

# Art Direction: Mastered

Accelerator  
Syllabus 2018

# Join the new breed

Over the last two years, we've worked with some of the most respected experts in the fashion industry and over 3,000 creative professionals from over 90 different countries.

In that time, one theme kept coming up. The industry is changing. There are new ways to create and to get noticed. There are new rules to getting work. There are new fashion capitals emerging. The change is constant and it's getting faster.

Only a certain type of creative thrives in this new world. They're relentless, resilient and massively collaborative. They work hard to develop their mindset and collaborative skills, not just their technical ones. They're polymaths, entrepreneurs and they won't let anything hold them back.

We've developed this 10-month accelerator to help you become this new breed of creative – and claim your place in the industry of the future. Take a look at what the 10 months could hold for you.



**Perri Lewis**

Co-founder and programming director



*“An incredible opportunity for me was having visibility on Vogue Italia. From that, a brand from Paris contacted me to make a fashion book for her.”*

Eloïse Vene, Photography: Mastered 2015

Image credit: Eloïse Vene





# Your accelerator experience

Image credit: Amanda Fordyce

# The accelerator follows your individual career journey

We help you set and ultimately reach your personal goals. Here's how:

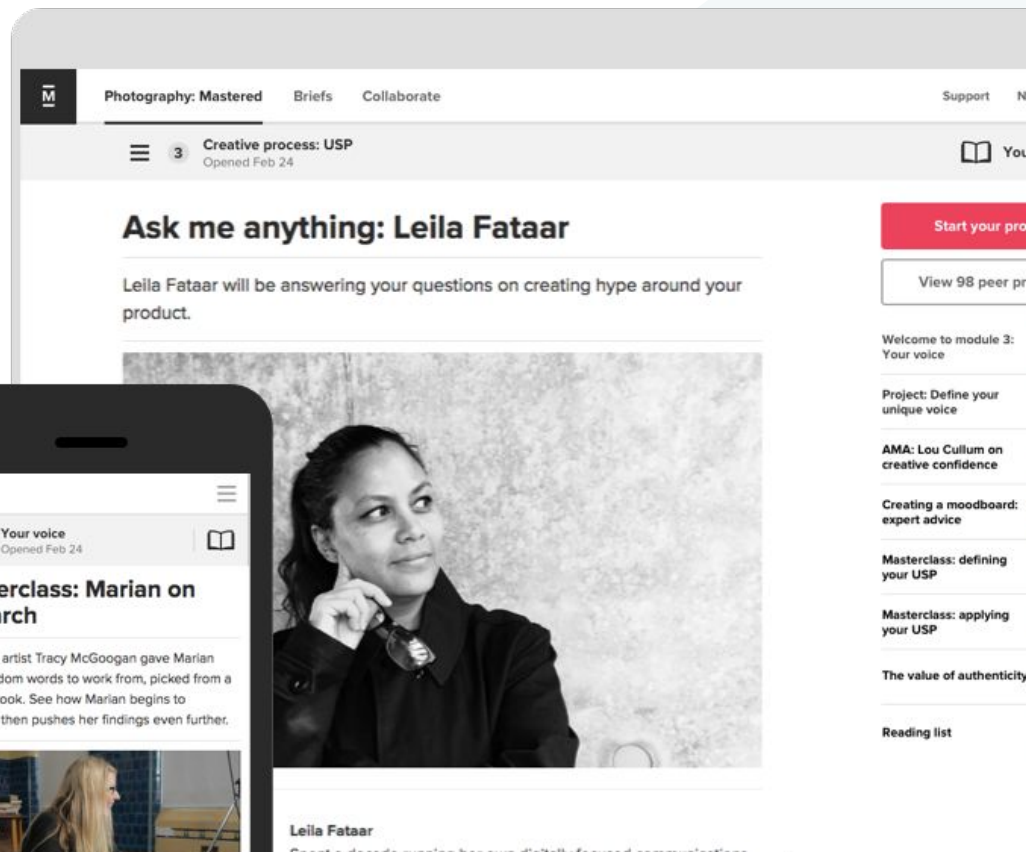


## LEARN BY DOING

# Hear from industry experts, and put your questions to them

Your accelerator is released in modules over the course of the year. In each module you'll hear from experts, ask them questions, and use their insight to do a project.

- You'll hear from industry experts via video masterclasses, demos and case studies.
- You'll put questions to these experts in regular Q&A sessions. Your question is guaranteed to be answered.
- The videos and Q&As help you complete a practical project in each module.



## Some of the video and Q&A experts our 2017 intake are hearing from



### **Fabien Baron**

The industry-leading art director is contributing to all of the 2017 accelerators, but most importantly talking on finding your voice, creative process, editorial and commercial work.



**Ana Andjelic**, the global strategy director of Havas LuxHub, is explaining modern branding and where the industry is going.



**Jacob Wildschjødtz**, creative director of NR2154, is breaking down the aspects of storytelling. He is also talking about his editorial and branding work.



CEO and creative director of King & Partners **Tony King** is explaining everything about digital art direction.



Fashion photography duo **Inez & Vinoodh** are talking about making creative partnerships work and are setting a collaborative brief.



**Becky Smith**, creative director of Twin magazine, invited us on one of her shoots, and we are showing how an art director works on set.



**Buffalo magazine's** art directors are showing us their creative process for their magazine and talk about juggling money with creativity.



**Kenneth Richard**, CEO & creative director of The Impression, is talking about his challenges with getting the first issue of a magazine off the ground, plus what makes a good fashion advertising campaign.



**Paul Hogarth**, a creative director at M&C Saatchi whose portfolio includes multi-award winning work on accounts such as Mini, Peroni, Ikea, Asos and Virgin Holidays, is discussing commercial work.



**Margot Populaire** hires art directors for the Baron and Baron agency and is telling enrollees how to make portfolios catch her eye.

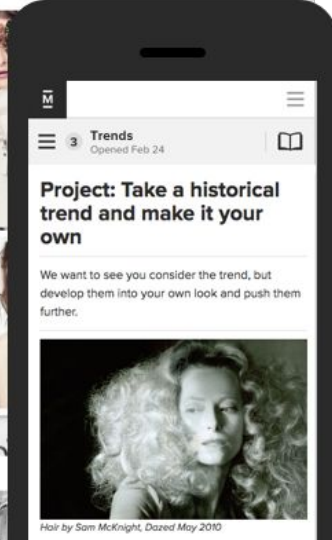
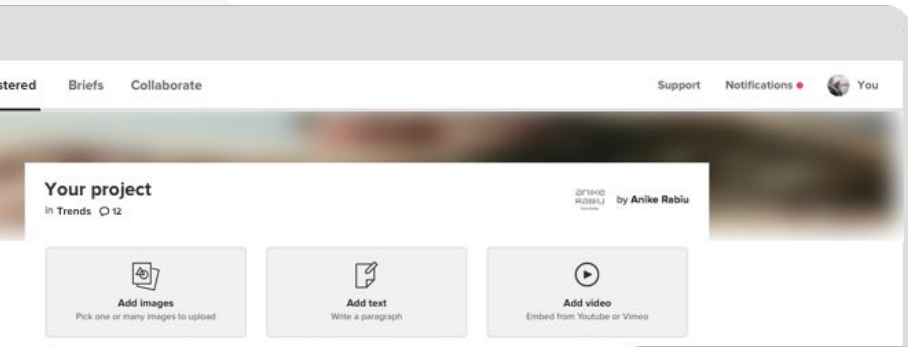


**Mike Webber** from Webber Represents is explaining how an agent can help art directors with their career, when they need an agent, and how to go about finding one.



**Jaime Perlman** is creative director of Vogue UK. She is exploring her career path that led to this prestigious role and also talking about building teams.





## LEARN BY DOING

# Complete practical, relevant projects

Each module is project-led. You'll be set a practical task related to the module's theme, which will also support your real-world work and career. You'll get personal expert feedback on these projects.

- Projects are specifically designed to fit around your existing commitments.
- You upload text, images and videos into your project on the platform. You can check in on your peers' projects and give them feedback.
- All the materials in the module will support you in doing your project. Deadline dates for feedback will be clearly communicated.
- You'll get guidance and advice from the Art Direction: Mastered accelerator team to make sure you're on track with your projects.

## LEARN BY DOING

# Get written project feedback from industry insiders

You'll receive private written feedback on your projects as each phase of work draws to a close.

- Feedback experts look at the projects you've completed in each module, as well your as overall progression, goals and wider body of work.
- Feedback is received in your private workbook area. It is an honest and insightful critique into the work you've done
- Your talent manager, Mastered coaches, and supportive content will be on hand to help you unpack your feedback and devise an action plan.
- Feedback experts for previous Mastered programs have included magazine editors, agents, brand consultants and art directors at the top of their game.

The screenshot displays the Mastered app interface. At the top, there's a navigation bar with a hamburger menu icon, a profile icon, and the text "Photography: Mastered", "Briefs", and "Collaborate". Below this, a section titled "Creative process: USP" indicates it was opened on Feb 24. The main content area is titled "Your workbook" and is described as a "private space to track your development and industry feedback". It features a text input field with a placeholder "Post a new note or reflection" and a "Start project" button. A feedback entry from "Ginger Clark" (Expert, Stylist & fashion editor at 1883 Magazine) is shown, praising the user's portfolio for its variety and emotional depth while suggesting more beauty images and a different closing shot. A message from "Madeleine Valder" (Talent Manager, Photography: Mastered) is also visible at the bottom.



## REACH YOUR CAREER GOALS

# Get guidance and portfolio reviews in mentoring sessions

At three points during the year you'll receive a private mentoring session from an industry expert.

- The sessions happen over the phone, and last 30 minutes.
- Before the call you will be guided by your talent manager through preparing what you'd like the mentor to see and the questions you'd like to have answered.
- The mentor has extensive experience in the fashion industry and will give detailed, discipline-specific career advice. They will review your portfolio, answer your questions, and provide you with actionable next steps.
- You'll get a solid understanding on the progress you've made, a better understanding of your place in the industry, and whether your work reflects your unique voice.
- Afterwards, your mentor will write a written summary of the call into your private workbook so you can reflect on the things you discussed at any time.

## Some of the experts giving individual feedback and mentoring to our 2017 intake



**Gabriel Eid** has been creative director at SelectNY for twenty years, producing some of the most iconic campaigns of the last decade.



**Luciana Britton Newell** founded independent agency LBN Design, with clients including Aquascutum, Burberry, Dior Homme, i-D Magazine, Maison Martin Margiela, Mario Testino, Stella McCartney and Topman.



**Clémence Huang** is an art director specialising in fashion and beauty. She has worked at Smythson and Jimmy Choo for many years.



**Magnus Naddermier** is a creative director/art director specialising in fashion, luxury and lifestyle branding and advertising. He has leant his talent to brands like Louis Vuitton, Acne Studios and H&M.



**Roi Elfassy** is the Vice President and Creative Director of Juicy Couture. He has worked on digital and print media campaigns for companies including BLACKROSE, American Eagle Outfitters, and ANN INC.



**Gemma Fletcher** is a senior art director for Getty Images, she freelances as a creative consultant for brands and photographers and writes regularly for Creative Review.



*“Having the opportunity to show my work to key professionals and hear their feedback was priceless. The projects are challenging and the people involved in the course are super-professional. I’m more inspired and confident than I’ve ever been.”*

Alena Moiseeva, Mastered alumni

Image: Alena Moiseeva





## REACH YOUR CAREER GOALS

# Get personal coaching sessions to tackle what's holding you back

If you've been held back by confidence or resilience issues in the highly competitive fashion industry, we will help you overcome them and get the success you deserve.

- You'll have access to an in-house personal development coach throughout the accelerator.
- You'll be able to book one-to-one calls with a coach at any point throughout your accelerator.
- Your coach will discuss specific issues, from creative confidence to procrastination, and anything in between.
- With coaching you'll move forward and reach the goals you set for yourself and your career.

## REACH YOUR CAREER GOALS

# Record your goals and work towards them

In creating new work and receiving personal feedback and talent support, the accelerator helps you achieve your unique career goals.

- You set goals as your first task on the accelerator. The mentors and coaches will help you refine them. Your goals are recorded in your private workbook.
- Experts, mentors and coaches will have access to your goals so that their feedback is relevant to your personal journey.
- All your feedback and summaries from coach and mentor calls will be stored in your private workbook. You will update it with your own reflections on how you are working towards your career goals.
- Your Mastered talent manager will be within contact at all times to make sure you're staying on track and getting the most from your projects, feedback and collaborations.



*“I had career goals and a path planned that I had begun to give up on. It is now sparked and ignited. What I have learned from the videos, the Q&As and the feedback is beyond what I dreamed this opportunity would present me.”*

Lavonne Anthony, Mastered alumni



## COLLABORATE AND BE SEEN

# Collaborate on creative briefs set by industry leaders

You'll collaborate with professionals across the Mastered network on four creative projects.

- Four collaborative briefs will be revealed over the course of the year. The first two briefs for 2017 are being set by art director and editor **Fabien Baron** and photography duo **Inez and Vinoodh**.
- You'll use the briefs as a stimulus to form a team, develop an idea and shoot your final response.
- You'll become a better collaborator and have incredible new work to add to your portfolio.
- We'll provide tools to connect you with makeup artists, hair stylists, photographers, stylists and designers from Mastered accelerators - but you can collaborate with anyone, whether they are part of the Mastered network or not.
- You'll get written feedback on your final response to the brief in your workbook.

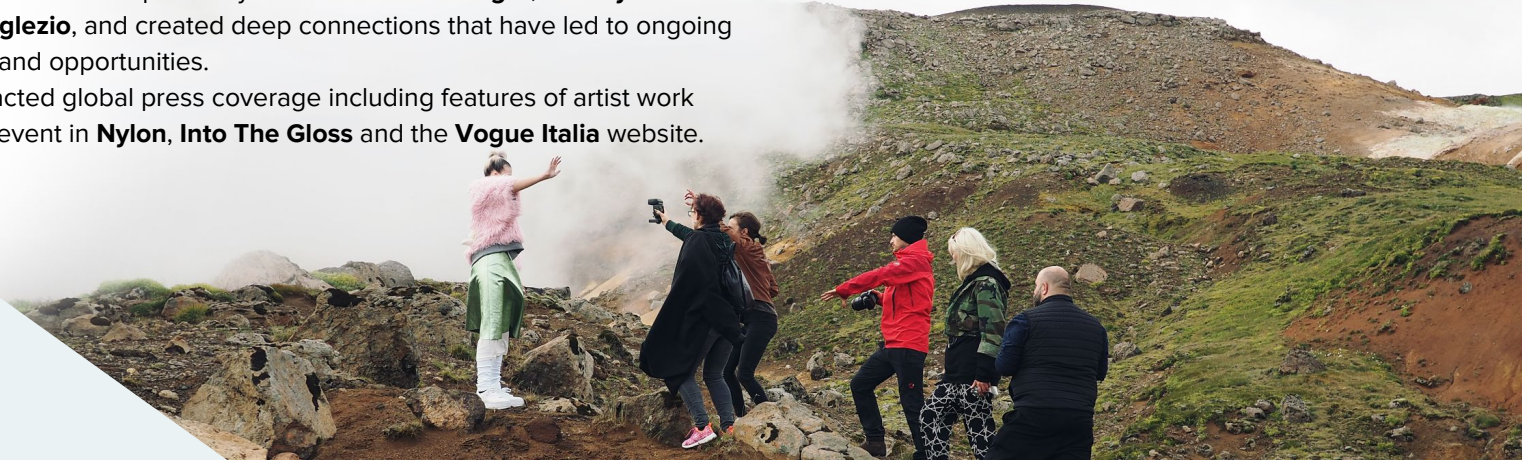


COLLABORATE AND BE SEEN

# Mastered: Live

We blend online and in-person learning to give you the best of both worlds.

- Included in your accelerator experience is an invite to one of three **Mastered: Live** events happening around the world. Enrollees from our 2017 intake have the choice between events in Europe (Croatia), North America, and Asia.
- Attendance to Mastered: Live is free, you just need to pay for your travel and accommodation - we'll make recommendations on both.
- It's a chance to come together with the Mastered community and be guided by industry mentors through creating incredible images.
- Attendees of 2016's Mastered Live: Iceland collaborated across 22 shoots, took part in panels and workshops run by the likes of **Nick Knight**, **Isamaya Ffrench** and **Mimma Viglezio**, and created deep connections that have led to ongoing collaborations and opportunities.
- The event attracted global press coverage including features of artist work created at the event in **Nylon**, **Into The Gloss** and the **Vogue Italia** website.





*“I am grateful to the Mastered team for making this happen. Grateful for all the incredible and talented fellow alumni that were there to share this incredible experience. Grateful for the most amazing fashion experts that dedicated their time to make us feel we were worth it and help us grow in two days. We are all now a part of this truly wonderful community, and let's grow together.”*

Djeneba Aduayom, Photography: Mastered

Mastered Live: Iceland collaboration, featured on Vogue.it. Photographer: Djeneba Aduayom

**COLLABORATE AND BE SEEN**

## Put your new skills to work

You'll transform your creative process in your Mastered accelerator and shoot amazing imagery for the collaborative briefs. Then it's time to put it all into action.

- We'll get your best work in front of industry insiders throughout the accelerator and in the end of accelerator showcase.
- The industry comes to our network to hire people. Put yourself forward for opportunities, jobs and press exposure.
- Build your Mastered profile page and continue networking and collaborating in our global alumni community.

Image: Stefania Flex

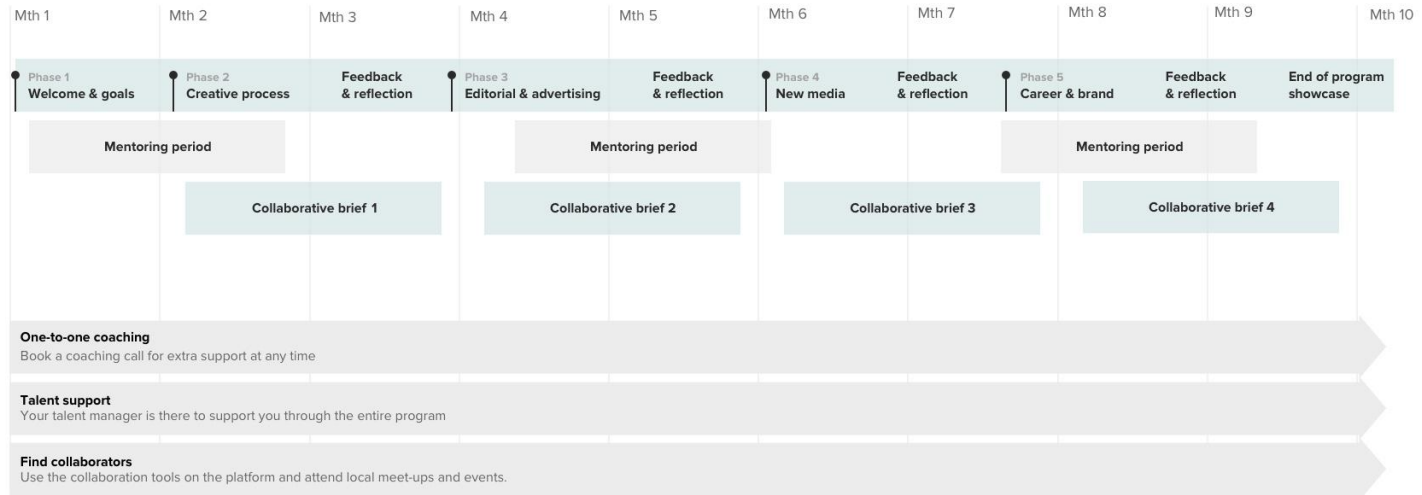


A woman with dark hair pulled back is shown from the side, covering her face with her hand. She is wearing a white sweater with a distinctive red, white, and blue striped collar. The background is dark and minimalist, with a diagonal line separating the woman from the text area.

Your year ahead

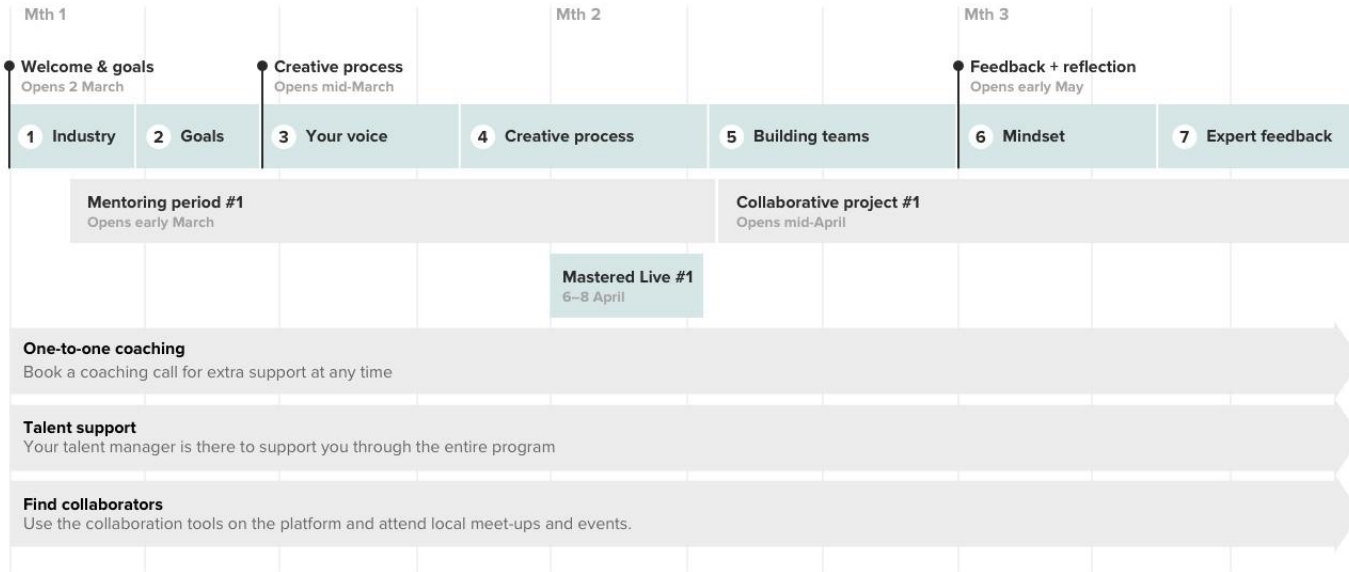
Image credit: Asia Werbel

# Year overview schedule



Please note: This schedule is for guideline purposes only and subject to change. Mastered retain the right to amend the details supplied.

# Phase 1 schedule



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# Your place in the industry

The global fashion landscape is changing, and there's never been a better time to be part of it

During the accelerator you will:

- take an intensive look at the current state of the industry and where it's headed
- develop a deep knowledge of today's major players and get to know the ins and outs of this creative revolution
- get your first introduction to the Mastered network and your chance to build the connections that will help you create your best, most innovative work throughout this accelerator and beyond





## Your goals

The fashion industry is an exciting and evolving space for emerging art directors, but there's no one-size-fits-all formula for success.

During the accelerator you will:

- look at what success looks like for *you*, specifically
- start setting transformative goals that reflect your personal and professional ambitions and we'll show you all the traditional and novel opportunities available to you as an art director today.
- get expert feedback and guidance to start identifying which opportunities can take you where you want to be in the long run.



# Your USP

As an art director, you are a brand - so what sets you apart from everyone else?

During the accelerator you will:

- explore who you are as an artist and determine what makes your work unique in the ever-changing landscape of the fashion industry
- look at what makes you different, right now, and how to start to build that into a strong personal brand
- identify the gaps in your portfolio and any key skills or areas you need to focus on to start building a body of work that sets you apart from the competition

Image credit: Djeneba Aduayom





## Creative process

There's more to art direction than producing eye-catching visuals: discover the conceptual elements that add depth to your work

During the accelerator you will:

- break down and revolutionise your creative process—from finding new sources of inspiration through to developing your research into something that's *truly* unique
- start looking at how you get inspired - you'll step away from image-making and gather new ideas from fresh sources
- push your research further and distill it down into an original concept
- explore how storytelling and character creation can help you build a consistent narrative in your body of work, make your aesthetics more recognisable and ultimately create work that will deeply resonate with your audience

# Building a team

As an art director, your most important creative tool is your team

During the accelerator you will:

- learn how to share your vision with your team and get everyone else on the same page creatively, finding a balance between your original idea and the contribution that could come from your collaborators
- begin to define your criteria to pick the right members for your creative tribe
- understand how to manage conflict when commissioning and when on set, and how to work with other key collaborators, from copywriters to illustrators

Image credit: Liselotte Schuppers





## Your mindset

We'll help transform the way you perceive mistakes and stress so you can handle any situation your career throws at you

During the accelerator you will:

- build the confidence to put your concept out there; the fear of negative feedback; unexpected changes and the inevitable mistakes that *everyone* makes, no matter how established they are.
- look at what mindset actually means, and why it's important for creative professionals to use it to their advantage
- enable a simple mindset shift that allows you to retrain how you perceive certain situations
- look at how you can carry this mindset throughout your career and take on any challenge with ease

# Editorial

Magazines are a showcase for the art director's diverse creative skill and a strong editorial portfolio often leads to the exciting commercial projects that you want

During the accelerator you will:

- explore the art director's all-encompassing role in editorial work; from commissioning the photography, designing pages and choosing fonts to ensuring aesthetic consistency throughout the issue
- understand how to determine and develop the overall look and feel of the finished product and how to make those all-important decisions on what goes in and what is left out
- learn how to land editorial jobs you want, how to respond to an editorial brief and how to communicate your vision to your collaborators and the members of your team

Image credit: Catherine Laura





# Branding

Being able to ensure the consistency and individuality of a brand's identity is an integral part of being a strong art director

In this module you will:

- learn the importance of a recognisable and unique brand identity and how to translate it across every element of a brand or designer's products, platforms and communications
- explore the many forms art direction takes in branding and will determine how to create unique and authentic identities that effectively communicate the client's desired narrative
- learn how to dissect, develop and define the core identity of a client, and in turn, how to strengthen your own personal brand

# Campaigns

Commercial campaigns are an incredibly lucrative area of the industry and an essential part of building a sustainable career in art direction

During the accelerator you will:

- take on the challenge of distilling and communicating a brand or designer's essence into an engaging customer-facing vision, without compromising your aesthetic style
- learn how to interpret a client brief accordingly and how to produce a narrative that fits the brand's bigger messages, audience and goals
- understand the different requirements between campaigns for print and digital, the different formats a campaign can take and how to decode what the client really wants you to produce
- take a look at how to build longstanding relationships with clients you want to work with time and time again



Image credit: Chiara Predebon



Image credit: Debora Barnaba

# Digital

Traditional print limits what an art director can achieve but with digital you can explore the full depths of your creativity

During the accelerator you will:

- dive deep into the digital world. You will be challenged to think outside the traditional outlets of art direction and see how your vision can be applied to different mediums
- learn how to apply your artistic vision and technical skills to digital platforms and experiment with new ways to push creative boundaries
- develop an understanding of how digital audiences and requirements differ, how to cater for them and how to make the digital realm work for you as an art director
- build on the skills, knowledge and experience in undertaking digital projects to make you more desirable to potential clients and collaborators



# Experiential

One of the most challenging, exciting and creatively rewarding elements of art design is translating your concept into real life

During the accelerator you will:

- explore the many ways to let your imagination and creativity run riot. Experiential art direction can take many forms; curated exhibitions, a pop-up shop, a runway show, presentation or something else entirely
- you will exercise your creative muscles, strengthen your knowledge of art direction as an experience and learn to translate ideas and concepts into an interactive format



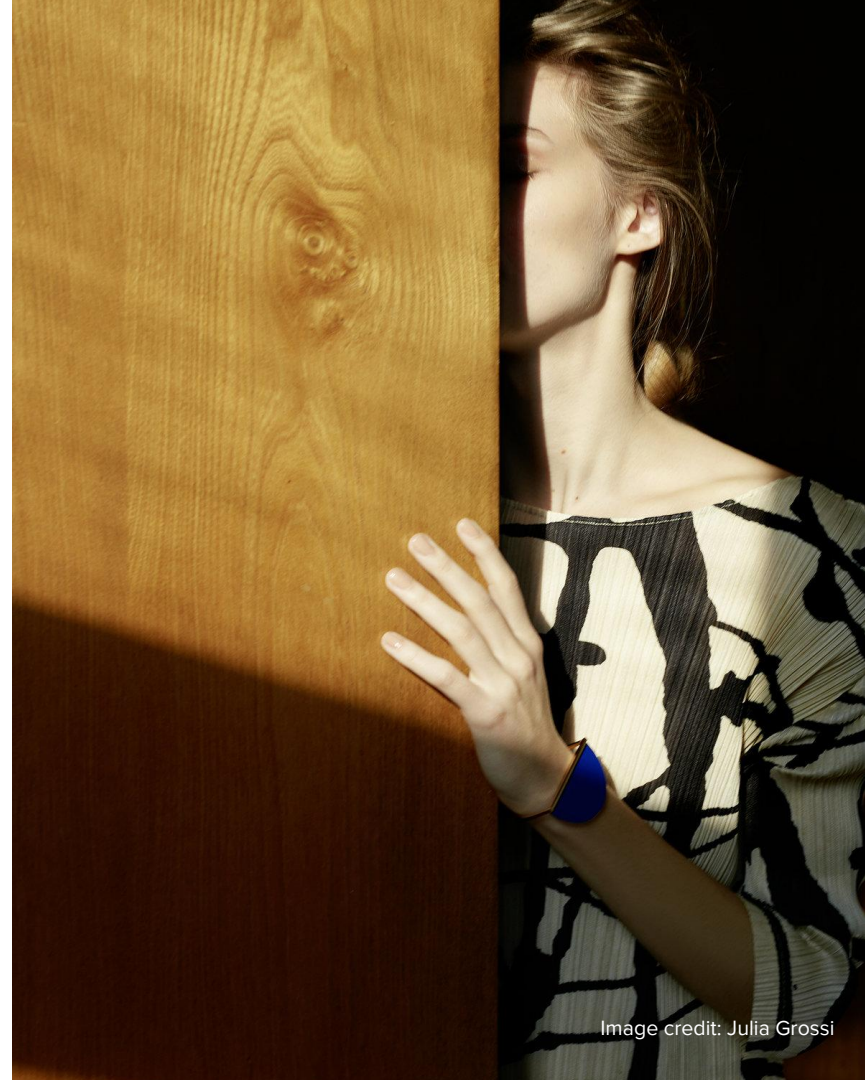
Image credit: Tinh Dong

# Personal brand

As we said before, an art director *is* their own brand. So how do you ensure collaborators and clients know who you are as an artist?

During the accelerator you will:

- learn how the way you show your work to the world will land you more freelance projects or the position you are dreaming about
- learn how to present yourself, from keeping consistency and choosing work for your portfolio to website and social media
- look at the goals you have set at the beginning of the accelerator and how you should market yourself in a way that keeps you on track to achieve them
- learn how to apply your values, motivations and ethos to your creative work so you can translate a consistent brand identity and be your authentic self online and offline





# Money

We'll provide the resources and information you need to achieve the creative's ultimate dream: building a successful career doing what you love

During the accelerator you will:

- cover all you need to get your career in order: from working on your negotiating skills to doing admin the smart way
- look at money from a global perspective - getting working visas and how rates and fees vary in different areas of the industry and in different parts of the world
- consider the role of agents and how to get one, the difference between editorial and commercial work (and getting that balance right), how to choose the 'right' jobs and the pros and cons of freelancing vs working for an agency
- develop the skills to ask for what you deserve and the confidence to know when to turn things down

# Career planning

During this accelerator, you will have expanded your creativity, developed a deeper understanding of all facets of the industry and built a body of work that showcases the very best of you. Now, it's time to put this into action.

At the conclusion of the accelerator you will:

- think about how you can put everything you've learnt so far into practice with a viable career plan
- refer to the goals you set at the beginning of the accelerator, look at the work you produced over ten months and see where you need to place yourself next to thrive professionally
- receive expert feedback and guidance to help you devise a plan that sets you up for future success
- showcase your best work to an international lineup of industry experts, critics and potential employers, who will be looking to see your progress and identify future industry stars



# What alumni say

*“I can honestly say it was life changing.  
[...] I produced the best work I've ever  
had the pleasure of creating and worked  
with some of the most lovely and  
talented humans I've ever met.”*

Norio Chalico, Photography: Mastered alumni

*“The Mastered program was a total blast!  
[...] It helped me to rediscover myself and  
the reason I chose once to be a  
photographer.”*

Marc Díez, Photography: Mastered alumni

*“I really think that this course was and  
still is the perfect push for my career.”*

Julia Grossi, Photography: Mastered alumni

*“Mastered has groomed me for a very  
successful career as a session stylist.”*

Wade Lee Richards, Hair: Mastered alumni

# **Make 2018 count.**

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