



ADVANCED
ADVERTISING
&
ADVANCED
DESIGN

—GET THE PORTFOLIO
THAT TAKES YOU PLACES.

Advanced Advertising and Advanced Design are intense 15-week courses laser-focused on getting you the portfolio that you need.

If you're a future Art Director, Copywriter, or Brand Strategist, Communication Designer, or Motion Designer, it's the ultimate way to get you ready for the real world.

You'll work collaboratively to develop innovative works - both real and fictive - that feed directly into your portfolio.

Advanced Advertising—three specialisations elective tracks

Choose to focus on Art Direction, Copywriting, or Brand Strategy. Each course and track leads to a specific course certificate.

Advanced Design—two specialisations elective tracks

Choose to focus on Communication Design, or Motion Design. Each course and track leads to a specific course certificate.

How it works

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<p>WEEK 1 ORIENTATION THE BERGHS WAY</p> <p>Discover an action-based learning, develop teamwork and self-reflection skills.</p>	<p>WEEK 2—6 PROBLEM, INSIGHT, SOLUTION</p> <p>Focus on process, subject breadth, confidence, and momentum.</p>	<p>WEEK 7—12 DEEP DOMAIN EXPERTISE</p> <p>Develop deeper skills and understanding of your specific professional practice.</p> <p>Advanced Advertising</p> <ul style="list-style-type: none"> • Art Direction • Copywriting • Brand Strategy <p>Advanced Design</p> <ul style="list-style-type: none"> • Communication Design • Motion Design 	<p>WEEK 13—15 SHARED FUTURE VISION</p> <p>A capstone project and hero portfolio piece that expresses your values through innovation</p>
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<p>WEEK 1—15 PORTFOLIO COACHING</p> <p>Weekly coaching sessions and tasks with positive feedback loops to help build a portfolio that is perfect for you.</p>

Certificates offered

- Advanced Advertising – Art Direction
- Advanced Advertising – Copywriting
- Advanced Advertising – Brand Strategy
- Advanced Design – Communication Design
- Advanced Design – Motion Design

Format

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

Level

This course is for postgraduate students or people with industry experience within creative disciplines to possess good analytical/design/writing skills. We expect Communication Designers to be fluent with design software and Motion Designers to have a good understanding of motion software.

Language

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

Prerequisites for Advanced Advertising

- Art Direction track: fundamentals of Adobe® Creative Suite, and compositional skill
- Copywriting track: good level of English, high level writing skills
- Brand Strategy: good level of English, analytical skills and writing skills

Prerequisites for 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 assesses each application individually. We look at various criteria such as your CV, academic level, English level, motivations and ambitions expressed in your personal letter, and previous examples of work.

Relevant applications are then called to an interview via video conference. After a successful interview, Berghs will send the applicant an offer letter. Once accepted, students usually have one week to accept or decline the offer.

Note: All applications must be submitted via the website.

COMMON CORE COURSES

Orientation (Week 1)

Advanced starts with an introduction to Berghs' unique action-based learning approach to creative problem-solving. You also learn practical tools for collaboration and develop productive ways to offer feedback and critique.

Portfolio Coaching (Week 2—15)

Developing your portfolio is the most significant part of Berghs Advanced. To support it, we run weekly coaching sessions and tasks to help build a portfolio that is perfect for you. It covers everything from finishing, adjusting, and curating your work to your personal approach to storytelling, social media, personal branding, and getting your work in front of the right people for you. You'll also get friendly and actionable portfolio feedback from a wide range of people.

Problem, Insight, Solution (Week 2—6)

Over five weeks, you work in groups on a large number of briefs and learn about problem framing, insight generation, message development, and creative execution. At the end of the module, you master the process, produce and present better ideas faster and more consistently. You also learn to rapidly iterate your work while becoming better at giving and receiving feedback and how to pitch ideas powerfully. This module consists of more than eight briefs designed to give you confidence and your portfolio momentum.

Future Vision (Week 13—15)

It all comes together in the final weeks to create something unique. First, we challenge teams with a single brief to develop a strategic platform and creative solution that positively impacts the user, the business, and society. Then, using your newly-refined skills to collaborate across disciplines, you'll create a powerful case film, which functions as a capstone project and a hero portfolio piece. This module pushes you outside the traditional design brief's usual constraints to create something truly remarkable, reflects your values, and makes the future more sustainable.



ADVANCED ADVERTISING —THREE SPECIALISATIONS

The core six weeks are specific to your professional focus. This is where you dive into the particular crafts, learn about models, discover tools and practice skills within either Art Direction, Copywriting, or Brand Strategy. Your portfolio must reflect considerable professional abilities, and this is where you get to deep dive into your domain. This module is heavier on individual assignments and also offers a deeper understanding of your specific professional practice.



ART DIRECTION

An Art Director is responsible for the overall visual appearance and how it communicates visually, stimulates moods, contrasts features, and psychologically appeals to a target audience. The content includes:

- 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 or communication designer

- Typography

Learn about typography and how to work with text to imbue it with emotion - and it's symbiotic relationship to imagery

- Photo Studio

Practice how to direct photography, set design, and see photography as an important part of an Art Director's toolkit

- 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 storytelling and other tools through with a series of briefs to explore various ways of writing for different audiences and media. The content includes:

- **Headlines and Taglines**

Writing for advertising; the art of turning ideas into attention-grabbing texts

- **Identity and Tontology**

Working with brand identities and finding the right voice for an organisation across many subjects

- **Storytelling**

How to deliver information through engaging stories in captivating ways

- **Writing for different target groups**

How to craft messages to communicate with different audiences authentically

- **Writer's studio.**

A workshop to dive into the craft of scriptwriting

BRAND STRATEGY

Brand Strategists are 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 uncover insights, and how to turn briefs into a creative springboard, and how to present strategy in a powerful way. The content includes:

- **Problem formulation**

Understanding both the clients and audience needs

- **Research Studio**

How to employ research methods to get a better understanding of the landscape

- **Insights**

How to distill an insight from data, active research and observations

- **Consumers**

Understanding consumer behaviour and interview techniques to spark insights

- **Creative brief**

How to write a creative brief to best inform and inspire creative work

- **Presenting complex information**

How to curate strategy presentations for creative teams and clients

ADVANCED DESIGN —TWO SPECIALISATIONS

The next six weeks are specific to your professional focus. This is where you dive into the particular crafts, refine skills, discover tools and practice within either Communication Design or Motion Design. Your portfolio must reflect considerable professional abilities, and this is where you get to deep dive into your domain. This module is heavier on individual assignments and also offers a deeper understanding of your specific professional practice.

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 content includes:

- Design Thinking

Using the right creative process can build empathy and reduce blind spots

- Typography

Understanding the mechanics and expression of type and how it relates to other design elements

- Branding/Identity

Understand how brand building work in a busy digital world

- Packaging design

Expanding the brand experience to all touchpoints in a smart and effective way

- Project work and feedback

Coaching by leading industry experts to help you develop and refine skills and portfolio pieces



MOTION DESIGN

This specialisation is for designers who wish to dig deeper into motion design and video—a growing field of communication in the digital age. 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, and Cinema 4D. The course includes a larger project which is judged upon the criteria of feasibility, creativity, craftsmanship and presentation. The content includes:

- **Software training**

Develop relevant skills that help you craft designs for your portfolio

- **Dramaturgy and Storytelling**

We consider storying as a core component of motion design

- **Planning a Motion Design project**

Good work habits mean better creative results, quicker

- **VR/AR/Mixed Reality**

Get introduced into the world AR/VR and the possibilities it offers motion designers

- **Project work and feedback**

Coaching by leading industry experts to help you develop and refine skills and portfolio pieces



PEDAGOGY

Action-based learning

Advanced Advertising and Advanced Design leverage Berghs' unique action-based pedagogy. Students learn how to apply theories on practical and simulated 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. All in service of your personal portfolio.

Integrated disciplines

We don't do silos. Instead, 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. We also encourage students to work informally with others on creative competition entries.

Hard and soft skills

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

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. We work hard to introduce you to a wide range of perspectives in a smooth and productive way.

Examination

Participants must attend a minimum of 80% of the classes and must successfully deliver all assignments to a satisfactory standard. Upon completion of the program students receive their final certificate. This 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 are encouraged to apply and participate, provided that their level is adequate and their professional focus is clear.

More information

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Advanced Advertising: berghs.se/en/program/advanced-advertising

Advanced Design: berghs.se/en/program/advanced-design