

DESIGN ACADEMY

Academy Overview:

Future focussed design is pivotal in driving innovation and pushing the boundaries of the design world. Deep dive into case studies of groundbreaking design concepts that will ignite how you approach design in various fields. You will explore innovative solutions for shifting audience demands and identifying, pinpointing and understanding the needs of the consumer during the design process.

Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Graphic Designer, Art Director, Creative Director, UI/UX Designer, Web Designer, Motions Graphics Designer, Brand Identity Designer, Illustrator, Social Media Designer, Product Designer, Freelance Designer

Learning Outcomes:

- Gain industry insights into user-centred design methodologies to design more desirable, usable and effective products or services
- Be inspired by groundbreaking designs, identify design trend to stay ahead of the curve
- Equip yourself with the emerging design approaches, fostering a forward-thinking mindset
- Develop your creative skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives