

Brand



**ART DIRECTION
& BRAND COMMUNICATION**

DESIGN

120 ECTS



CREATIVE (ART) DIRECTION & FASHION BRAND COMMUNICATION

SECOND DEGREE STUDIES

2 YEARS

PROGRAM

Designing for modernity, sustainable design

Designing for different market segments

Creative product design and building the graphic side of the message

The role of the creative director in a fashion brand

Storytelling, copywriting and webwriting - building a creative message

Customer experience design

UX/UI design for the Internet

Content marketing and communication optimization using Google Ads and Google Analytics tools

Typography and visual identity design

Printing basics and print preparation

