

The One Club Creative Boot Camp

NEW YORK, US: The One Club hosted its Creative Boot Camp at Macaulay Honors College in Manhattan for the second year in a row. The four-day workshop from 24-27 January was led by creative directors and designers from around the United States.



Coming off the heels of a successful Boot Camp with students from Morehouse, Clark and Spelman in Atlanta, the program introduced students of multicultural backgrounds to the art of creating advertising and design for clients from initial conception through to the final pitch. The event in New York was co-sponsored by Publicis Worldwide and Deutsch.

This year's workshop was lead by some of the industry's leading creative names from worlds of advertising and design - including executives from: BBDO New York; GlobalHue; Publicis Worldwide; Deutsch, Inc.; DraftFCB; Dentsu America; JWT and Ogilvy & Mather. Final presentations were presented at The One Club's office on Saturday, 19 January.



The program was open to all students attending schools in the CUNY network - for more information on the workshop, go to creativenyc.ning.com.

For more, visit: <https://www.bizcommunity.com>