

This Is The Job: Director

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Director?

We're responsible for guiding the creative aspects of a production. Collaborating with various team members, we ensure that the project stays artistically cohesive. We have a vision and aim to bring it to life.

This is what they do most days

I lead...

I work with key production team members to ensure a harmonious approach to the project.

I story-tell...

I craft narratives that engage and captivate audiences, conveying a message, emotion, or theme.

I decide...

I oversee all relevant artistic decisions and make sure they align with my creative vision.

In their own words:

“ Directing commercials is more than producing captivating content for a brand. It's about tapping into human behaviours and using personal insights to drive storytelling.” - Reid M.

Explore some of the skills you'll need.

- ✓ Ability to inspire and lead a team
- ✓ Knowledge of narrative structure and storytelling
- ✓ Strong decision-making skills
- ✓ Knowledge of shot composition, camera angles, and visual design
- ✓ Growing knowledge of new technologies and industry trends

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org