

Telefónica

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Professions: CD/AD



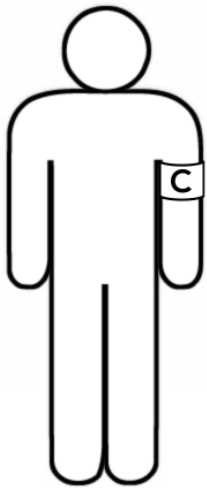
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is a Telefónica Foundation Programm

Profession:

Creative Director/Art Director (CD/AD)

The captain of the designer-team



Skills & Abilities:

- Team skills
- Ability to work under pressure
- Management skills
- Rhetoric skills
- Knowledge of design, typography, marketing and advertisement

Educational Prerequisites:

No specific courses or educational pathway is required to be a CD/AD. Most CDs/ADs have many years of experience as copywriters, or graphic designers that require training or study in the areas of business administration, communications, graphics, or design.

Job Details:

As an art director, you are the head of your creative team. You take on the responsibility for your projects and coordinate the graphic designers, copywriters, and all other specialists that are part of a project. You are the interface between your team and the customer. The latter will always want tasks completed on time, so you will be faced with constant deadlines – sometimes it also means that you and your team will have to work until three in the morning to meet deadlines for the next day.

The creative director usually is a step above the art director and assumes more responsibility accordingly. As a creative director, you are a member of the business management in your agency and report directly to them. You don't only lead one team, but the entire design department. At the end, you are the one that presents project results to customers.

Future Opportunities:

As a CD/AD you will be about as far up the career ladder as you can be and still work creatively. You will earn on average 50.000 euros a year, and top earners can even earn 130.000 euros a year. Of course as a newcomer, your earnings will not be the same, but you will have a multi-faceted and future proof job.

