

Creative Advertising

GRADUATE DIPLOMA OF
CREATIVE ADVERTISING

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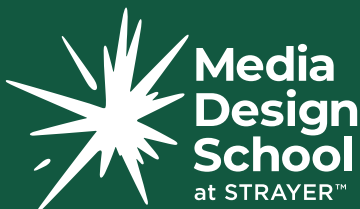
Alumni ranked in the Cannes Lions Top
10 Global Creative Talent 2024

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D&AD pencils won since 2021
making it the most awarded NZ
programme

\$200,000+

awarded from the Ministry of Arts,
Culture and Heritage's Innovation Fund
to MDS student project, NFTaonga





Designed by mixed-breed shelter dogs and crafted by you, Pedigree and Adidas come together to create Adidog Originals. A one-off streetwear line made from the unique coat patterns of dogs currently in shelters waiting to be adopted.

This fast and furious 36-week programme is not about lectures or essays. It's about insights, ideas and getting you into a career as an award-winning creative as fast as we possibly can.

It's also not about creating ads you hate, or to make people hate you. It's about being creative and exploring what media can really do. Create ideas for video, social media campaigns, activations, gaming, as well as experimenting with new and emerging technology.

We were the first tertiary provider in Aotearoa to have a Creative Advertising programme. The first programme to

be centred on students entering their ideas into global advertising award competitions. And still, the only programme in the country to train its creative students in a simulated creative advertising setting.

The result?

Is that we're the most awarded creative programme in Australasia, with an extensive list of award-winning alumni, both here and overseas, who give back through mentoring our current students every year to follow in their footsteps.



"The beautiful thing about the creative advertising course is that it never feels like a course. It feels like your first gig. You're part of a little agency, learning under a creative director, working alongside other creatives. Your first job is exactly the same, except they give you money - not the other way around."

Callum McDonald - Creative, Adam&Eve DDB London

"The creative advertising industry needs to develop real creativity, not the vanilla templatised inane rubbish that litters so much of the media these days"

Nicole Yershon
Author, Founder & CEO The NY Collective

Connect with industry

The culmination of your hard work over the year will net you a curated portfolio that you'll show off at our highly anticipated End of Year show. Industry creatives are invited to participate in speed-dating-style interviews to find out more about you and your work. We've been running our Adschool shows like this for years and (along with our talented students) is one of the reasons for our high employment rates!

Callum McDonald, a Creative Advertising alumni, said: *"The end of year show. What a feeling. After an intense couple of months crafting our final book, we got to meet the industry's top dogs and schmooze them with our ideas. Then we all celebrated, drank some alcohol, then something else happened, probably. Can't remember."*



PREREQUISITES

The Graduate Diploma of Creative Advertising has a limited intake each year. Students must be at least 20 years of age and hold either a Bachelor's Degree or be able to evidence relevant work experience (or, have a mixture of Level 6/7 qualifications along with relevant work experience).

We are open to a variety of different backgrounds and experiences, so your degree or work experience could be in any sort of visual or written communication: art, design, film, animation, gaming, social sciences or the broader humanities, as well as law, marketing or business in general.

If you need to discuss your background further prior to applying feel free to contact: domestic@mediadesignschool.com

You do not need a portfolio to apply for this programme, however you will need to prepare an application task, which will be followed up with an interview with the Programme Director.

To find out more about the Graduate Diploma of Creative Advertising, get in contact with our team at domestic@mediadesignschool.com or international@mediadesignschool.com for international students.

For up-to-date and comprehensive course information, including dates and fees, visit mediadesignschool.com.



CAREER OPPORTUNITIES

AdSchool Graduates have gone on to work as Art Directors, Copywriters and Creative Directors in the creative departments of advertising, PR, social and production agencies both domestically and globally. Graduates are also increasingly working as creative generalists alongside software engineers and digital specific specialists in places such as Facebook and IBM.