges students with cross-disciplinary projects and practical work.

Hard and soft skills

Our pedagogy includes practical models to improve collaboration and to become better at giving/receiving feedback and leading projects.

A professional approach

All courses are delivered by active industry professionals who offer a practical approach to the subject and fresh content. The quality of the course is guaranteed by Berghs' faculty. This is a permanent team of Program Directors and Learning Developers who select the best instructors from the industry and provide them with the necessary pedagogical support.

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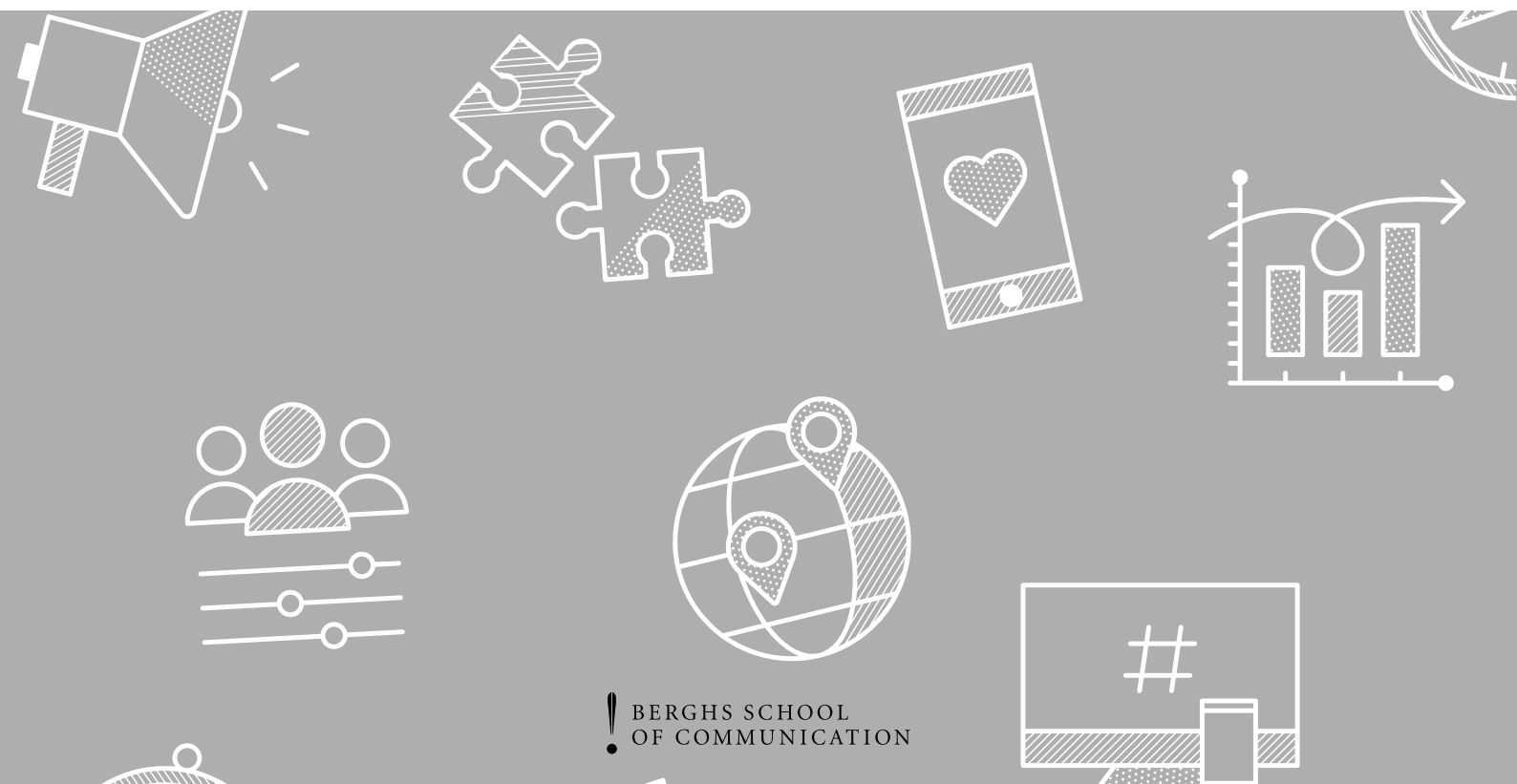
Examination

In order to complete the course, participants must attend a minimum of 80% of the classes and must successfully deliver on all assignments. Upon completion of the program students receive their final certificate. The certificate includes the student's grades. Berghs uses a simple grading scale (zero to one hundred) to facilitate the conversion.

Accreditation

Applicants who are enrolled at another institution can submit the present document to their International Office for the purpose of accreditation. Berghs' partner schools may have pre-accredited the program, or parts of the program. Applicants who are not enrolled at any school can still apply and participate, provided that their level is adequate.

Contact information

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