

# MIAMI AD SCHOOL CREATIVE TRACK APPLICATION

## 1. DOWNLOAD & COMPLETE THE ENROLLMENT CONTRACT

NOTE: FIU has a separate application- all FIU materials must be sent to them by their deadline. Please contact Grizelle ([gdelosre@fiu.edu](mailto:gdelosre@fiu.edu)) or Anaelys ([anaerodr@fiu.edu](mailto:anaerodr@fiu.edu)) for any questions regarding FIU.

Download and print out the Miami Ad School application [here](#).

Remember to sign and date the back page and make a copy for yourself. Completing this application does not obligate you to any financial costs, it is simply the first step in the application/enrollment process.

## 2. COMPLETE ONE OF THESE ASSIGNMENTS

The completed assignment. What would you like to study at Miami Ad School? Art Direction? Copywriting? Now is the time to decide! When you do, select ONE assignment from the assignment list below.

### ART DIRECTION:

A. Brainstorm on how the iPad could be extended for a senior audience (65+). Design a promotional campaign using the appropriate media to reach your target audience. Consider all types of media. Also think about apps that could be appropriate and appealing to your target audience that can be included in your campaign. Storyboard the commercial.

B. Concept a video game- it can be for any gaming system (i.e. Wii, Xbox 360°- including Kinect, or Playstation 3). Define the target market (sex, age, etc). Explain the concept of the game and why it would do well. Include graphics done on a computer or hand sketches to show the box cover and screenshots from the game.

C. Create a "green" campaign for a current company that has not yet gone completely green. Concept different ways the company can go green (companies have paperless billing but how do you get consumers to do it?) and mediums to showcase their efforts (commercials, webisodes, ambient, etc).

### COPYWRITING:

A. Choose a brand and create 20+ Twitter posts. Make sure to keep the tone in line with who the brand is reaching out to and their identity. It can be the actual brand or a character you make up to represent the brand (for inspiration check out @skittles, @babycarrots or even us!) Remember, 140 characters or less!

B. Create a fictional travel blog about the town or city you live in. Choose at least 4 spots to visit or things to do- try to add as much detail as possible about experiences, people, food and culture.

C. Write a 300-500 word story utilizing three things: a fruit, a popular song and a sport

### **3. SHARE CREATIVE SAMPLES**

Include in your application packet four creative samples you've done to express yourself. These can be anything creative, for example:

- photographs
- illustrations
- paintings
- song lyrics
- product ideas
- poetry
- videos
- sculpture

We want to see the variety of ways and mediums you feel comfortable working in. Please do not send originals that are important to you because you may not get them back. You may also submit up to ten examples of existing work that you have done in previous schooling, on your own or on the job in addition to the assignment.

### **4. SHARE YOUR FAVORITE YOUTUBE LINK**

Include in your application the title and link of your favorite YouTube spot. Then tell us in a short paragraph why you chose that video and what about the spot you found fascinating, ridiculous or inspiring.

### **5. INCLUDE TWO ESSAYS THAT SHOW US HOW YOU THINK AND WRITE**

Please include two typed essays, each 500 words or less.

Essay 1: Something big or little that has influenced you.

Essay 2: A company, a brand or label that has an image, design sense or advertising campaign you admire and why.

### **6. VIDEO COMPONENT**

Create a 4-6 minute video about what makes you creative and why you are a good fit for Miami Ad School. It can be in any medium including (but not limited to) stopmotion, picture collage, music video or animation! Video interviews are accepted in the following formats: Flashdrive or DVD using Quicktime or Windows Media Player

Miami Ad School programs are a big commitment and we would love for you to come visit! If you will be in the area make an appointment with our advisor to get a tour and possibly sit in on a class.

### **7. PROVIDE TWO LETTERS OF RECOMMENDATION**

With your application include two letters of recommendation from professional or academic references. These letters must be ORIGINALS with signature, printed on letterhead and written within the last 12 months.

## **8. PROVIDE COPIES OF TWO FORMS OF IDENTIFICATION**

Include in your application packet copies of two valid forms of federally or state issued ID. This can be:

- driver's license
- passport
- Social Security card
- birth certificate

## **9. PROVIDE PROOF OF PREVIOUS EDUCATION**

Include in your application packet a copy of the highest diploma you have achieved or the official transcripts from the school you last attended.

NOTE: FIU requires proof of a Bachelor's degree- if you have questions about your particular degree, please contact FIU directly (Grizelle [gdelosre@fiu.edu](mailto:gdelosre@fiu.edu)) or Anaelys ([anaerodr@fiu.edu](mailto:anaerodr@fiu.edu)).

## **10. PROFICIENCY TESTS**

Completed skills tests in Adobe Photoshop, Illustrator and InDesign; these can be taken via email by setting up an appointment with the Admissions Advisor in Miami (Katherine - [katherine@miamiadschool.com](mailto:katherine@miamiadschool.com)).

## **11. SUBMIT THE APPLICATION FEE**

NOTE: FIU has a separate application fee that you must pay to them directly. You can submit the Miami Ad School \$100 application fee with your application packet by:

- US money order
- US personal check
- Cash
- US cashier check

Or note in your application packet if you have submitted the application fee by:  
Credit card - to make payment contact the business office by email [cheryl@miamiadschool.com](mailto:cheryl@miamiadschool.com) or by phone at 305-538-3193 ext. 1005  
Wire transfer - contact your admissions advisor for wiring instructions

## **12. MAIL YOUR COMPLETED APPLICATION MATERIALS TO YOUR ADMISSIONS ADVISOR**

Please mail your Miami Ad School application to:

- Admissions
- Miami Ad School
- 571 NW 28th St
- Miami, FL 33127

Contact Grizelle ([gdelosre@fiu.edu](mailto:gdelosre@fiu.edu)) Anaelys Rodriguez-Gonzalez at 305.919.5974 or [anaerodr@fiu.edu](mailto:anaerodr@fiu.edu) for the FIU application.

### **13. ADDITIONAL REQUIREMENTS FOR INTERNATIONAL STUDENTS**

All Master's students in the joint program will get their I-20 from FIU if you have questions, please contact Grizelle ([gdelosre@fiu.edu](mailto:gdelosre@fiu.edu)) or Anaelys ([anaerodr@fiu.edu](mailto:anaerodr@fiu.edu))- below is a guideline of the requirements that must be sent with your FIU application, always validate these requirements with Veronica:

A copy of your valid passport.

Financial statement, i.e. bank letter, indicating a minimum current balance of a specific amount. Letter must be on bank letterhead and calculated for US currency. Please check with FIU for current visa requirements and required balance.

Sponsor letter, if bank statement is not in your name. Sponsor must be the person whose account is listed on the bank statement.

Complete an FIU Declaration and Certification of Finances (DCF) form.

Official TOEFL report. Scores must be 550/PBT, 213/CBT, or 80 IBT. A 6.3 on the IELTS exam is also accepted. (certain international students only). To see a list of TOEFL exempt countries, visit:

[http://gradschool.fiu.edu/TOEFL\\_Exempt\\_Countries.html](http://gradschool.fiu.edu/TOEFL_Exempt_Countries.html)

Complete an FIU Immunization Documentation form.

All documents throughout the application must be in English. If they are not, please have them officially translated.