

CREATIV- ITY IN ADVER- TISING

**CREATIVITY IN
ADVERTISING
PORTFOLIO
PROGRAM**

2017

TAGVILNIUS.LT



SCHOOL OF ADVERTISING



AD SCHOOL, ALMOST AN AGENCY

You won't find notes or other boring stuff on our tables, you will find briefs, books, pens, computers, papers, dictionaries, a toy from the Star Wars, pitches, references, disorder, stress and problems of communication in general.

Like you will find in any agency.

Our teaching method is particularly realistic, as well as being multidisciplinary.

You can pre-work as an art director, copywriter, editor or all together. But not all at once, of course.

You will learn to think campaigns, insights, slogans, ads, logos, brands, ideas, and sometimes for real customers. The best work will go to your portfolio.

Studying at The Atomic Garden is like being in an advertising agency, learning from active professionals who are more chiefs than teachers, listening to the ones who were in your position two or three years ago, entering the direct contact with producers, sound and photography studios and working with them in a live environment, and of course developing your skills to be able to move from pre-work in school to actual work in an advertising agency.

DE- CA- LOGUE

1. PRE-WORK IN ADVERTISING

In our school you will work exactly the same as in an advertising agency, so our system is very realistic: briefing, creating, presenting, changing, creating ... and then changing some more. In addition you will be interacting with other courses /departments of the school or agency.

2. A PERFECT PORTFOLIO

Our academic program is called the perfect portfolio. A program with classes, hours, briefings and teachers, developed together with top creative directors to meet the expectations they place on our students: to develop the perfect portfolio because they see them as future employees.

3. ACTIVE TEACHERS

All teachers at our school are professionals in action working for the best advertising agencies in Lithuania and abroad. Creative Directors, Copywriters, Art Directors, Creative Executive Directors, whose job is to make you feel that you are working with and for them.

4. ELDER BROTHERS

Your elder brothers have two, three years of experience in advertising and a promising future after previously finishing The Atomic Garden. They will not only help you to shape your portfolio, choose the right ideas but will also be there to listen to you.

5. EXCURSIONS

You will meet all the different characters as we step into an agency. At first you'll hear the testimonial of an account executive, a producer, a client and you will begin to understand the role they play in the agency, get an idea of the relationship you will have with them.

6. INTER-ACT

We also want you to have direct contact with the processes that you will have to face in a few months and we want you to become familiar with them in ACTION. So we go to a photographer's studio or a sound studio, where you can record the radio advertising spots you do in class, to a printing house, to a study of postproduction and even to some filming with some of our teachers during the course. Also with the fellow courses you will do a joint project for a real client.

7. PORTFOLIO REVIEW

Your perfect portfolio will be reviewed by the brightest creative directors in the region. If in real life it is barely possible that they will even pick up the phone when you call, imagine the privilege of having them in front of you to show your work. Who knows, maybe one day they will be looking at your portfolio and the next – making you an offer.

8. STUDENT AWARDS

During the course we will help you to register for the festivals in which you want to present your work: OneShow, D&AD and YGAwards among them. We will help you by

supervising your presentation and will pay the entry fee if the idea is worth believing in.

9. GETTING A JOB

In Baltic countries we are supported by Lithuanian Communication Agencies Association KOMAA and its members Adell Taivas Ogilvy, "NEW!" "Not Perfect | Y & R Vilnius, TBWA and other agencies. They are the first ones to see and evaluate your work. Furthermore, we always help our students to reach agencies abroad if there is a wish from them to do so.

10. THE ATOMIC GARDEN FAMILY

Grow professionally in an atmosphere of confidence in which you will evaluate yourself and will develop individually. Work, learn, but also enjoy yourself, have fun, make friends and contacts for the future. Join The Atomic Garden and be part of our family forever. Because the adventure does not end with the course. It begins!

CLASSES

AND

TEACHERS

HEAD OF THE COURSE

Antonio Bechtle

Freelance senior copywriter / creative director

CREATIVITY

Antonio Bechtle

Freelance senior copywriter / creative director

ART DIRECTION

Arnas Aukštikalnis

*Creative director
DDB Vilnius*

Regis Pranaitis

*Senior art director
NEW!*

COPYWRITING

Renata Šarkauskaitė

*Senior creative
Not Perfect | Y&R Vilnius*

NEW MEDIA

Rimantas Stanevičius

*Creative director
Milk*

DIGITAL

Mantas Velykis

*Creative director
McCann Vilnius*

ADVERTISING HISTORY

Tomas Ramanauskas

*Founder / Creative director
NEW!*

STRATEGY

Jonas Banys

*Strategic planner
Adell Taivas Ogilvy*

CURIOSITY

Marius Lukošius

*Creative director
Not Perfect | Y&R Vilnius*

AUDIO

Gabrielius Jucevičius

*Creative
Adell Taivas Ogilvy*

CREATIVE TRAININGS

Jonathan Howard

*Creative instructor
Saatchi & Saatchi Europe*

PHOTOGRAPHY

**Tomas
Kauneckas**

Photographer
Ciklopas

COUNCELING

**Mindaugas
Žebrauskas**

Trainer & facilitator
Dirigo

CASE STUDIES

**Ignas
Kozlovas**

Creative director
FOLK

VIDEO EDITING

**Vladas
Litvinas**

Freelance film editor

ILLUSTRATOR & PHOTOSHOP

**Jokūbas
Mulerskas**

Designer
NEW!

INSIGHTS & CONCEPTS

**Evelina
Dunovska**

Copywriter
Milk

PRESENTATIONS

**Gediminas
Užkuraitis**

Partner
Be&Do

PRICE

Registration fee: 200€
Price of the course: 3650€

PAYMENT CONDITIONS & FINANCIAL AID

It is possible to pay in parts. Maximum length of payment – 5 months.

Once the enrollment has taken place, the student commits himself/herself to the total payment of the course on the scheduled dates, regardless of his/her attendance.

Participation in our courses will be possible once the tuition has been formalized and after having paid the course fees. The rules of the school preclude attending courses before enrollment. In addition, reservations of place, are only possible when the registration and payment of the corresponding course are formalized.

DURATION

Course duration is 5 months (20 weeks). 500 academic hours + individual work.

Course takes place two times a year: October and April.

REGISTRATION PROCESS

- fill registration form at our website;
- receive invitation for an interview;
- sign the agreement;
- pay registration fee.

SCHEDULE

From Monday to Friday. 5 days a week, from 10.00 to 22.00.*

Considering of giving individual attention to each student groups contain no more than 14 people.

**Schedule of classes is the subject of change as teachers are active professionals.*

► **Have doubts? Call us, write to us, come and see us.**



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