1. DOWNLOAD & COMPLETE THE ENROLLMENT CONTRACT
DOWNLOAD & COMPLETE THE ENROLLMENT CONTRACT NOTE by visiting [http://www.miamiadschool.com/admissions](http://www.miamiadschool.com/admissions). Please contact Shannon Bowman (Shannon@MiamiAdSchool.com) for any questions regarding MAS application. Download and print out the Miami Ad School application. 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:**
SELECT ANY TWO OF THE EXERCISES BELOW.

**A. Creative Samples**
We want to know who you are as a creative person. Please share five of the favorite things you have created. You can include: photography, advertising, illustrations, designs, poems, raps, paintings, comedy routines, sculptures, cards, games, videos, websites, short stories, comic strips...you get the idea!

**B. Creating Visual Impact**
One technique used to create attention-getting advertising is to combine two unrelated visuals. The iconic posters below for Absolute Vodka were created using this technique. The Absolute New York poster combines the vodka bottle with Yellow Cab taxis. Absolute Miami combines the vodka bottle with a beachside hotel.
The key to this technique is to generate a lot of ideas because the first idea is often predictable. For example combine shoe and duck. A quick but expected solution would be to put shoes on a duck. But a more interesting idea might be shoes made of mallard duck feathers instead of leather. Or a shoe that is webbed and colored like a duck foot.

Now it’s your turn. Combine the words dog and car. Sketch at least 10 ideas, each on its own sheet of paper. Submit your three favorite ideas. If needed include short descriptions.

C. Brand Building

Create a new absurd line of soft drinks in quirky, misshapen bottles. Name the drink and describe your product concept. Come up with three flavors and design a bottle shape and label for each flavor. Use a separate sheet of paper for each flavor’s design. Also, design a promotional poster for the line. You may submit your work in any way you feel comfortable working: sketches, colored drawings, computer layouts…

COPYWRITING:
SELECT ANY TWO OF THE EXERCISES BELOW.
A. Creative Samples

We want to know who you are as a creative person. Please share five of the favorite things you have created. You can include: advertising, scripts, poems, raps, paintings, comedy routines, sculptures, cards, games, videos, websites, short stories, comic strips…you get the idea!

B. Brand Building

Choose either assignment.

Imagine an app for reuniting owners with their missing pets. Name the app. Tell how it works and write the copy for the home page. Your idea should fit on one page.

For an existing household commodity product, like laundry detergent or dish soap, concept a campaign directed towards men. Come up with three ideas. Provide the headline, copy and a rough sketch of each ad on a separate sheet of paper. You may use any appropriate media.

C. Storytelling

These days perhaps storytelling is the most important writing skill to have. Choose either assignment.

Write a story about your grandparents. Remember the story doesn’t have to be true. Stories almost never are. Otherwise they would just be facts. (500 maximum)
Select one of the images below. Tell what happened before or after the photograph was taken. Avoid the expected. (250-300 words)
3. 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

7. 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).

8. 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).

9. 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
     yaneth@miamiadschool.com or rucsandra@miamiadschool.com or by phone at
     305-538-3193 ext. 1013
   - Wire transfer - contact your admissions advisor for wiring instructions

10. MAIL YOUR COMPLETED APPLICATION MATERIALS TO YOUR ADMISSIONS ADVISOR
    Please mail your Miami Ad School application to:

    Shannon Bowman
    Admissions Office
    Miami Ad School
    571 NW 28th St
    Miami, FL 33127
11. 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). Below is a guideline of the requirements that must be sent with your FIU application, always validate these requirements:
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
Complete an FIU Immunization Documentation form.
All documents throughout the application must be in English. If they are not, please have them officially translated.