

Part-time Art Direction Module 1

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This course is entry level for persons wishing to become Art Directors. The first module covers computer training in Adobe CS6 programs - Indesign, PhotoShop and Illustrator. Anyone competent in using these programs need only register for the second module. After completing this course you will understand the role of the art director, develop your conceptual skills learn the craft and processes that are involved in executing an advertisement. You will develop an awareness of the theoretical elements and principles of Art Direction, become equipped with the basic art directing ability to execute a number of different tasks. You will work on specific product briefs in the same way as art directors do in an advertising agency. These briefs will cover print advertising and television. A tutorial system will give you one-on one attention from highly experienced creative directors. At the end of the course you will have a portfolio of work that each art director in the industry has to have.

Date: 03 February 2015 to 03 March 2015

Time: 17:30 - 20:30

Venue: AAA School of Advertising, Randburg

Cost: R4 900.00

For more, visit: <https://www.bizcommunity.com>