

ART EM IS

ART
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THE ACADEMY FOR TREND
FORECASTING, ART DIRECTION,
STYLING & DESIGN

A photograph showing three people from behind, leaning over a wooden table. They are working on large sheets of paper that contain architectural drawings, including floor plans and site maps. One person on the left is using a ruler and a black marker. Another person in the middle is holding a red pencil. A third person on the right is using a green marker. The drawings include labels like 'Gibson - Green' and 'Gibson - Brown'. The text 'THE FUTURE NEEDS CREATIVE PROBLEM SOLVERS' is overlaid in large white capital letters on the right side of the image.

THE FUTURE NEEDS CREATIVE PROBLEM SOLVERS



ARTEMIS

CONTENTS

THE ACADEMY	06
CREATIVE NETWORK	08
THE PROGRAM	10
WHAT SETS YOU APART?	12
THE ARTEMIS METHOD	14
CONCEPT CREATIVE	16
3 DISCIPLINES	18
EDUCATIONAL PROGRAM	22
YOU TAKE CENTRAL STAGE	26
PERSONAL IDENTITY DEVELOPMENT	28
INTERNSHIPS	30
ALUMNI STORIES	32
STUDY IN AMSTERDAM	36

THE ACADEMY FOR TREND FORECASTING, ART DIRECTION, STYLING & DESIGN

YOUR FOUNDATION FOR A FUTURE IN THE CREATIVE INDUSTRY

Artemis Academy is the home of Creative Concepting, where Trend Forecasting, Art Direction and Styling & Design come together. Our internationally recognised Bachelor of Arts prepares you to become a Concept Creative: someone who spots change, understands why it matters and develops ideas that shape tomorrow's world. This makes Artemis the only internationally recognised bachelor's programme in the Netherlands to unite Trend Forecasting, Art Direction and Styling & Design.

We are small-scale, personal and based in the heart of Amsterdam. That gives you all the space you need to grow creatively and personally. You learn to recognise trends before they become visible, develop original concepts for brands, products, spaces and experiences, and bring them convincingly to life through Art Direction and Styling & Design. Because a strong concept is only the beginning. The real magic happens when an idea becomes visible, tangible and relevant. That is what a Concept Creative does.

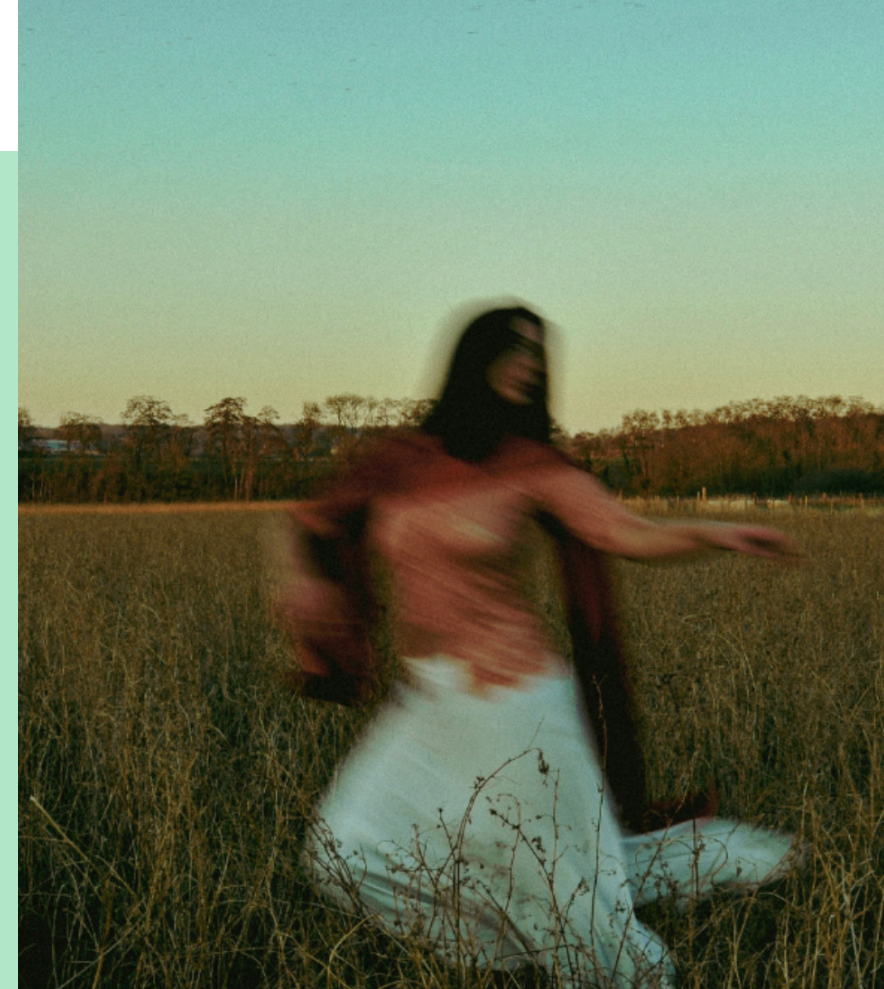


Image:
Artemis Student

At Artemis, the best ideas grow from connection, curiosity and progress. We investigate, experiment and push creative boundaries. In doing so, we uncover new possibilities and bring meaningful ideas to life.

CONNECTION

Creativity grows when different worlds meet. That is why we connect students with tutors, makers and organisations across the creative industry. From the first spark to the bigger story, we listen, share and create together.

CURIOSITY

Creativity begins with staying curious. We challenge you to look differently, ask questions and discover what others have not yet seen. That is how ideas emerge that move people, brands and society forward.

PROGRESS

We look ahead and move with what is happening in the world. New technologies and social developments create opportunities to experiment and shape change. Optimistic and just a little activist, because we believe things can always be better.

Image:
Artemis Alumnus,
Joshua Blackson

YOUR CREATIVE NETWORK STARTS HERE

At Artemis, professional creative practice sits at the heart of your education. You are taught by professionals working in the creative industry every day. They bring expertise, real cases and a valuable network. You learn to translate your creativity and distinctive voice into ideas and concepts that make an impact beyond the academy.

Our alumni show where an Artemis degree can take you. They work as art directors, creative directors, stylists, experience designers, visual designers, product designers, spatial designers and creative strategists for leading brands, agencies and cultural organisations including Gucci, Gisou, Vogue, ELLE, Ace & Tate, Studio DRIFT, Monks, Dentsu, Museum Boijmans Van Beuningen, Sissy-Boy, Fitzroy, Das Mag and Nicemakers.



YOUR VISION MAKES THE DIFFERENCE

Technology can do more every day. That is precisely why your imagination, curiosity and personal perspective are becoming more valuable. At Artemis, you develop into a Concept Creative: someone who sees change, discovers opportunities and imagines ideas for tomorrow.



AS A CONCEPT CREATIVE, YOU:

- Explore what moves people, brands and society around you;
- Translate trends and visual research into your own vision and concepts;
- Bring ideas to life through imagery, form, space, products, experiences and stories;
- Combine Trend Forecasting, Art Direction and Styling & Design to create relevant work that moves people and advances brands;
- Collaborate with creative professionals, keep experimenting, looking critically and reinventing yourself in a world that never stands still.

Image:
Artemis Student,
Kick Keizer

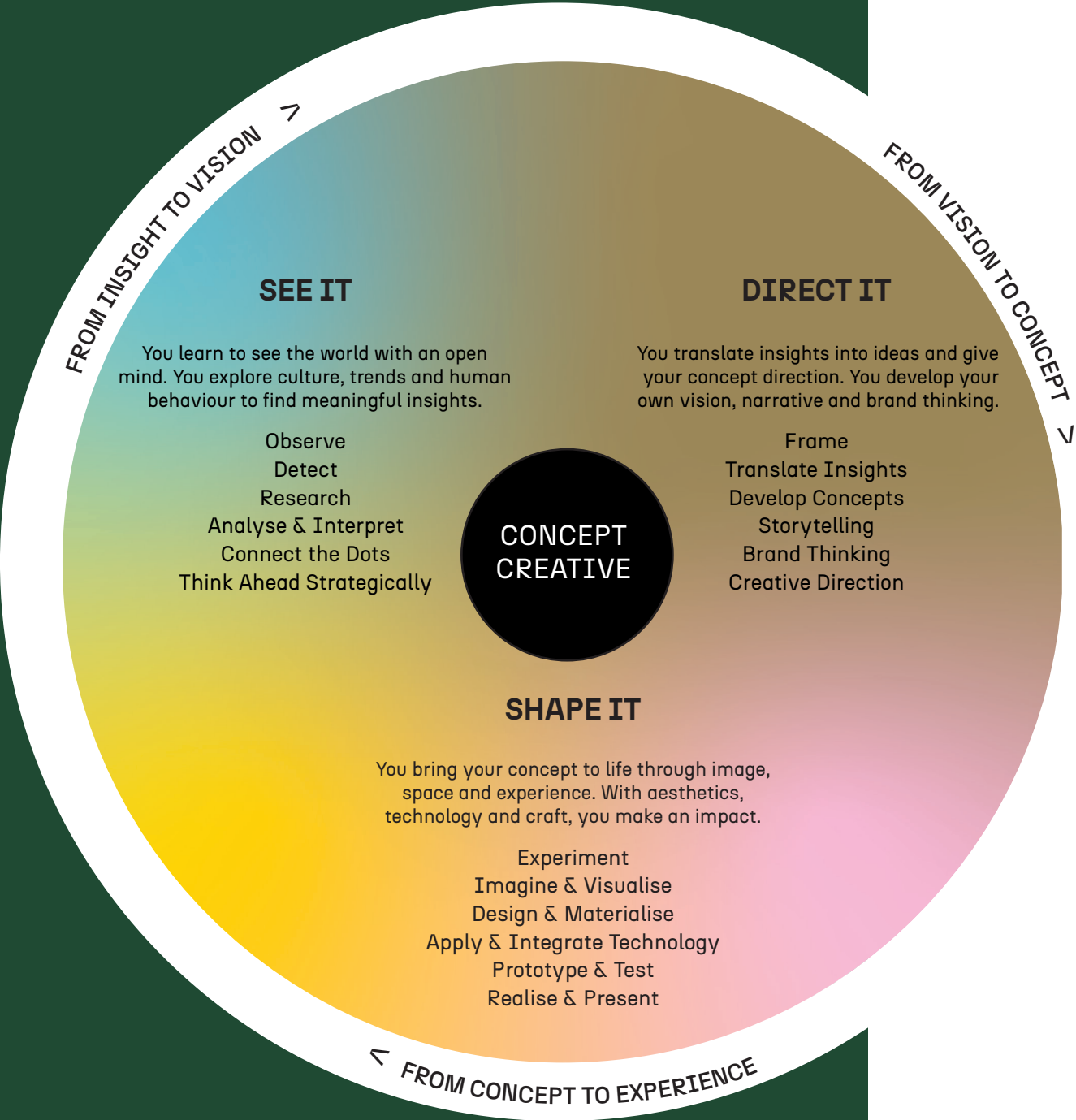
ARE YOU A VISUAL THINKER, DESIGNER OR VISUAL STORYTELLER



ARTEMIS METHOD

SEE IT - DIRECT IT - SHAPE IT

At Artemis, you learn not only what to create, but above all how a powerful creative process works. With the Artemis Method, you move through three connected steps: investigate and interpret what is changing, use those insights to direct ideas, and bring concepts to life through image, form, space and experience. Throughout all four years, you apply this way of seeing, thinking and making with increasing independence.





BECOME A CONCEPT CREATIVE WITH A DISTINCTIVE SIGNATURE

DEVELOP SKILLS ACROSS THREE DISCIPLINES

You develop broad expertise in Trend Forecasting, Art Direction and Styling & Design. From year three, you specialise in Art Direction or Styling & Design, with Trend Forecasting as your solid foundation.

Image below:
Artemis Alumnus,
Mirte Bos



SEE WHAT OTHERS HAVE NOT YET SEEN

TREND FORECASTING

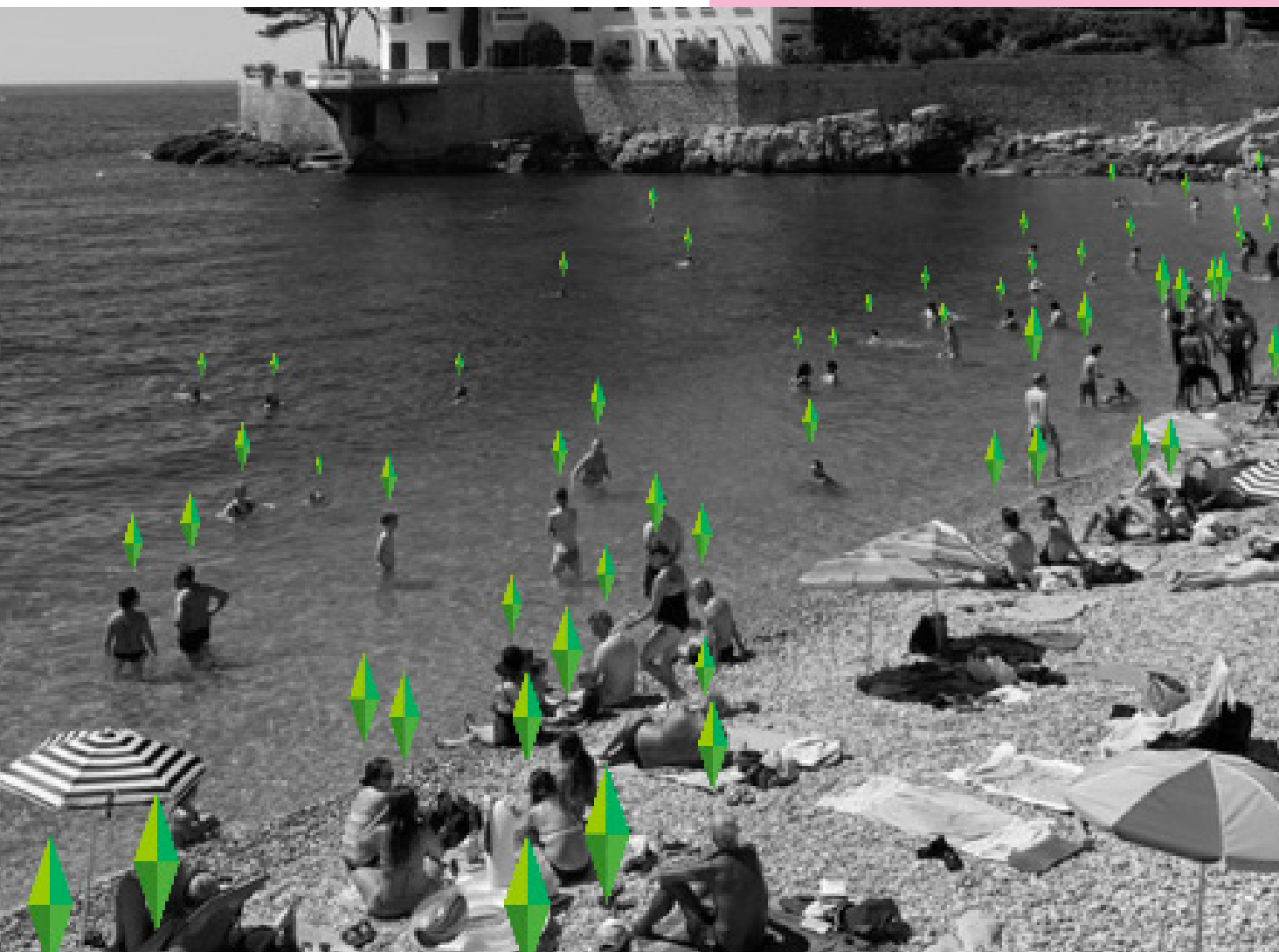
See what others have not yet seen. Change begins with curiosity. In Trend Forecasting, you learn to identify, analyse and translate social, cultural and technological developments into new opportunities. You explore not only what is changing, but especially why it matters and how it affects people, brands and organisations. You develop future scenarios and strategic insights that guide creative choices, innovation and new concepts. The focus is on research, analysis and forward thinking.

CREATIVE FUTURES

Creative strategist, concept developer, insight strategist, innovation consultant, brand strategist or futures researcher. Work for brands, design and innovation agencies, cultural organisations, retailers or as an independent consultant.

REAL-WORLD PROJECTS

You learn to identify social developments and translate them into future scenarios and strategic opportunities, while sharpening your own forward-looking creative perspective. You do this alongside renowned organisations and brands. You might research the future of digital art for the Rijksmuseum, tomorrow's nightlife for the City of Amsterdam, or the role of colour in a changing society for Flexa. Each year, creative agency Dentsu also selects two Artemis students to contribute to its global trend report.



GIVE IDEAS
DIRECTION

ART DIRECTION

A strong concept deserves strong creative direction. In Art Direction, you learn to translate stories into powerful visual identities, campaigns, content and brand experiences. You develop concepts that move people, lead creative processes and unite strategy, imagery, space, digital media and storytelling into one compelling whole. The focus is on concept development, creative direction and visual communication.

CREATIVE FUTURES

Art director, creative lead, brand and concept developer, visual storyteller, creative producer, campaign creator, content creator or lead, and visual identity designer. Work for creative agencies, brands, cultural organisations, media companies or as an independent entrepreneur.

REAL-WORLD PROJECTS

In Art Direction, you tackle current challenges from the creative industry and wider society. With the ADCN Future Talent Award, for example, you develop campaigns grounded in sharp social insight. For Dentsu and the City of Amsterdam, Artemis students created ideas to reduce crowds and waste in Amsterdam's parks. They also developed concepts for productions and audience campaigns at Internationaal Theater Amsterdam and devised ways for HEMA to attract a new generation of young shoppers.

image:
Artemis Alumnus
Nataly Sijtsma

20



3 DISCIPLINES

SHAPE THE EXPERIENCE

STYLING & DESIGN

In Styling & Design, you learn to make ideas visible, tangible and experiential. You work with colour, material, form, pattern, texture, light, sound and emerging technology. You discover not simply what looks attractive, but why something feels right and what kind of experience it creates. You develop a distinctive signature and make deliberate design choices that strengthen a concept.

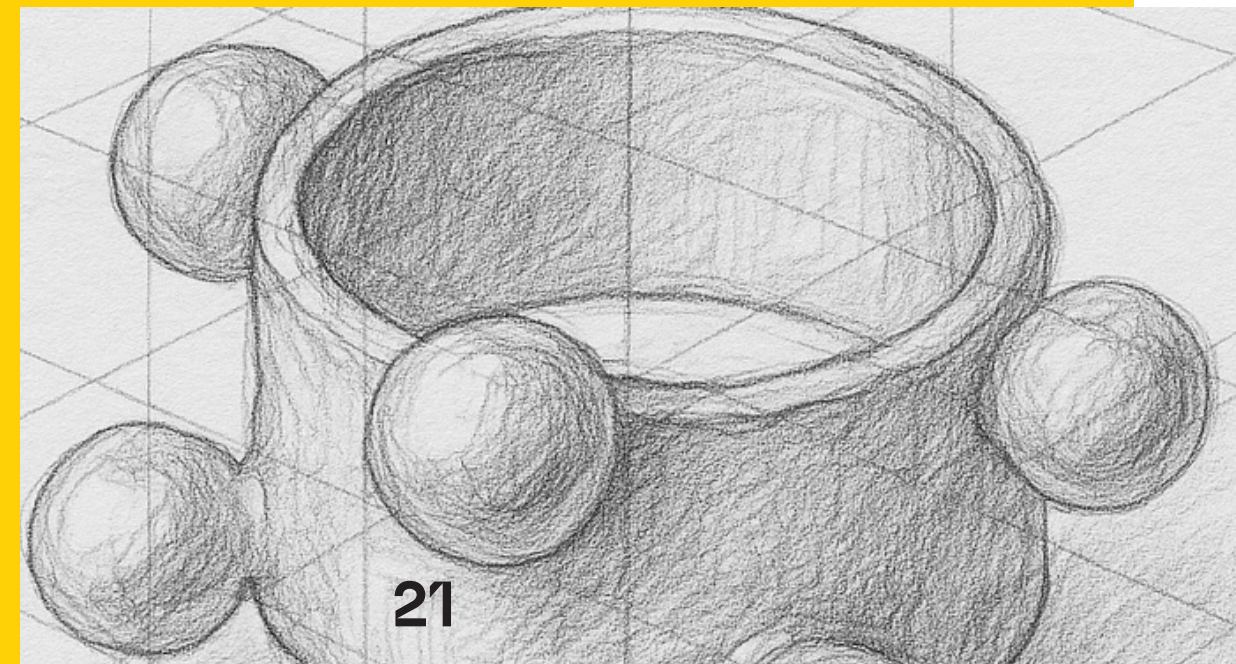
CREATIVE FUTURES

Conceptual stylist, experience designer, set and event designer, print and pattern designer, material designer, spatial designer or product designer. Work for fashion and lifestyle brands, magazines, design and experience agencies, cultural organisations, retailers, interior studios or as an independent creative.

REAL-WORLD PROJECTS

For Wehkamp, students explored how trends, target audiences and brand identity could be translated into distinctive home collections. In collaboration with textile innovation company BYBORRE, they designed products using existing or self-developed patterns, which they then developed into prototypes. For Zeeman, students investigated how material, colour, form and quality could come together in designs that are more sustainable, feasible to produce and affordable. In this way, they learned to connect creative ambition with real-world commercial and societal challenges.

Image:
Artemis Alumnus,
Martje van
den Heuvel



21

FOUR CLEAR STEPS TOWARDS YOUR GOAL

Over four years, you'll discover what drives you, deepen your creative skills and develop a distinctive signature. You do this in four stages: explore, deepen, position and professionalise.

YEAR 01

EXPLORE

Your first year is about developing your creative vision. You learn to look differently, investigate and make connections, while discovering what sets you apart as a maker. You are introduced to Trend Forecasting, Art Direction and Styling & Design, and learn how these disciplines converge in powerful concepts. By experimenting with form, material, imagery and composition, you develop your aesthetic sensibility and learn to translate ideas into initial visual directions. You combine thinking with making and learn to reflect on your own process and choices. This lays the foundation for how you develop, shape and communicate ideas.

YEAR 02

DEEPEN

In year two, you dive deeper into the creative field. You learn to connect the three disciplines, allowing you to apply your skills more broadly and coherently. Working both individually and in teams, you develop a professional approach to assignments from the creative industry and to social challenges. Organisations and creative professionals are closely involved in practical projects, sharing their knowledge and experience. During the second half of the year, you discover where you want to specialise: Art Direction or Styling & Design, with Trend Forecasting as your foundation.

YEAR 03

POSITION

In year three, you specialise in Art Direction or Styling & Design, with Trend Forecasting as a strong foundation. This choice shapes both your specialisation module and your internship. You apply your knowledge and skills in professional creative practice, collaborate with professionals and discover what is expected of you as an emerging creative. Through new experiences, feedback and encounters, your own direction becomes increasingly focused. You develop a personal vision, identify opportunities and become stronger in creative and conceptual thinking. At the same time, you build your network, develop an entrepreneurial mindset and learn to position yourself with increasing clarity within the creative industry.

YEAR 04

PROFESSIONALISE

In your final year, your own creative signature takes centre stage. For your graduation project, you formulate a current question and combine research, concept development and imagination in work that shows what you stand for as a Concept Creative. You experiment, make bold choices and bring your vision convincingly to life through image, form, space or experience. At the same time, as an emerging professional, you take charge of your own process and learn to independently research, develop and realise complex ideas. Working with coaches and stakeholders, you build the creative leadership needed not only to direct your projects, but also to inspire others.

Based on the national Visual Arts & Design training profile, Dublindescriptors, input from our stakeholders, and current professional requirements, current module content and learning outcomes have been formulated. The structure of the curriculum supports the development of seven core competencies, which prepare you for a dynamic and changing labor market:

1. Research ability & environment orientation
2. Conceptual & creative ability
3. Communication ability
4. Ability for critical reflection
5. Ability for growth and innovation
6. Organizational ability
7. Ability to collaborate

YEAR 1

SEE IT

- Trend Research
- Design Anthropology
- Style Periods & Visual Language
- Design & Zeitgeist
- Brand Research

DIRECT IT

- Design Thinking 1: idea development
- Concept Development 1: space & product
- Visual Storytelling
- Creative Writing
- Communication

SHAPE IT

- Illustration
- Photography 1: techniques
- Photography 2: image series
- Storytelling & Moving Image
- Graphic Design: design principles
- Style Elements 1: form
- Style Elements 2: pattern & colour
- Style Elements 3: material & texture
- Material Lab
- Digital Techniques 1: Adobe Creative Cloud
- Digital Techniques 2: spatial visualisation
- AI & Creation: fundamentals

YOUR CREATIVE IDENTITY

- PIO
- Field Experience
- Curating & Exhibiting

YEAR 2

SEE IT

- Trend Research
- Contemporary Visual Research
- Cultural Philosophy

DIRECT IT

- Trend Translation: future lifestyle
- Visual Concept
- Concept Development incl. Target Audience Research
- Branding
- Copywriting
- Communication

SHAPE IT

- Video: campaigning
- Shapes & Design
- Artistic Techniques
- Graphic Design
- Spatial Styling: intangible spaces
- Style Elements: future materials
- Set Design: designing worlds
- AI & Creation

YOUR CREATIVE IDENTITY

- PIO
- Field Experience
- Study Trip
- Practice-Based Project

PRACTICE-BASED PROJECT

See it x Direct it x Shape it

YEAR 3

SEE IT

- Trendforecasting
- Vision in Words

DIRECT IT

- Signature project: creative research
- Project: ADCN
- Elective modules: art direction / styling & design

SHAPE IT

- Personal Creative Identity: visual identity
- Experience Design
- Signature Project: concept & realisation

YOUR CREATIVE IDENTITY

- Personal Creative Identity: portfolio
- PIO
- Internship Preparation
- Internship Consultations
- Study Trip

PRACTICE-BASED PROJECT

Internship (6 months): put it into the real world

YEAR 4

SEE IT

- Trendforecasting
- Trend & Visual Research

DIRECT IT

- Concept & Target Audience
- Positioning & Portfolio
- Concept Development

SHAPE IT

- Visual Research & Style Development
- Concept Realisation
- Presentation & Environment

YOUR CREATIVE IDENTITY

- Exam Coaching & Consultations
- Professional Positioning
- Study Trip

GRADUATION PROJECT

Your Research · Your Vision · Your Concept · Your Signature · All Year Long

Beeld:
Artemis Alumnus,
Maud Titarsolej



YOU TAKE CENTRAL STAGE

We deliberately keep Artemis small and personal. You get to know one another quickly, collaborate closely and have room to ask questions, experiment and discover your own direction. Personal development is not an afterthought here, but an essential part of the creative process.

Your wellbeing and growth are central to our education. In personal conversations with your mentor, you reflect on your study progress and development as a person and emerging professional. Six principles shape our learning environment:

GROWTH MINDSET

Creativity is not a fixed talent. By practising, investigating and daring to make mistakes, you develop new skills while building confidence in what you're capable of.

TRUST

In small groups, you receive personal attention and the freedom to follow your own ideas. We challenge you to step beyond your comfort zone and work with increasing independence.

COLLABORATION

Good ideas rarely happen alone. You learn to listen, share knowledge, use different perspectives and create work together that is stronger than anything you could have imagined separately.

CONSTRUCTIVE FEEDBACK

You receive honest, constructive feedback on your theoretical, creative and practical development. This helps you discover where your strengths lie and which next step you can take.

FREEDOM

You have the freedom to experiment with ideas, materials and techniques. Not everything has to succeed immediately: trying, adjusting and beginning again is precisely what leads to new insights.

SAFETY

Creative development requires an environment where you can be yourself and feel free to share ideas. That is why we actively support social safety and provide access to an independent confidential adviser.

DIVERSITY AND INCLUSION

Diversity and inclusion run through all these principles. We create an environment where different backgrounds and perspectives are seen and valued, everyone can be themselves, and we learn from one another with curiosity and respect.





GROW AS A CREATIVE AND AS A PROFESSIONAL

At Artemis, you develop not only what you make, but also who you are as a creative. That is why Personal Identity Development runs throughout all four years. Through personal mentoring, workshops, company visits and sessions with professionals, you discover your strengths, what you want to develop and how to claim your place in the creative industry.

You learn to present, pitch, plan, collaborate and handle feedback. You also gain insight into group dynamics, entrepreneurship and building a professional network. We prepare you for your internship and address stress, workload and a healthy balance. Step by step, you grow into a self-aware Concept Creative who not only has strong ideas, but can also bring them convincingly to life.

YEAR 1 — DISCOVER YOURSELF AS A CREATIVE

The first year is about experimenting, reflecting and stepping beyond your comfort zone. Through a weekly studio and personal mentoring, you discover your strengths, pitfalls and creative preferences. You gain an increasingly clear understanding of what sets you apart as a maker.

YEAR 2 — BUILD YOUR PROFESSIONAL IDENTITY

In the second year, you develop skills in giving feedback, collaborating, presenting and reflecting. Through talks, inspiration sessions, company visits and conversations with your mentor, you explore the creative industry and discover where you want to deepen your expertise.

YEAR 3 — SHOW WHAT YOU STAND FOR

In year three, you work on your positioning and complete a six-month internship within your chosen specialisation. You apply your knowledge in practice, build your network and discover what is expected of you as a professional. During return days at Artemis, you share experiences and deepen your understanding of entrepreneurship and the creative industry.

YEAR 4 — STRENGTHEN YOUR VISION

In your final year, you develop a recognisable creative signature. You bring your knowledge, skills and personal vision together in a self-initiated case study. With intensive guidance, you prepare for graduation and for your next step into professional creative practice.

WHERE YOUR SIGNATURE MEETS THE INDUSTRY

An internship is more than an introduction to professional life. It is an opportunity to explore how your personal signature, ideas and ambitions can create value in the real world. Our students gain experience at a wide variety of companies and creative organisations. The right internship can be the beginning of much more.







OSCAR ALIEV

FABRIC DESIGNER



After graduating from Artemis, Oscar Aliev continued with a Master's in Fabric Innovation Design in Rome. There, he was noticed by the Italian textile company where he still works today. As a textile designer, he now develops fabrics for some of the world's leading fashion houses, working with groups such as Kering and LVMH for brands including Louis Vuitton, Dior, Fendi, Gucci, Alexander McQueen, Bottega Veneta, Prada and Balmain.

Oscar specialises in the decorative side of textile design, from prints and woven patterns to jacquards. Starting from a client briefing, he researches the company's extensive archive, develops a visual direction and works closely with the fashion house to refine it into a final fabric. The job requires him to switch easily between styles, work quickly and communicate creative ideas clearly.

FROM ARTEMIS TO THE INTERNATIONAL FASHION INDUSTRY

Those are skills he already developed at Artemis. During his studies, Oscar learned how to build and substantiate a creative concept and, just as importantly, how to present it convincingly. The books and visual presentations he created at Artemis proved useful again during his Master's and later became part of the way he works professionally.

For Oscar, trusting his own direction has been equally important. "It's really important that you do what you love. Have faith that you will find out what exactly this may be during your study." He always hoped to work with the fashion houses he admired. Today, that is exactly what he does.

WILLEMIJN BOS

SET DESIGNER

Since graduating from Artemis in 2012, Willemijn Bos has built a career as an independent stylist and art director. She develops creative concepts for brands, fashion designers, campaigns and editorials, translating ideas into imagery, spatial styling and set design. Alongside her professional practice, she returned to Artemis as a lecturer in 2017, where she now helps a new generation of creatives develop their own ideas and direction.

For Willemijn, every project starts with the concept. Before creating an image or styling a space, she first looks at what needs to be communicated and what story lies behind it. That foundation allows her to add meaning and detail to the final result. Her work is characterised by a strong eye for detail, colour and a subtle sense of imagination.

CREATIVE THINKING COMES FIRST

That way of working was already central to her time at Artemis. Willemijn learned to combine conceptual thinking with execution and to approach creativity from different perspectives. The independence expected from students sometimes felt challenging at the time, but turned out to be essential once she started working in the creative industry.

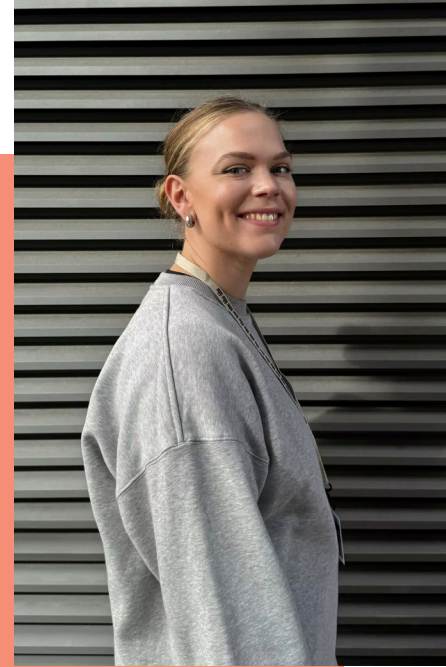
According to Willemijn, that combination is one of Artemis' strengths: students learn to develop an idea, bring it to life and understand its commercial context. It has allowed her to work across styling and art direction rather than limiting herself to one discipline. Today, she brings that same approach back into the classroom, encouraging students to experiment, break rules and develop a way of working that is distinctly their own.



ALUMNI STORIES

ROBIN DE ROOIJ

ART DIRECTOR



Soon after graduating from Artemis in 2024, Robin de Rooij joined sustainable B Corp PLNKTN. Within a year, she grew from Allround Creative Concept Developer to Art Director, where she now develops the brand's visual identity and translates complex topics around sustainability and nutrition into clear, engaging communication.

Sustainability had already become an important focus during her studies. For her graduation project, Robin developed the B Visual App, designed to make information about B Corps more accessible to Millennials and Gen Z. It helped her define the direction she wanted to pursue professionally.

FINDING WHAT DRIVES YOU

At Artemis, Robin learned to look beyond the visual outcome of a project and think about the idea and motivation behind it. She was encouraged to explore subjects that genuinely interested her, connect creativity to social relevance and develop her own point of view.

By returning to sustainability in different projects, Robin gradually built both knowledge and a clear creative profile. That focus now forms the basis of her work at PLNKTN, where she uses design and art direction to make sustainable choices easier to understand and more appealing.



THE ACADEMY





Disclaimer
We continuously renew and improve our education. As a result, elements of the programme may change. No rights can therefore be derived from the contents of this brochure.

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