

Hyper Island Master Class

For Creatives

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Internet and other interactive digital platforms are becoming the most important marketing channels for creative projects.

Do you wish you had a stronger understanding of the advantages and possibilities of digital solutions when working with idea and concept development?

Do you want to be able to face clients in a better way when they ask you about how interactivity can be used in their creative advertising cam-

paigns and overall marketing?

Do you have a drive and a curiosity to boost yourself with the know-how of digital media and communication?

Then the Hyper Island Master Class for Creatives is for you.

Hyper Island Master Class are directed mainly towards industry professionals who are looking to develop their personal skills in a range of areas within the interactive and digital media field.

Master Class for Creatives is focused on developing professionals. It's well suited for:

Copywriters

Art Directors

Creative Directors

Designers, as well as other creative roles and responsibilities.

Content

The content of the Hyper Island Master Class for Creatives is created based on experiences and knowledge gained by working together with some of the top creatives in the world, both from advertising and web agencies. Lectures, workshops and the challenging tasks you will perform is a result of business and industry expertise combined with Hyper Island's unique learning methodology.

Overview of content

- Trends within digital media (eg. social media, interactivity, user-generated content, motion graphics and rich media and mobile solutions).
 - How to identify and track online trends and measure performance
 - Digital service design
 - Digital brand development and online marketing
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- Idea and concept development
 - Creative and effective teamwork
 - Perform presentations

Format & Dates

The Master Class is offered as a five day intensive course held in our premises in Karlskrona or Stockholm. The five days will be spent where we usually educate some of the most sought after students in the industry.

You will need to bring your own laptop to the course. If you haven't received any other information you won't need any other specific software or programs other than an internet connection. (We have both WiFi and connection cables at Hyper Island).

Working language in the course will be English. Be prepared for long and intensive days! For dates see www.hyperisland.se.

Hyper Island Master Class diploma

All participants that pass the course will receive a Hyper Island Master Class diploma.

Course Cost & Payment Information

Your application to the course Master Class for Creatives is cogent. As a course participant you are personally responsible for the course cost. The total course fee should be paid according to the final date for payment on the course invoice. An invoice will be sent to your billing address.

Costs

The Hyper Island intensive Master Class: 34.000 SEK (3.500 EUR). Course fee is including lodging and food in Karlskrona, for courses held in Stockholm lodging is not included, the fee is excl. VAT.

The course fee is not refundable. Exception is made for any longer illness proven by a doctor's certificate. 90 % of the course fee will then be refunded. Hyper Island has the right to cancel a course due to too few applicants. However each paying student will be noticed if so, at least ten working days before the course start.

More information

If you any questions concerning the Hyper Island Master Class for Creatives, please contact:
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