

HYPHER ISLAND

Programs and Courses in Digital, Interactive Media
and Management 2010/11



Said about Hyper Island

»I wish I'd taken this class years ago.«

Gary Krieg, Wieden+Kennedy NY

»Attending Hyper Island was one of the highlights of my year. Instructor Mark Comerford ripped my skull open and filled my brain with new possibilities, and new ways of thinking to make the most of my opportunities. If you are behind, it's not too late to catch up. Take a Master Class and apply yourself. You get out of it what you put into it.«

Joe Berkeley, Group Creative Director, Hill Holliday

»Hyper Island is an affirming, mind-opening experience to the shifting sands of the digital world.«

Doug Gould, SVP, Creative Director, Hill Holliday

»Hyper Island = Digital Harvard.«

Rob Schwartz, Chief Creative Officer, TBWA/Chiat/Day, Los Angeles, USA

»Hyper Island is the best mindy candy I have had in years! This course opens your mind to what is possible and gives you the tools to make it real.«

Betsy Simons, Global Brand Director, EURO RSCG

»Hyper Island Master Class was a real eye opener for me. The changes and challenges ahead in the digital space, especially in the area of social media are moving a lightening speed. This class gives you the motivation to keep up.«

Vince Engel, Creative director, Engine company 1

»I found this the most useful and challenging course i have done since being in advertising ... that includes doing an MBA.«

Jamie Elliott, Deputy Managing Director, DLKW

»The Hyper Island Master Class is the most exciting thing to happen to DLKW in 10 years.«

Richard Warren, Joint CEO, DLKW

»The Hyper Island Master Class has been an inspiring and potentially transformative process for our business. It is the springboard for profound structural change and rue immersion in the digital reality of now.«

Tom Knox, Joint CEO, DLKW

»A true 360° digital experience!«

Susana Esponda, Communication Channel Manager, Unilever Mexico

»Hyper Island is yet another swedish success story... the interactive equivalent of Oxbridge«

Kunal Dutta, Campaign

Fifteen years of digital

We have been designing learning experiences for students and the industry for more than 15 years. Starting out in what used to be an old prison in the small naval town Karlskrona we now have offices in Stockholm, London, and New York and are present in almost every corner of the world – from Amsterdam and San Francisco to Tokyo and Berlin. We have a very diverse student body and currently have students from 14 different countries; a number that continues to grow.

Our international expansion has also meant that we are currently offering the Hyper Island Master Class, intense industry courses in digital, all over the world out of our offices in Sweden, Great Britain and the U.S.

Welcome to the Hyper Island world!



► New York

London
Berlin
São Paulo
Stockholm
Amsterdam

His Majesty

Jens Karlsson is the Co-founder and Executive Creative Director of Your Majesty. He was offered a job and moved to New York a few days after graduating from Hyper Island.

– In order for agencies to stay competitive a lot of time must be dedicated to research and continuous education. The rapid technical evolution means that advertising as we know it doesn't necessarily have to depend on a design idea or a message – a new technical concept might be sufficient to gain attention to a brand. Digital media is changing everything in the agency world in the US. There's a new way of thinking and things are moving fast. Not everyone is ready to keep up the pace.

The main thing I learned at Hyper Island is how people are different in so many ways and in order to function in the industry you have to learn how ►

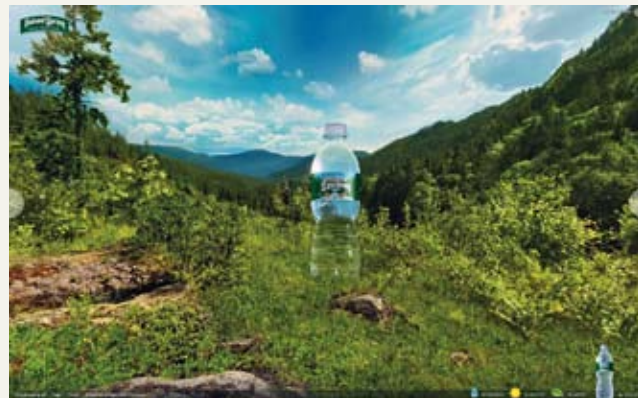


Jens Karlsson, founder of Your Majesty.

- New York
- London
- Berlin
- São Paulo
- Stockholm
- Amsterdam

»For an ambitious student there are no boundaries«

Jens Karlsson, Executive Creative Director of Your Majesty.



Some of Your Majesty's current projects: Top right and left: level-vodka.com. Bottom left: Nestlé Waters Born Better Campaign, right: Orchestra No1.

► to work with these people and their personalities. The more diverse a team is, the greater the outcome. I couldn't list any specific thing; rather I would say that Hyper Island opened up my eyes to the advertising world, its processes and how you have to readjust all the time in order to function with the different kind of people you will work with. I remember thinking that if I become the best designer in the world I will be able to work anywhere but that is certainly not true. You have

to get used to group dynamics and overall be able to handle social situations in order to climb up the latter, no matter your skill level in design.
– For an ambitious student there are no boundaries. Hyper Island has a great reputation in the entire industry, worldwide. The hardest part of working with digital advertising is that there is no definition that fits. It changes everyday so it is important to keep your mind open to new ways of doing things.

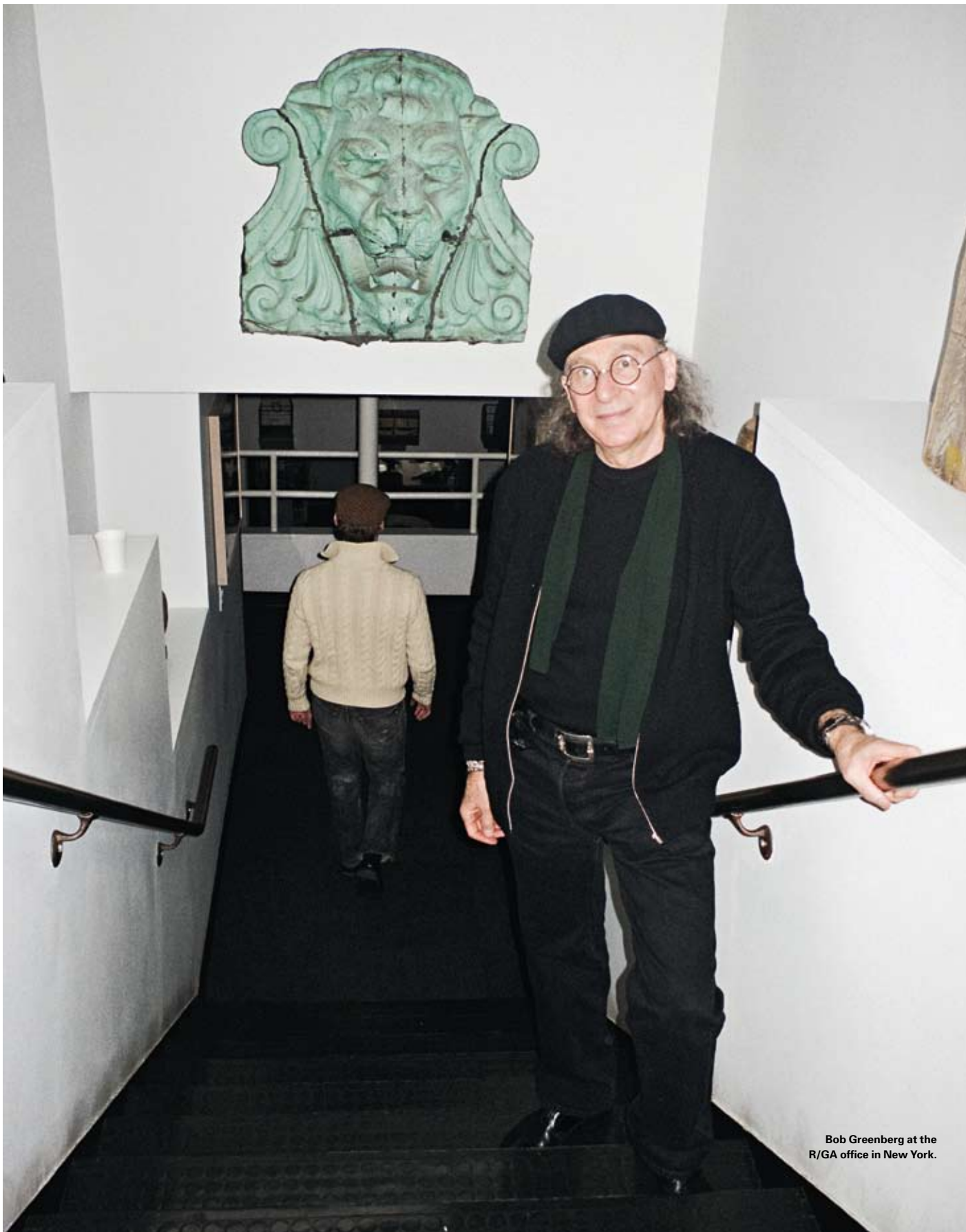
No more old school

At Hyper Island we don't have any teachers, no homework, no schoolbooks, and definitely no tests. We build our programs on experience-based learning. This means that instead of going to »class« you will be going to interactive sessions and workshops where we bring in industry players from around the globe. Creators, executives and strategists will help you challenge yourself and find your own solution to real problems.

»Hyper Island students are sought after by agencies around the world«

Bob Greenberg, CEO R/GA.

► New York
London
Berlin
São Paulo
Stockholm
Amsterdam



Bob Greenberg at the R/GA office in New York.

R/GA

Bob Greenberg is chairman, CEO and Global Chief Creative Officer at digital agency R/GA in New York. He believes that the recent economic recession coupled with advancements in technology has created the perfect storm for the advertising industry.

– On the other side of the storm, agencies will need to become as adept at building long-lasting digital platforms that grow clients' businesses in new ways as at creating short-term campaigns to communicate about these platforms.

– Many of the tried-and-true skill sets will always apply, such as copywriting, art direction, design, and branding. In the future, though, the most marketable people will have an aptitude for technology, along with an understanding of the vast offerings that are critical to full-service

advertising agencies, offerings like analytics, data visualization, retail, mobile, social media, interaction design, storytelling, information architecture, e-commerce, and so on.

– What sets Hyper Island apart from other schools is its progressive curriculum, collaborative environment, and understanding of the digital landscape. Hyper Island is a creatively driven school that gives students an integrated education and the right experience, which is why its students are sought after by agencies around the world.



LBI's Executive Creative
Director Laura Jordan
Bambach in London.



»Future talents need to understand the broad crossovers between the digital work of today and the PR, brand, and content work of tomorrow«

Laura Jordan Bambach, Executive Creative Director, LBI.

New York
►London
Berlin
São Paulo
Stockholm
Amsterdam

An artist with a love for digital

Laura Jordan Bambach is the Executive Creative Director at LBI (Lost Boys international) London.

– I run the creative department with my partner Simon Gill, and work across all the LBI clients. Before LBI I was at glue London as Head of Art – but originally came to the UK as a designer in 2000 with deepend. I studied Fine Arts at school, not design, but ended up at an agency through my love of digital.

– I have known about Hyper Island for years and have always had a Hyper Islander working somewhere in the office (in fact I'm sitting across from someone right now) – either on placement or as a member of staff! Now, some of the people I worked with on placement are now back working

at Hyper Island too! When looking at the digital industry today, the future talents need to know how to work as a team, be able to think about digital as a different way of communicating with the audience, not just about channels and technology. Understanding the broad crossovers between the digital work of today and the PR, brand, and content work of tomorrow. Looking at Hyper Island students, they are more focused on what they want out of their career. They have good communication skills. They can be quite demanding (even when they're on a placement), which is a great thing.

New York

► London

Berlin

São Paulo

Stockholm

Amsterdam

The boy from the future

Luis-Daniel Alegría was never really interested in studying until he applied to Hyper Island.

– No teachers, real projects, self-learning, networking opportunities and digital. A place where I formed my own education and where I would be my own boss, it sounded like the place to be!

– As a Hyper Island student I learned that you have loads of opportunities for internships, anywhere in the world. The first time I looked for an internship I didn't even have to show my portfolio, or a CV. Them knowing I was a Hyper Island student was enough. For me Hyper Island is like Harvard; top of the chain.

– To challenge the status quo and the benefits of working in teams was my two greatest learning outcomes, something I took with me during my internships at BBH and later at AKQA. I used Hyper Island influenced sessions with a bunch of creatives, strategists, producers, designers and planners. I tried to get everyone together in the same room and just go mental! It has paid off; my nickname here is »The boy from the future«.



Luis-Daniel at AKQA's office in London.



The Twitter logo was designed in three days.



A tweet from Linda

Hyper Island graduate Linda Gavin is one of the designers behind the Twitter logo. Linda gave us the short version of the story.

– Noah Glass who is the founder of Twitter, contacted Futurefarmers, a group of artists and designers, in 2006 to design the new identity of his baby. Noah had always been a big fan of Futurefarmers and was very happy to have enough funding to work with them.

– Amy Franceschini (the founder and CEO of Futurefarmers) and I had three days to design the identity and website and Noah was with us during the whole process. I spent half a day to make 30 logo suggestions, and the rest of the time on

mockups for the website. Noah picked one of my logos and it helped us to set the rest of the identity.

– Right now I live in Berlin and I am currently working on a print campaign for Boston (the city) and a new identity for an Asian tech company as well as working on some iPhone and iPad games and applications.

– The most positive effects from this case is that my friends can say that they know the person who designed the Twitter logo.

You are in charge

At Hyper Island there is no right or wrong. Our method focuses on learning through trial and error, something that we believe promotes your personal and professional development. We set up the framework, but the responsibility how to use it lies with you!



»I learned how to deal with people in a way that is the most productive for the task, group and individual while keeping everyone as happy as possible«

Fabio Resende, Creative Director, Agência Ginga.

Fabio

At an early stage, before Hyper Island started to offer programs in English, Fabio Resende, Art Director from Brazil, found a place who did stuff differently. He was so intrigued that he decided to learn Swedish and move half way around the world to become a Hyper Island student.

– At one point in my life I knew I wanted to study some more and get better at what I do. I started researching online to find a place where I could study. At the time, I couldn't find any courses in Brazil that I liked, so I started looking elsewhere. Every time I would end up at some nice site or find a portfolio that had some relation to Hyper Island.

– At Hyper Island I have to say the most surprising thing was that my greatest learnings were *not* design related. In the end, design gets better with practice. I could have been doing that

in Brazil. That's not why I went to Hyper Island. What I *did* learn and it will stay with me forever is how to approach a problem (and solve a problem even before start thinking about media or design) and how to deal with people in a way that is the most productive for the task, group and individual while keeping everyone as happy as possible.

– I did my internship at R/GA, which led to a job there, but right now I'm the Creative Director for the Agência Ginga in São Paulo.

Fabio learned Swedish.





Andre loves Hyper Island students.

Be Gringo

During recent years Hyper Island have had a lot of applicants and students from Brazil. Andre Matarazzo founder of the digital ad agency Gringo in São Paulo tells us why.

– The level of education in new media in Brazil is extremely low so ten out of ten Brazilians desperately want to get experience from abroad – Hyper Island kills two birds with one stone. Also, the school is *the* place to go if you ask the majority of people in the industry. It is becoming a Mecca for global talent, a great pool to pull from afterwards.

– We have had many interns from Hyper Island here at Gringo. Loved them, please send us more! Last year we had a couple of students for eight months and they had a superb cultural exchange over here. Hyper Island students are coveted all over the world and I hope some more of them will want to join our creative bunch and live in sunny Brazil for a while.

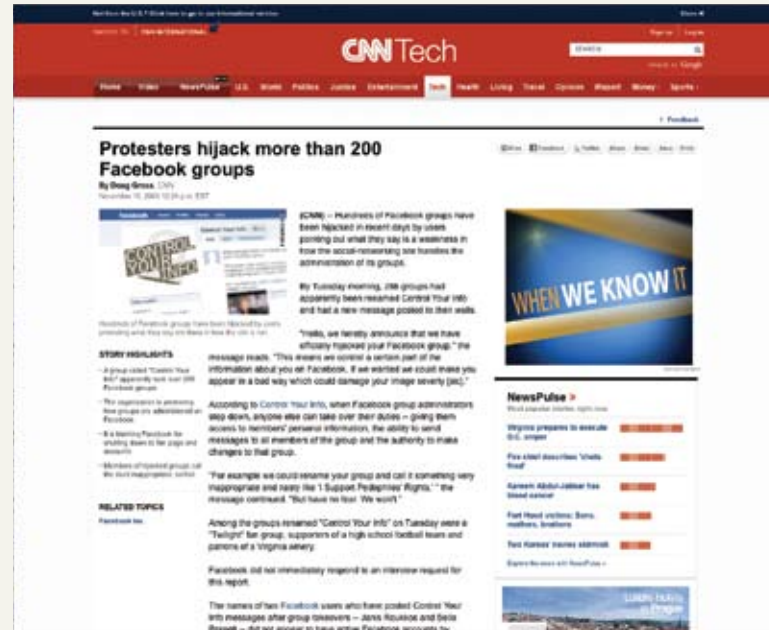
– Looking at the future of this industry I think that it will be important to be creative in all aspects of the trade, not only if you're »a creative«.

– You also need to focus on to get things done – and that's hard. The map isn't really charted yet, so you need to research a lot, think a lot, and make mistakes during the process. It's an exciting environment.

- New York
- London
- Berlin
- São Paulo
- Stockholm
- Amsterdam

Control Your Info

International headlines as facebook security issues were exposed.



A group of Hyper Island students gained international fame after exposing online security issues exemplified on Facebook. They called the project *Control Your Info*. Group members Erik Hjort af Ornäs, Anders Ekman, Emilia Blom and Johan Dahlfors gives us the story.

The main goal with the Control Your Info project was to raise the awareness of online privacy issues. We had seen too many examples of negligence, and wanted to discuss what consequences online behaviour could have in real life. In order to make media start discussing these issues, we explored some unconventional, yet legal methods. By using a design flaw we gained control of hundreds of abandoned Facebook groups. As administrators of these groups, we could change all content, including name and description, without alerting the members. We sent out a statement, and gained international headlines where

our actions where being described as »hacking Facebook«. At first we didn't answer to these accusations – we had already gained an entourage of commentators, tweeters and bloggers, who where tech-savvy enough to understand no hacking what so ever was involved, and who stood up for our actions. Sure, it was fascinating to see our campaign in Le Monde, Der Spiegel and on CNN and Fox News et al, but seeing the discussions as multiple trending topics on Twitter, during several days, was the greatest measurement of success we could get.

Future talent

Knowledge is not given, it is taken. We do not teach, but you will learn how to learn. At Hyper Island, our students take their passion and motivation to top agencies around the world and share their expertise.

Ellen at Work

Ellen Sundh works at Great Works, an interactive advertising agency in Stockholm. She first found out about Hyper Island in a Cap & Design Magazine article in 1998, and liked the learning method so much she decided to apply.

– When I graduated from Hyper Island I moved to London and worked at the agencies Dancing Bee and Digit London as a Flash Developer. I am self-taught in the most things I do and during the years in London I developed all sorts of programming skill, Flash, PHP and Basic. I ended up where I am probably because I really enjoy what I do and enjoy learning new stuff!

– Looking back at my years at Hyper Island I would strongly advice students that have not graduated yet to take the opportunity to dare. Studying at Hyper Island is one of the few times in your career where you can dare, challenge your self and make mistakes in a safe environment. So please, for the sake of the great opportunity, dare!

– If I was to give any specific advice to Hyper Island students working with creative solutions it would be to learn how to estimate your creative work. As many clients pay the agencies by the hour, it is essential for a creative to know how much time your ideas and executions take in account.

– An accurate estimate generates more money and time and this way more of your high-flying creative ideas will see the light of day!

»Studying at Hyper Island is one of the few times in your career where you can dare, challenge your self and make mistakes in a safe environment. So please, for the sake of the great opportunity, dare!«

Ellen Sundh, Creative, Great Works, Stockholm.



Ellen urges you to dare.

New York
 London
 Berlin
 São Paulo
 ► Stockholm
 Amsterdam



Right: Animal Kingdom video. Below: Pink's *Sober* video. Opposite page: The Lady Gaga video won an MTV Music Award for best visual effects.



The Flame Artist

Hyper Island graduate Markus Lundqvist was employed as Motion Graphics Designer at Syrup shortly after starting his internship at the agency but left in 2008 to pursue a career in visual effects.

– I left the agency world and started to work at the post production company The Chimney Pot. I've been working on a great different number of projects over the past few years; commercials, music videos and feature films. The one that has received the most attention was the music

video *Paparazzi* for Lady Gaga (directed by Jonas Åkerlund) that won MTV's Video Music Award for Best Visual effects in 2009.

– Currently I'm living in Stockholm, Sweden working as Flame Artist and Visual Effects Supervisor at Redrum Post.



Joakim took everybody at his office to a Hyper Island Master Class.

Master Joakim

Joakim Landin CEO for Swedish ad agency Garbergs recently experienced a Master Class journey together with his entire staff.

– Everyone at my agency, from account directors to receptionists, creatives etc. participated together in a Master Class last fall, in 2009. It was a very challenging and useful experience. All of us truly appreciated the course.

– It was a very cool experience to see how everyone, and I really mean everyone, put their fears and excuses aside and totally indulged in digital ideas and concepts. For many this was pretty groundbreaking stuff and towards the end of the course the general mindset regarding digital

communication had changed. The insights were really powerful. I can assure you that this attitude has grown even stronger since the course in Karlskrona, it's definitely with us here in Stockholm 6 months later.

– I would recommend a Hyper Island Master Class simply because there aren't that many alternatives to Hyper Island out there, if any. Looking for cutting edge insight, discussions that really touch current phenomena's or simply inspiration for future work, Hyper Island is where you need to go.

Lifelong learning

You learn through active participation. Nobody is going to give you any answers; you need to figure them out for yourself. Be prepared to always challenge your own way of thinking and expect constant feedback from other students and the industry professionals that we bring in to guide you in your learning process. We believe that this promotes lifelong learning and ensures that you are ready to face future challenges and opportunities.

Joy-Ann & Jasper

Joy-Ann Bouwmans is a former Hyper Island student who has worked closely with Jasper Mittelmeijer, a freelance Art Director in advertising.

– As a part of the program I did a 7-month internship as an advertising creative at StrawberryFrog in Amsterdam. After those months I was offered a job and I've been here ever since. (We changed our name from StrawberryFrog to Amsterdam Worldwide in June 2008), says Joy-Ann.

– My take on how Hyper Island students differ from other young talent in this business is that through the »learning by doing« principle and the fast turnarounds of the projects the students learn to adjust themselves to any situation. The students are prepared to take on the ever-changing environment of the digital media industry. A useful skill to have in the industry would be to have a broad understanding of technology and I think it's important to stay hungry for new things and to stay eager to solve creative problems.

Joy-Ann has worked closely with Jasper Mittelmeijer, a freelance Art Director in advertising. He just recently left Amsterdam Worldwide to try something else. He says that personal and social skills, the ability to relate to clients, colleagues, suppliers, as well as the ability to empathise with (members of) the public that your work is intended for, are the most crucial skills for the future talent of the digital media industry.

– It seems that at Hyper Island students develop an attitude that is a little different from other schools. The students are incredibly ambitious but they also have an openness and sense of realism that I think stems from working in groups and under high pressure. Secondly, they seem to have a very good understanding of the international industry. Starting at any agency shouldn't be a big transition – if anything, it will be slightly more laid back than being at Hyper Island.



Joy-Ann and Jasper at Amsterdam Worldwide.

Kristoffer & Anti

Our men in Amsterdam believe that learning by failing and by expecting a lot from the people you work with is how you succeed in this business.

Hyper Island graduate Kristoffer Ekman is working as a creative producer at Sid Lee. He started of as an intern at the agency's head office in Montreal but moved over to the Amsterdam when he started working full time.

– Sid Lee is very open to change and their take on creative work is similar to Hyper Island. When our processes are getting too comfortable, we alter the way we work. During my internship I was confronted with the challenges that come with running large projects for a global client. I dropped the ball quite a few times and that taught me how to organize my work in a better way – learning by failing! It also gave me a better grasp on what I like to do, what I don't like to do, what I suck at and what I excel at. These insights will serve me well in my future and I can more easily pick tasks that suit me.

Kristoffer believes his time at Hyper Island taught him to expect a lot from colleagues and partners, and it gave him an undying passion to learn new things.



Hyper Island graduates working in Amsterdam.

»If you're not having fun, do something else. If you don't you will just end up creating stuff that has already been done before«

Kristoffer Ekman, Project Manager at Sid Lee Amsterdam.



Adidas Originals approached Sid Lee Amsterdam wanting to create something fun and engaging around their products. Antti and Kristoffer created *The Adidads Neighbourhood*, a game where your shoe becomes the game controller. Pictures above displays stills from the animated sequence that also was produced to support the campaign.

► Kristoffer's colleague, Antti Kupila was studying in Finland, but he felt like he wasn't able to push himself as much as he wanted to. He had ideas but no good way to execute them.

– He knew a couple people from previous classes at Hyper Island, who only had good things to say so he thought he'd give it a shot. Fast forward a few years and Antti is the Technical Director for Sid Lee in Amsterdam.

– Hyper Island is an amazing place to kick off the career, if you are interested in living and breathing digital with likeminded people. The opportunities and network are things no other school can offer.

The main challenge is to take advantage of these opportunities, to do everything 110 percent and reach for the skies. Hyper Island gives back what you invest.

– I did my internship at AKQA in San Francisco where a fantastic crowd of people welcomed me and got to work with very interesting global projects. After the internship I got hired, so I stayed there for a while, which looking back just a couple years before seemed like something totally impossible. Working with clients such as Nike + a great team taught me a lot and enabled me to build a strong portfolio I could use for future jobs.

Stats

91 percent of the students have employment in the industry after graduating from our long-term programs.

The Long Term Programs

English is the official language of instruction and exchange at Hyper Island. At present we are proud to offer five long-term programs. Find your application form at www.hyperisland.se.

Digital Media

Karlskrona and Stockholm, 90 weeks

As a Digital Media student you will get the opportunity to work with other passionate students and create concepts and solutions for digital platforms and devices. The Digital Media program gives you the opportunity to experience all the dimensions of the Digital Media field and helps you specialise in your particular interest.

You will work with digital branding, visual communication, as well as leadership, project management and much more. Engaging with clients, consumers and your work group are all key elements of the way we do things at Hyper Island.

As a student at the Digital Media Program you will spend 30 weeks as an intern, most likely at one of the 600 companies in Hyper Island's global network. At the end of the program you will be able to work as a Designer, Production Manager, Project Manager or Developer, probably at a communications agency, digital agency or ad agency anywhere in the world – it is up to you.

Program requisites

You need essential eligibility to study at a college for higher learning and to be at least 18 years of age.

Interactive Art Director

Stockholm, 45 weeks

During this one-year program you will explore disciplines such as design, digital branding, team management and design strategy working with projects that are based on real industry demand. The final 13 weeks will be spent on an internship, most probably at one of the 600 companies in our global network.

After graduating you will most likely have expanded your own network and will be able to work as an Interactive Art Director or an Interactive Designer of digital products and services.

Program requisites

The Interactive Art Director Program requires a minimum two years of industry experience or two years of previous fulltime studies within the design/interactive area. You also need essential eligibility to study at a college for higher learning.

Motion Graphics Designer and Developer

Karlskrona and Stockholm, 40 weeks

The future is now. This one-year program takes you on a unique Hyper Island educational experience that touches on Flash animation, editing, 3D and compositing as well as web authoring and brand development and much more.

Your final 14 weeks will be spent on an internship, probably at one of 600 companies in Hyper Island's global network and when you graduate you will be able to create innovative digital solutions including creating ideas, concepts, design, functions and technologies for future platforms at any top agency in the world. It is up to you!

Program requisites

The program requires a minimum of two years of industry experience or two years of previous fulltime studies within the motion graphics/interactive area. You also need essential eligibility to study at a college for higher learning.

E-Commerce Manager

Stockholm, 40 weeks

Studying at the E-commerce Manager program at Hyper Island, you will learn how to lead, operate, and develop e-commerce, the e-commerce market place, as well as develop the way we do business online. In addition, problem solving, entrepreneurial knowledge, learning to learn, group development, and self-insight will be part of your every day at Hyper Island.

Your final 14 weeks will be spent on an internship. Hyper Island works closely with the industry in every aspect and as you graduate you will already have gained a network of contacts and opportunities.

At the end of the program you will probably work in a leading position, such as marketing director or project manager developing e-commerce solutions and platforms.

Program requisites

The program requires a minimum of two years of relevant industry experience. You also need essential eligibility to study at a college for higher learning.

Application Designer and Developer for Mobile Devices

Karlskrona, 60 weeks

Studying at the Application Designer and Developer for Mobile Devices Program at Hyper Island, you will learn how to lead, design, and develop smart mobile platform applications with a parallel focus on the business aspect, working with projects that are based on real industry demand. In addition, problem solving, entrepreneurial knowledge, learning to learn, group development, and self-insight will be part of your every day at Hyper Island.

Your final 16 weeks will be spent on an internship probably at one of the 600 companies in the Hyper Island network. After graduating you will probably work as an applications designer/developer for mobile devices at a digital agency, communications agency, or advertising agency somewhere in the world.

Program requisites

The program requires a minimum of two years of relevant industry experience. You also need essential eligibility to study at a college for higher learning.



The Locations

At present we offer our long term programs in Stockholm and Karlskrona.

Stockholm

Hyper Island in Stockholm is located on the fourth floor of the Generatorm building at Dialoggatan 16, Telefonplan, the original Ericsson headquarters. This is a 1300 square meter locale divided into three main areas. The large open spaces invite our students, staff and guests to interact and work with each other, letting ideas and energy flow free across the room.



Karlskrona

If you are about to choose one of our educational programs in Karlskrona, you will soon become familiar with two buildings on the downtown island of Stumholmen: Ångcentralen and Båtsmanskasernen.

Båtsmanskasernen was originally built as lodgings for sailors and its interiors were shaped to resemble that of a real ship. Every floor is built

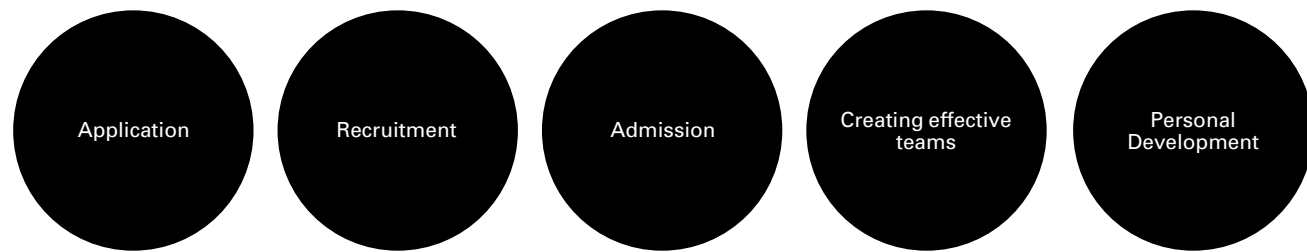
with an open planning and we use this space mainly as a workspace for our students.

Ångcentralen, an important steam central during the industrial age, offers a more modern atmosphere and is used for workshops, lectures and other student activities.

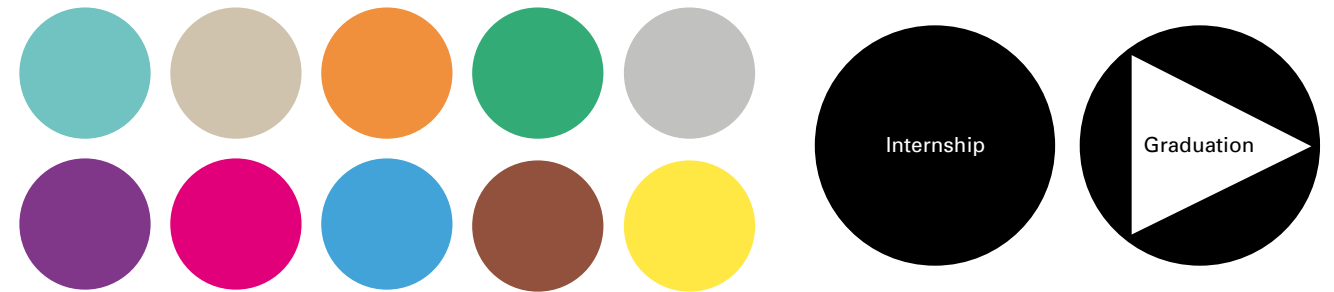
The Hyper Island working quarters in Karlskrona are beautiful, unique, and have inspired students in their creative progression for over a decade.

No more old school. Instead, be prepared to go on a fun, frustrating and life changing educational journey. You start out as creative talents, and end up as the future of the industry.

The Educational Journey



Application	Recruitment Day	Admission	Creating effective teams
<p>Send in your application with the assigned work sample, documents proving essential eligibility to study at a college for higher learning as well as other relevant work.</p>	<p>If you pass through the first phase we will invite you back for our Recruitment Days, which consists of</p> <ul style="list-style-type: none"> ► Informal meetings with Hyper Island students and staff ► An individual creative task ► An English test that is used to determine what level of English the applicant is at, not as decisive factor for admission. Shortly after the final assesment we will let you know if you have been admitted. 	<p>You have been admitted as a student at Hyper Island.</p>	<p>During your first weeks at Hyper Island, you will focus on</p> <ul style="list-style-type: none"> ► Strengthening your knowledge about yourself ► How a group develops ► Personal development, as an individual and as a team member <p>This will lay the foundation for your upcoming work at Hyper Island, where you, almost exclusively, will work in groups, giving a lot of attention to the group process but also to your own personal development.</p>



Modules	Internship	Graduation
<p>During your time at Hyper Island you will</p> <ul style="list-style-type: none"> ► Meet and interact with lectures from the industry ► Work in teams with different Modules, e.g. creating a digital application, developing a concept or producing a business plan for a digital project ► Real projects, real clients, real value <p>The module assignments come straight from the industry. You will be working with tasks that are real and based on current industry demand, often from real clients.</p> <p>Our work method is based on</p> <ul style="list-style-type: none"> ► Active participation ► Learning to learn ► Handling change ► Group development ► Problem solving ► Experience based learning and reflection 	<p>The extensive internship period is a great opportunity to expand your professional network. Being ambitious and giving everything you got pays off as a large number of our students have jobs even before they graduate.</p>	<p>You are now a graduate of Hyper Island and as its ambassador one of the most sought after talents in the digital media industry. Go forth and use your unique skills to implement change!</p>

»The Hyper Island Master Class is the most exciting thing to happen to DLKW in 10 years«

Richard Warren, Joint CEO DLKW, London.

»Fantastic course. Enlightening and empowering. Highly recommend it to anyone looking for a thorough crash course in what is going on in the digital world right now«

Todd Riddle, Group Creative Director BBH, NYC.

»It really does take a trip to an island to realize where you belong in this giant populated digital world«

Noreel Asuro, Associate Creative Director, Ogilvy, Toronto.

»This was the most mind blowing and useful course I have ever been on!«

Annika Goodwille, Chairman, Goodwille Limited, U.K.

Hyper Island Master Class

After 15 years of acquiring experience and knowhow, always in close collaboration with the best agencies around the world, we launched the first Hyper Island Master Class in August 2008.

The Hyper Island Master Class is a unique, customised, intense and short course providing a world class learning experience in digital media.

The Master Class is aimed at executives, project managers, account managers, creatives and strategists and consists of 3–4 days of advanced professional training that lets your company take the next step within digital media.

Digital has gone from being another channel for communication to an integrated fibre of the fabric that surrounds us. Its features and characteristics effects virtually anything and everything around us, both in our personal and professional roles whether we are young or old, CEO:s or work on the shop floor. No industry or organisation will be left untouched. And it is the people who understand digital that are driving this change with their new ideas, from the big corporations to the independent

writers, programmers, designers, entrepreneurs etc. It is the ones who grasp these new principles, these new rules that get an edge.

Hyper Island has been at the forefront throughout that whole journey by working with those industry-leading pioneers. We also recognise that in this fast changing landscape people will need a different type of education where they can pick up a more dynamic, richer skills set that goes beyond the traditional craft.

Master Class principles

- ▶Hard and exciting work! No external meetings or other engagements during this time
- ▶Learning-by-doing! We aim at creating a secure learning environment that allows people

to challenge themselves in different ways

- ▶We don't teach anything. Participants learn through active participation – you are not the audience but a performer
- ▶Every experience is reflected on. The reflection promotes »life long learning« as well as »relevant learning«
- ▶Collaborative learning – learning that occurs when participants share previous experiences as well as Master Class experiences
- ▶We bring in professionals from outside who run the workshops, sessions and provide feedback
- ▶Each course is unique. We create and facilitate courses depending on the company and participant's needs

For more information please visit <http://masterclass.hyperisland.se/>

The world is constantly changing and digital is a fundamental part of this change. You need to change, too. The question is not what you already know, but what you are willing to learn. A Master Class is the first step on this journey, one we would like you to take with us. A Master Class goes on for three or four fulltime days. Our participants are asked to focus on nothing but the course during this time.

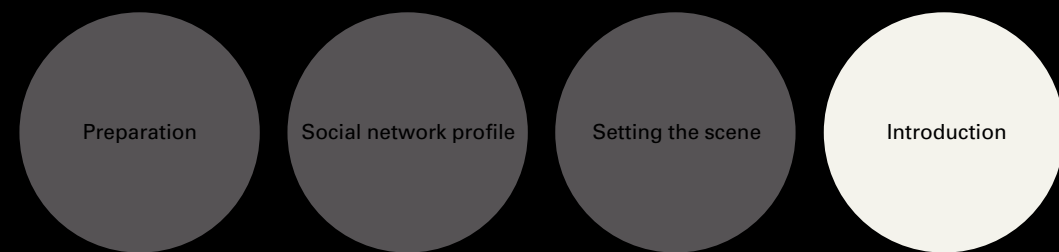
Locations

At present we are active all around the world. Our offices are located in Sweden, Great Britain and The United States

masterclass.swe@hyperisland.se
 masterclass.uk@hyperisland.se
 masterclass.us@hyperisland.se

For more information please visit
<http://masterclass.hyperisland.se/>

The Master Class Journey



Preparation Social network profile Setting the scene Introduction

Preparation
 To make the most of a Master Class we believe that you need to set and communicate your own expectation and goals. You will also be asked to carry out a few tasks before the course starts.

Social network profile
 Create a profile on a social network. This social network will be used as a tool before, during and after a Master Class.

Setting the scene
 You will be given inspirational material to read and watch in order to come as prepared as possible.

Introduction
 A Master Class starts with an introduction to the Hyper Island methodology as well as setting the scene for the learning experience.

Digital is going to change everything. The disruption means that we invite you to look at the world from a different perspective and challenge your perceptions of what you think you know...

After the disruption stage we face challenges and possibilities rather than problems. In this new landscape, how do we see and make use of the possibilities that lie ahead?

How do we make the acquired knowledge relevant to our everyday life at work?



Stage 1 Disruption Stage 2 Possibilities Stage 3 Implementation Stage 4 Learning outcome

Stage 1 Disruption
This stage includes
 ▶The digital landscape, looking at the big picture and future trends

Stage 2 Possibilities
This stage includes
 ▶Working with briefs
 ▶The toolbox for digital and social media
 ▶Going online with marketing and digital channels
 ▶Marketing opportunities
 ▶Looking at digital cases

Stage 3 Implementation
This stage includes
 ▶New Revenue opportunities
 ▶Digital Strategy
 ▶Future Vision

Stage 4 Learning outcome
A Master Class aims at
 ▶Getting you updated on the latest trends within digital
 ▶Helping you gain greater understanding of the impact digital has on society, business, and on you as a professional
 ▶Helping you challenge your existing way of thinking and working
 ▶Preparing you for constant change
 ▶Strengthening your confidence both internally and externally, when dealing with clients.

SWEDEN

Hyper Island Stockholm
Dialoggatan 16, Plan 4
S-126 37 Hågersten Sweden
Phone: +46 (0)8-7443050
E-mail: info@hyperisland.se

Hyper Island Karlskrona
Bastionsgatan 14
S-371 32 Karlskrona Sweden
Phone: +46 (0)455 30 77 77
E-mail: info@hyperisland.se

GREAT BRITAIN

Hyper Island, Ltd. London
Winchester House
259-269 Old Marylebone Road
London NW1 5RA
Phone: +44 7740701557
E-mail: info@hyperisland.se

Hyper Island Manchester
Innospace
Chorlton Street
Manchester M1 3FY
Phone + 44 7800831151
E-mail: info@hyperisland.se

www.hyperisland.se
tour.hyperisland.se
masterclass.hyperisland.se
Follow us on Twitter: /hyperisland

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THE U.S.

**Hyper Island Inc.
New York City**
885 Second Ave., 45th floor
New York, NY 10017-2201
Phone: +1 917 981 0302
E-mail: info@hyperisland.se

Said about Hyper Island

»The entire experience was eye-opening and inspirational. It's like having kids – you can't adequately explain the joy of it to someone who hasn't experienced it.«

Tim Leake, Creative Director, Saatchi and Saatchi NY

»If you are clinging to the mainland, and comfortable with the view, a trip to Hyper Island will alter your perspective. It's amazing the things you can see from there.«

Chris mitton, GCD/CW, Ogilvy

»Hyper Island Master Class was a completely eye opening experience. Just when you think you might have it figured out, Hyper Island goes and completely raises the digital bar.«

Kevin Moehlenkamp, Chief Creative Officer, Hill Holliday

»They taught us how to engage with the team, the social arena, dialogue building, feedback techniques, etc. Valuable ways to strengthen the team. One will learn how they work in a team, how they need improvement, and the tools to improve it, all within a week.«

Raul Montes, Ogilvy + Mather, Los Angeles, USA

»Self-knowledge: it has given me confidence to my attitude at work and value things that I did not realize before.«

Clara Burguillo, LBi, London, United Kingdom

»I think it was not only very useful and nice for us, I think everybody can bring a lot of fresh wind/new things into his agency. We learned to stay at the cutting edge of digital media. The week was a big life experience with great chances and on a very high level. The first week was very valuable for me, because I learned things about myself, which I never could learn anywhere else. It is a big life experience.«

Norbert Rieger, Plan.Net, Germany

»Very valuable. The network you made, the experience you've had and the idea of working at your best possible when around good teamwork was what made this experience unbelievable. (...) It was definitely a life-changing opportunity.«

Jacqueline Jung, Ogilvy, New York, USA

»Hyper Island, one of the most highly regarded digital learning programs.«

CNBC

»The Hyper Island session was by far the most valuable I attended at South By South West. Both for its content, and for its delivery. Basically, you rule. There should be more schools like yours.«

Matt Arnold, Sons & Co, Christchurch, New Zealand

»Hyper Island have a solid understanding of the industry, a never-ending desire to improve and great skills with people. I am amazed how the students grow through the education and when they end up at some of the best communication agencies in the world, they actually deliver.«

Mattias Nyström, Great Works, Stockholm, Sweden

