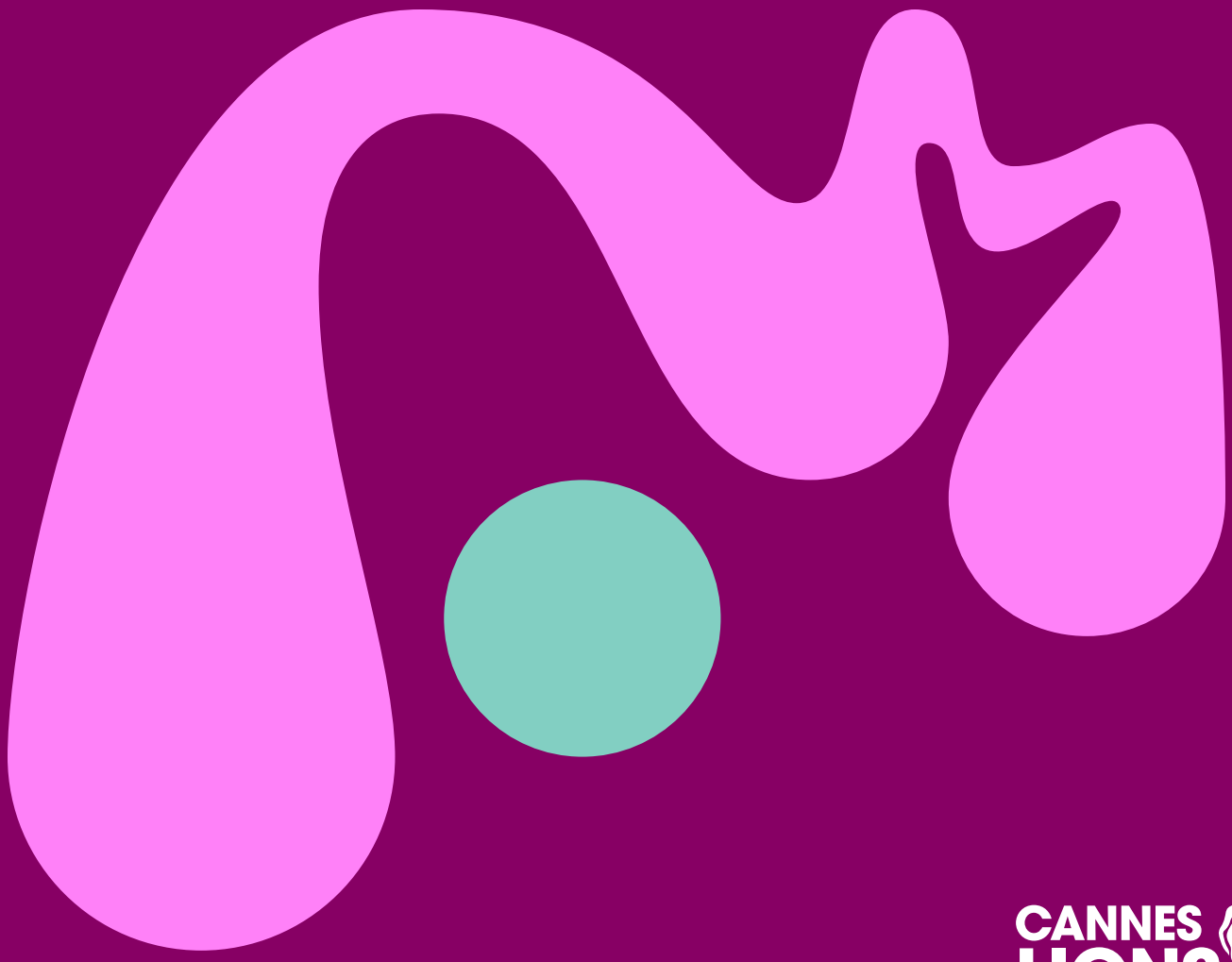
MIAMI AD
SCHOOL
SRI LANKA

Creative Director Program

Learn from **global legends** and
iconic leaders from the industry!



CANNES LIONS

FUTURE LIONS SCHOOL OF THE YEAR
FOR RECORD 7 TIMES

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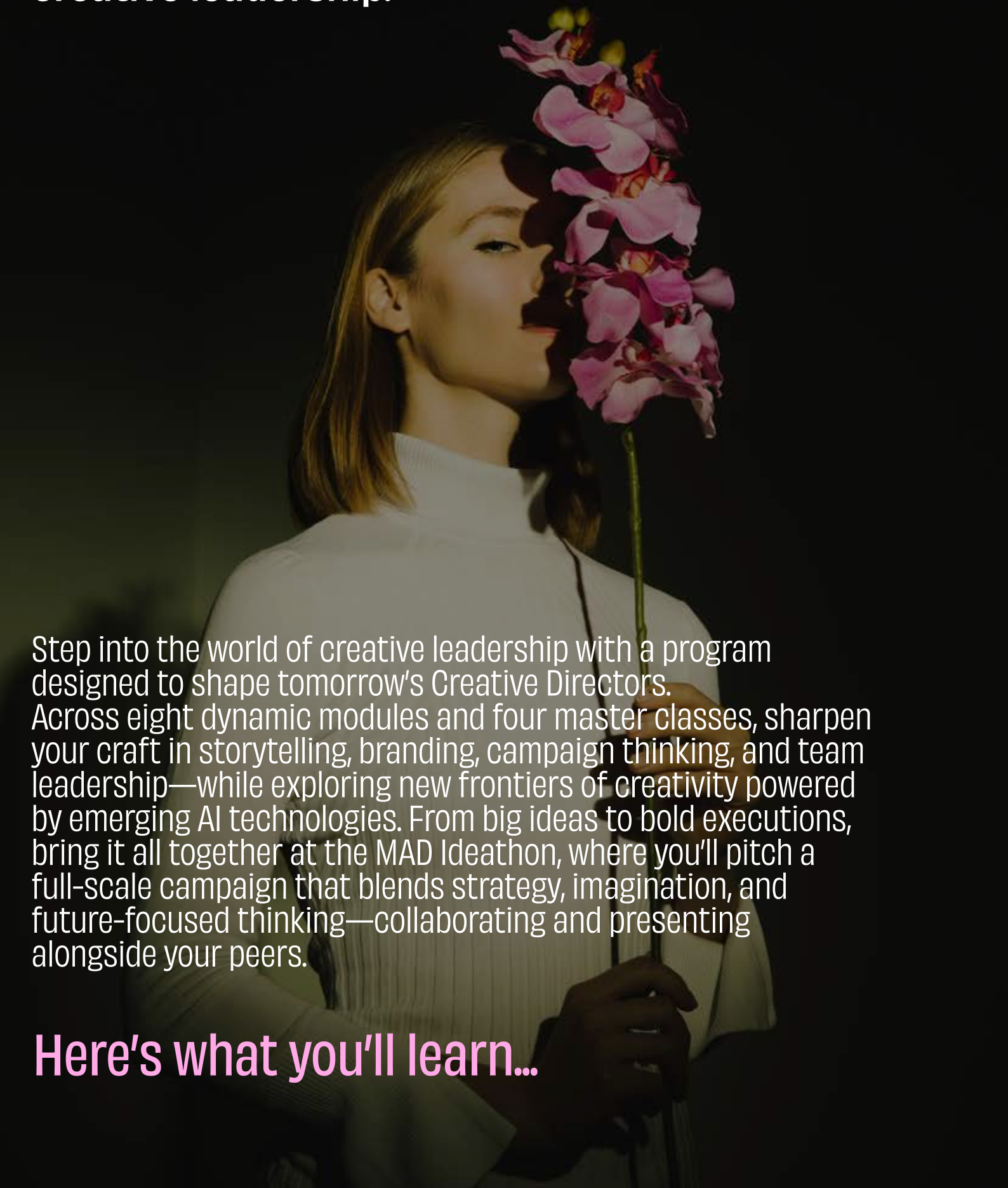
A 10-week series of virtual classes
designed to outfit you with the skills you need



to become **the Creative Director you're meant to be.**

MIAMI AD SCHOOL SRI LANKA

Join us and step into the bold world of creative leadership.



Step into the world of creative leadership with a program designed to shape tomorrow's Creative Directors.
Across eight dynamic modules and four master classes, sharpen your craft in storytelling, branding, campaign thinking, and team leadership—while exploring new frontiers of creativity powered by emerging AI technologies. From big ideas to bold executions, bring it all together at the MAD Ideathon, where you'll pitch a full-scale campaign that blends strategy, imagination, and future-focused thinking—collaborating and presenting alongside your peers.

Here's what you'll learn...

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Module 1

The Role of a Creative Director

Step into the shoes of a modern Creative Director and explore what it truly means to lead with creativity. Understand how to manage people, ideas, and projects while aligning creative work with brand goals. Master the art of interpreting briefs and guiding teams to deliver impactful campaigns. Get equipped with the strategic and conceptual tools needed to inspire innovation and drive creative excellence across today's fast-evolving media landscape.

Module 2

Concept Development and Storytelling

Unlock the power of storytelling in building unforgettable brands. Learn how to craft narratives that reflect purpose, voice, and consistency. Explore hands-on ideation techniques—from brainstorming to polished execution—that bring big ideas to life. Discover the synergy between visual and verbal storytelling, and develop concepts that emotionally connect, engage, and leave a lasting impression on your audience.



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Module 3

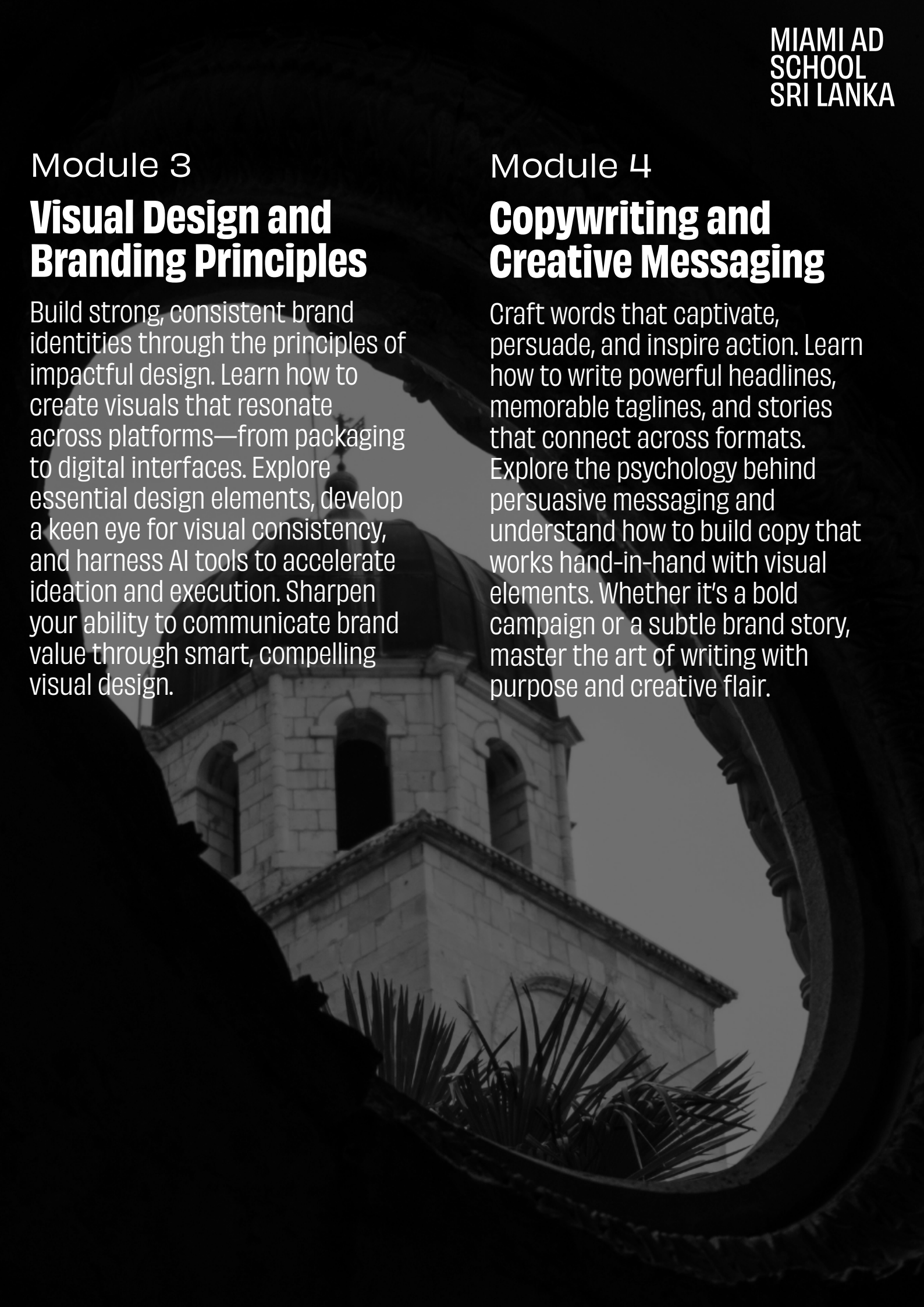
Visual Design and Branding Principles

Build strong, consistent brand identities through the principles of impactful design. Learn how to create visuals that resonate across platforms—from packaging to digital interfaces. Explore essential design elements, develop a keen eye for visual consistency, and harness AI tools to accelerate ideation and execution. Sharpen your ability to communicate brand value through smart, compelling visual design.

Module 4

Copywriting and Creative Messaging

Craft words that captivate, persuade, and inspire action. Learn how to write powerful headlines, memorable taglines, and stories that connect across formats. Explore the psychology behind persuasive messaging and understand how to build copy that works hand-in-hand with visual elements. Whether it's a bold campaign or a subtle brand story, master the art of writing with purpose and creative flair.



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Module 5

Integrated Campaign Development

Learn how to plan, build, and execute integrated campaigns that cut through the noise. Align creative strategy with brand objectives and manage campaigns across platforms—from TV and digital to print and experiential. Gain the tools to bring big ideas to life with consistency and impact. Understand how to measure performance, optimize along the way, and ensure your campaigns drive both creative and business results.

Module 6

Creative Leadership and Team Management

Step into the world of creative leadership with the tools to build, manage, and inspire high-performing teams. Learn how to foster collaboration, navigate creative tensions, and balance bold thinking with real-world constraints. Then, shift gears and explore the power of awards as a creative catalyst. Understand what juries really look for, how to elevate your work to global standards, and what it takes to put markets like Sri Lanka on the international creative map.

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Module 7

Emerging Trends and Technology in Creativity

Stay ahead of the curve by exploring the innovations shaping today's creative world. Dive into cutting-edge trends like AI, AR/VR, and NFTs, and understand how to apply them meaningfully in your work. Experiment with AI tools for ideation, design, and content creation. Reflect on sustainability and ethics in creative direction, and discover how to harness technology without losing the human touch.

Module 8

Client Relationships and Presentations

Strengthen your ability to lead conversations that matter. Learn how to build trust-based client relationships and present your ideas with clarity and confidence. Master the art of storytelling in presentations, handle feedback with professionalism, and turn revisions into opportunities. Become a creative partner who not only delivers great work—but also builds lasting relationships.





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MAD IDEATHON

Put your learning into action by developing and presenting a complete creative campaign for a real-world brand. This final module is where strategy, storytelling, design, and leadership converge. Showcase your creative thinking, receive feedback from peers and instructors, and reflect on your personal growth throughout the program. It's your chance to bring everything together—and walk away with a portfolio-worthy project that represents your creative potential.

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Sample Schedule

- 2 module sessions per week
- 4 hours of live virtual classes per week
- Tuesdays & Wednesdays - 7 pm to 9 pm (IST)
- 4 Master classes on selected days

Essential Requirements:

- Access to Zoom, One Drive & Whatsapp
- Video presence is required throughout
- 80% attendance is mandatory

Application Criteria

Tertiary qualifications / work experience required
All applications are considered on
a case-by-case basis



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Fee and Payment Options

For Sri Lankan Students

Tuition Fee - LKR 175,000
Early Bird Offer - LKR 160,000 (Save LKR 15,000)

*Pay through bank deposit, bank transfer, or via myfees.lk using electronic cards
*2-part installment plans available
*0% installment plan available on selected credit cards through myfees.lk
*All additional charges imposed by the payment gateway or financial institutions should be borne by the Sender.

For International Students

Tuition Fee - USD 750
Early Bird Offer - USD 700 (Save USD 50)

*One-off payments must be made via wire transfers.
*Installment plans are not available.
*For payments made through myfees.lk using electronic cards, applicable exchange rates will be considered for the conversion to the local currency.
*All additional charges imposed by the payment gateway or financial institutions should be borne by the Sender.

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