



# قيادة الفرق الإبداعية: إتقان التوجيه الفني والهوية البصرية



**AGILE LEADERS**  
Training Center

13 - 17 Jul 2026  
أبوظبي



## قيادة الفرق الإبداعية: إتقان التوجيه الفني والهوية البصرية

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### Course Overview

In the ever-changing creative industry, managers must blend leadership with a strong grasp of design principles and branding strategies. The course empowers leaders to manage creative teams effectively and craft compelling brand narratives.

Participants will explore creative leadership, design team management, art direction, and visual branding. They will master advertising design principles, storytelling techniques, and content creation, while also delving into advanced topics such as social media video production and digital advertising insights. This course provides the skills needed to succeed in today's competitive market.

### Target Audience

- Creative directors
- Design team managers
- Brand managers
- Marketing and advertising professionals
- Senior executives in branding and design
- Entrepreneurs building creative businesses

### Targeted Organizational Departments

- Marketing and advertising
- Creative and design
- Branding and communications
- Content and media production
- Digital strategy and innovation

### Targeted Industries

- Advertising and marketing
- Media and entertainment
- E-commerce and retail
- Technology and mobile apps
- Consumer goods and services

## Course Offerings

By the end of this course, participants will be able to:

- Lead creative teams using creative leadership strategies
- Develop compelling brand narratives with a focus on visual storytelling
- Apply advertising design principles to craft impactful campaigns
- Integrate digital advertising insights and mobile advertising strategies
- Design immersive experiences and experiential advertising ideas
- Enhance content quality through strategic storytelling and copywriting techniques

## Training Methodology

This course uses an interactive and hands-on approach, featuring case studies on advertising design principles and building brand narratives. Participants will engage in group discussions to develop creative branding solutions, role-playing activities to enhance design team leadership, and video analysis of TV commercial design. They will experience real-world scenarios that promote collaboration and improve their strategic storytelling and content creation skills. Reflection sessions will help participants identify actionable insights that they can apply in their professional contexts.

## Course Toolbox

Participants will receive:

- Comprehensive ebooks on creative branding solutions
- Templates for integrated advertising campaigns
- Access to online resources on digital storytelling skills
- Checklists for effective advertising formats
- Guides on art direction and visual branding strategies

## Course Agenda

### Day 1: Foundations of Creative Leadership in Advertising

- Understanding the purpose of advertising: role and objectives Topic 1:
- Exploring various forms of advertising and media channels Topic 2:
- Insights into the creators of advertising: teams and responsibilities Topic 3:
- Composition by design: elements of an effective advertisement Topic 4:
- Relationship between image and copy in visual storytelling Topic 5:
- Basic design principles and directing viewer's attention Topic 6:
- Reflect on the foundational principles of creative leadership and advertising Reflection & Review:



## Day 2: Mastering Art Direction and Brand Narratives

- The role and responsibilities of an art director in a creative team Topic 1: •
- Selecting appropriate typefaces and imagery for impactful branding Topic 2: •
- Integrating type and image effectively in advertisements Topic 3: •
- Defining brand promises and identifying target audiences Topic 4: •
- Strategic thinking for crafting compelling brand storytelling Topic 5: •
- Developing brand narratives in the digital age Topic 6: •
- Reflect on the interplay of art direction and brand narratives Reflection & Review: •

## Day 3: Generating Ideas and Content for Creative Advertising

- Generating creative ideas based on strategic insights Topic 1: •
- Understanding ideation processes and fostering team creativity Topic 2: •
- Case studies illustrating successful ad concepts and campaigns Topic 3: •
- Crafting compelling brand stories using story archetypes Topic 4: •
- Embedding social purpose into brand narratives Topic 5: •
- Tools and strategies to stimulate creative thinking in teams Topic 6: •
- Evaluate techniques for idea generation and content creation Reflection & Review: •

## Day 4: Advanced Advertising Formats and Digital Branding

- Exploring various advertising formats and their impact Topic 1: •
- Conveying messages through transformation and appeal in design Topic 2: •
- Designing for digital platforms: website and mobile branding Topic 3: •
- Essentials of art direction for TV commercials and social media videos Topic 4: •
- Developing immersive and experiential branding experiences Topic 5: •
- Creating integrated campaigns with cohesive branding strategies Topic 6: •
- Analyze the effectiveness of advanced advertising formats Reflection & Review: •

## Day 5: Strategic Implementation and Leadership in Visual Branding

- Crafting impactful headlines and taglines for advertisements Topic 1: •
- Case studies on successful copywriting and ad campaigns Topic 2: •
- Strategic ad copywriting for digital and traditional media Topic 3: •
- Leadership strategies for managing creative teams Topic 4: •
- Building transformational branding ideas for modern audiences Topic 5: •
- Designing cohesive brand identities with long-term value Topic 6: •
- Synthesize the course learnings and actionable leadership strategies Reflection & Review: •

## How This Course Stands Out

This course provides a unique blend of creative leadership training and practical skills in art direction and visual branding strategies. Unlike other courses, it emphasizes design team management and offers actionable methods for leading creative teams and delivering innovative campaigns. Participants will focus on building brand narratives, developing digital storytelling skills, and creating immersive branding experiences. This comprehensive approach to the creative process sets them apart in competitive industries. Additionally, the course incorporates case studies in advertising, fostering a real-world learning environment.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جاكرتا - جمهورية إندونيسيا



تورنتو - كندا



تبليسي - جورجيا



بوكيت - تايلاند



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية



زنبار - تنزانيا

## مدن التدريب



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الأمريكية



شرم الشيخ - مصر



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المهلكة الأردنية الهاشمية



طوكيو - اليابان



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



فيينا - النمسا



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



لشبونة - البرتغال

## مدن التدريب



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



نيس - فرنسا



نيروبي - كينيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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