

NABA Master's Degree

Creative Advertising

Program Structure

The Master's degree is divided into four main steps.

Detox, the introduction course

The initial part of the Master aims to introduce and welcome students to the world of advertising, exploring all aspects of success and cultural impact and, simultaneously, to drive them into a careful and common-ground acquisition of languages, terminology and methodologies leading to a correct strategic design based on a highly creative spirit.

Historical analysis of the campaigns that have innovated the world of advertising and influenced the language and approach to international creativity is combined with the acquisition of research tools for the identification and decoding of all socio-cultural and strategic design related: from sociological research applied to the analysis of consumer behavior up to a correct interpretation of marketing and creative brief. Aside the theoretical learning, students will experience creative writing and quick visualization techniques by reaching a personal language in storytelling and drawing.

- History of Modern advertising
- Italian advertising and graphic design historical background
- Classic and contemporary ADV agency environment
- Consume sociology and Customer insight
- Creative writing and creative quick visualization
- ADV Planning and Strategy

The Workshop Series, a real problem-solving factory

Workshops deal with the crucial aspects of creative advertising. Within four specific workshops, based on real case histories and developed on different applicative media areas, students will extend the understanding of creative and practical side of advertising, by considering the various and evolving problems which challenge the professional in any communication environment and process.

Workshops will work as a mix of specific lessons and laboratory experiences, in which students will be encouraged to have brainstorming, develop ideas, concepts, strategies and apply techniques, in response to given, real-life advertising and more extended communication exercises, seeking to resolve complex and structured problems with the best creative solutions.

Each workshop has been structured in a unique workflow and process, to remark the need of a methodological process at any creative moment. Each activity is supported by a series of custom-made lectures and lessons dedicated to specific subjects driven by the workshop leader. During the laboratory activities, students work is constantly monitored by all teachers involved, as well as by specific visiting lecturers and advisors.

Workshop 1: Printed in memory – Printed and below-the-line advertising (magazine, newspaper, direct advertising, billboard and more)

In order to carry out a complete advertising project ready to be optimized on printed media (classic magazines, newspapers) and "below the line" (monographs, brochures, literature design and direct advertising), the first workshop explores the structural elements of language, visual and graphic design used for traditional advertising as anticipation of the evolving process of social and commercial migration from paper to screen. The module will also include a careful analytical study of external billboard advertising, with a main focus on the necessary skills – typography, image care and layout prototyping – indispensable to create a quick and effective message.

Workshop 2: The great persuasion – Broadcast communication (radio-cinema-tv-video-multimedia and more)

Definition and exemplification of consumer insight, brand positioning, goals analysis, narrative and visualizing techniques are at the essential core of this workshop module, mostly focused in achieving the more appropriate and creative design process for radio advertising, television and cinema commercials, video production and all cross-media messages that are strongly influenced by the use of animation and motion graphics. In this area, students training will care the enhancement of all the techniques and multimedia devices and tools currently available, to

accelerate a more creative and original approach to this kind of advertising. Experienced professionals will follow the student throughout the creative process, from the decoding of the briefing, through the construction of the project contents, up to the completion of the final result.

Workshop 3: interactive, iterative, informative – One-to-one communication (direct marketing, information management, online, social and more)

After an historical and deep overview about the different approach of one-to-one communication (classic direct marketing) compared to mass-media communication, the workshop will introduce students to the world of personal media, online hyperspace and social sharing, facing the problems of creativity applied to digital interfaces. Much more than considering this argue just by a technical point of view, the new creative advertiser should be able to rise his vision to a communicative level, absorbing the true essence and philosophy of the new media revolution. Understanding the real value of information management, the power of connected communities and networks, the importance of cultivating the user fidelity, together with the knowledge of all socio-cultural aspects characterizing the niches target and attitudes, students will acquire the ability to challenge themselves in one of the most difficult, chaotic, complex and constantly evolving entourage.

Workshop 4: mix in' the mix – enriched communication systems (media coordination and declination, message fine-tuning, guerrilla marketing, special events, promotions, brand awareness)

The last workshop module sees all the skills acquired by the students come together in a main project of integrated communication, expanding all the previous experience at more wider level and touching all kinds of ultra-specialized and unconventional advertising, where teamwork is mandatory. After acquiring solid results from research, analysis and brief decoding, students will try to extend and modulate their creative projects across different media (from paper to web) in order to achieve a new agility in the creativity process and development. A classic presentation of the entire project will turn the final laboratory activity a true moment of individual and group awareness and grow, during which class discussion and post-analysis observations will play one of the most important learning role.

Internship, much beyond the academic level

The internship is the final step of workshop series, because a real experience working period is considered a key moment inside the whole Master learning process. Internship should be adapted to each student according to deep a balanced evaluation of individual skills and expectations; in this way we can assure to address the perfect career kickoff to each student.

The first kind of internship consists in a work stage in a real advertising / communication agency or within a major company communication / marketing branch. There is also an in-campus internship which takes place over the course, shaped as an intensive workshop time in collaboration with a company firm and consisting in the development of an integrated and specific communication project (i.e. the resolution of a design problem, or the brainstorming platform for a new product or service).

Portfolio building and final master project

The portfolio preparation (one week), planned on individual specific objectives and skills, is an essential step to strengthen the self-esteem and awareness of each participant. Through an accurate selection of the best results emerging from the workshop activities and with the suggestions of all working teams, students will be supported to package their best valuable projects with the most idle presentation tools. Teachers, course leaders and visiting experts will also participate at the gradual definition of individual portfolio.

The final master project is an individual or group thesis which has the purpose to collect and demonstrate the skills each student has acquired during the Master. Therefore, it can be used as a valid final evaluation tool by an internal commission formed by courses leader, teachers and all experts participating the learning process. More specific information and requirement about final master project will be determined and revealed during the course.