

READY?

PROGRAM:

8 Zoom meetings, Mondays & Thursdays
starting 20th of March

1 Creativity Day: April 1st, 10.30, Mindspace Victoriei

2 competitions: Young Lions Cannes & RHA

WHERE:

Online: Zoom & Live @Mindspace Victoriei

HOW WE WORK

Teams of two, solving 2 real briefs. Create a team identity.
The brief solutions are uploaded under your team ID, via a google link
drive and send within the deadline.

DEADLINES:

April, 6th - 1st brief / April 11th 23.59 - 2nd brief

The 2nd brief will be public on Friday, April 7th - deadline April, 11th,
23.59.

Solutions to be sent: win@canneslions.ro

All teachers, guides and colleagues can come up with feedback and
improvement solutions on the first brief. Each team is improving its
work one feedback at a time.

NOTE:

The first brief solution to be discussed within the semester.

The second brief solution will be evaluated as entered.

Our learning style is a happy mix between guided „learning by doing”
process, kaizen principles and masterclasses with the best in the field.

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OUR MENTALITY

Talent is an inner gift of all, you just need to practice in order to be an outstanding creative.

We encourage constructive attitudes, actions and reactions. Anything that fails this principle is outside our values, line of work & ultimately outside the program.

Constructive feedback is our way of advancing through a solution. We are more „yes and” rather than „yes, but” kind of people.

When giving a negative feedback, look long and hard to find something with potential in a proposal, to build an alternative road towards a solution.

DO'S:

Be prepared
Collaborate
Give honest feedback

DON'TS:

Overwhelm yourself
Make assumptions
Offend or be aggressive

Your solutions presented on a board should answer the following points:

1. The insight/opportunity presenting your approach of the challenge
1-2 lines
3. The strategy: how "good" looks like for the client, brand & audience.
Include tone of voice. Be visual.
4-5 lines
4. The expected results
3-4 lines

HOW TO SOLVE THE BRIEFS

The Young Lions Design celebrate visual craftsmanship, EQ & IQ. Entries will need to demonstrate how design has been used to define & uplift a brand in its relationship with the consumer, improving functionality, usability, impact, simplicity, enchantment.

The work is presented on an A3 board, covering Insight / strategy / expected result

A number of criteria will be considered during judging and weighted as follows: 40% idea; 40% execution; 20% results.

Besides the board, please supply at least 3 JPGs simulations to show how your idea works

DO'S:

concision

An original, uplifting solution
visually memorable & sharable

DON'TS:

use too much text on the board
re-write the brief
come with a predictable solution

Your solutions presented on a board should answer the following points:

1. What's the problem / Your perspective on the problem reflected in The insight/opportunity
2. The strategy: how "good" looks like for the client, brand & audience. Include tone of voice. Be visual.
3. The expected results

AND AFTER APRIL 20 ?

At the end of the semester, the jury, represented by your trainers, will grade all of your work, including the last brief, which you will have to solve usually under a tight deadline, simulating the way the finalists compete at international festivals.

The team with the highest grades gets to win the local selection and represent Romania at Cannes Lions International Festival of Creativity, in the Young Lions Design category (under 30 years old). Those under 23 years old will be able to participate to apply for Roger Hatchuel Academy via a separate video application.

NEED SOME INSPIRATION FOR YOUR ID ?

Here are some useful links with team identities and solutions from the previous years:

[LAB CREATIVE AGENCY](#)

[PROTOPIA](#)

[STUDIO 2](#)

[YES OFC](#)

[IMPERATIVE](#)

[ROOT UP](#)

[SNAPPUCCINO](#)

[POCKET.FUL](#)

[ALEGORIA STUDIO](#)

[MORPH](#)

[FLIPSTERS PLAY](#)

[BOKEH](#)

WHAT'S IN IT FOR THE WINNERS

Costs covered for accommodation & festival access 19-23 June
@Cannes Lions Creativity Festival
presence in the most prestigious competition for Designers under 30
inclusion in the #PortfolioNight selection 2023
Shortlist for those under 23, for the Roger Hatchuel Academy

IMPORTANT: GDPR POLICY

We will collect and save your data in our database for a minimum 3 years to be deleted upon request at any time. You will receive information related to our events & projects via our newsletter, emails or phone calls. You can unsubscribe at any time by sending a notification at win@canneslions.ro.

By accepting to attend #TheAlternativeSchool classes & events, you give your consent for the usage of your data.

NOTE:

By attending the school you accept that your (winning) work can be used or quoted by the brief providers & the school in various contexts.

ENJOY THE RIDE

Contact:

win@canneslions.ro
teodora.migdalovici@canneslions.ro
whatsapp: +40744 10 50 15
phone no: +40722 10 50 15

The Design & SoMe Semester

20.03-20.04 | ON ZOOM | 7_9 PM



Teodora Migdalovici | FOUNDER 20.03
Intro: Gold is off the beaten track



Catalin Dobre | MCCANN EUROPE 20.03
How to win a Lion: The Art of the Board



Olga Abramescu | SHUTTERSTOCK 20.03
Visual trends & Shutterstock tools



Stefan Asafti | LIBRARIA DE DESIGN 20.03
A tinder match for design with other disciplines to reach the goals



Giuseppe Liuzzo | IED MILAN 23.03
Identity is not (always) a trademark



Gorkem Yegin Mert | INSTAGRAM 23.03
New Horizons on Instagram



Elena Garcia | HELLEND 27.03
Emotions sell:
How to design to touch people's hearts



Udi Avital | META 27.03
Is there an engineering approach to creativity ?



Sebastian Lüba | THE NEW 30.03
Growth on the Go: The NewAge of SoMe



Alexander Smirnov | TABASCO 30.03
Marketing in 2023. How to build an infallible mix



Yurko Gutsulyak | GUTSULYAK STUDIO 03.04
Retina delight & eye candy content



Patrizio Cionfoli | STUDIO VOLPI 03.04
Global Designer's role, strategy & visions



Laura Jordan Bambach | GREY 06.04
Relevance beyond the noise: Creativity for Better



Madalin Dragnea | MAD ANIMATOR 06.04
Art Direction & Motion



Michael Lanz | IF DESIGN 06.04
Design: Form. Function. Purpose. Profit



Reza Bassiri | CARRE NOIR 10.04
The future of Design: Inside the Jury Room



Octavian Gheorghe | GMP PR 10.04
Visual languages' seductive power & the happy outcome



Erdem Akan | VITRA 13.04
Design and culture. When East meets West



Hande Guler | CD 13.04
UX, Design & Growth



Claudiu Trusca | HEIST INDUSTRIES 13.04
The Future Of SoMe

1.04: Creativity Day

„Let me entertain you” X „Growth on the Go”



Raul Gheba | PUBLIC FIGURE
Let me Entertain you:
Why a good laugh always sells without even selling



Claudia Bodnar | KFC
Entertain & Grow:
Vibe check guide for Gen Z



Victor Croitoru | MEDIABRANDS
Growth on the Go:
The latest in Creative Media



Madalin Dragnea | MAD ANIMATOR
Let me entertain you:
Stories from the animator's board



Radu Pilat | HEIST INDUSTRIES
Let me entertain you:
Brand & Activation: the juror experience



Ioana Zamfir | MRM
Entertain & Grow:
Charming culture stories from a global winner