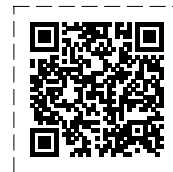


# D&AD Shift With Google In London 2023

Category: [News](#)

Website: <https://graphiccompetitions.com>



D&AD Shift with Google in London is a free, industry-led night school programme for new creatives. If you are over 18 and don't have a degree-level qualification, Shift is for you.

This year, the Shift programme is on a mission to #ShiftCreativity by their talent into career making skills: SHIFTING poetry into copywriting, content creating into advert creating, from video shoots to strategy for brands and much more.

#ShiftCreativity's approach aims to shake up old industry paradigms to benefit self-taught creative talent, creating a fresh system to both access AND flourish in the industry. The five-month programme includes live client briefs, training from industry leaders, peer-to-peer learning and industry mentoring.

Deadline for applications: 15 May 2023.

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