

Creative Advertising

GRADUATE DIPLOMA OF
CREATIVE ADVERTISING

8

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

52

Finalist ideas and 18 Trophies awarded at the international MadStars in 2023 including the only Gold awarded in the student category worldwide

\$200,000+

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



**Your dog, your poop.
Pick up after yourself.**

Auckland Council
By the Ministry of Natural Resources



We're not about lectures or essays, we're 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 that yell and exclamation mark you, or about creepy content ads that endlessly stalk you. This fast and furious 36-week programme is about being creative about exploring all kinds of different media, experimenting not just with video and social media, but also with activations, gaming, as well as all sorts of new and emerging technology.

We're also about taking an active and progressive stance on social issues, by creating branded products and services that solve problems – because we live in an urgent world that needs fresh, creative thinking. An urgent world that needs brands to be part of it, not apart from it.

We were the first tertiary provider in Aotearoa to have a Creative Advertising programme. The first programme to design its whole programme around its students entering their ideas into international and national competitions. And it's still the only programme in the country to train its creative students in a simulated creative advertising setting. And the result? We're the most awarded creative programme in Australasia. We have what NZQA in 2022 called 'exceptional' employment outcomes. And we have an extensive list of award winning alumni both here and overseas who each and every year give back, by giving feedback and mentoring our current students.



Student work: Photo Transplant - Georgia Henare & Jess Garrick, Take a bloody break - David Gillard and Anja Pienaar (Awarded D&AD pencil 2023)

“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!

“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.” – Callum McDonald, Creative at Adam and Eve DDB, London.



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.