

CREATIVE FUEL BOOST

Everything you need to know about potential financial aid opportunities to help launch your creative career!

FIRST, LET US INTRODUCE OURSELVES

HUMBLE BEGINNINGS

Founded by Ron and Pippa Seichrist in 1993, Miami Ad School was the modern installment of Ron's Atlanta Portfolio Center first created in 1978. Advertising agencies were now a part of a world-wide network and needed creatives with a broader vision - the invention was a direct response to the growing demands, giving graduates of the new school something extra in their book - global experience.

THE BIG IDEA

Bring outstanding creatives from all over the world as well as local ad agencies, and have them teach our students in Miami. The idea also sent our students to the major world advertising capitals to experience first hand what it's like to work in multiple cultures, in multiple cities, and in multiple agencies and design studios.

A GLOBAL NETWORK

The flagship school in Miami was followed by another American city – San Francisco, then a third American city – Minneapolis. Hamburg marked our first school abroad, soon after – Sao Paulo in Brazil and finally the 16th opening in Toronto. Now students could more easily enter the network and bring their own diverse perspectives to the mix.

AGENCY PARTNERS

Agency partners are an integral part of the school and we firmly believe both parties benefit from such an educational partnership. Agency professionals that partner with us directly assist in the writing of the curriculum so their knowledge and experience is applied effectively and efficiently. The result is students that have gained real, transferable skills and agencies that have personally trained creatives who will later become a well-adjusted and beneficial part of their team.

THE SCHOOL OF POP CULTURE

Since its inception, Miami Ad School has been the first to take chances. Never willing to mirror what's already happened; instead we step out ahead of the game and take educational risks which have paid off. We are the School of Pop Culture Engineering - finding and using the latest, most innovative trends.

THE MOST AWARDED

With 5000+ awards, we have more than four times the international advertising awards of any other school in the world. Our success is due to the opportunity and dedication of our global network of practicing industry professionals taking time from their agencies to teach and mentor our students.

DID SOMEONE SAY SCHOLARSHIPS?

A number of advertising agencies, design firms, brands and private individuals contribute to the Miami Ad School scholarships. Scholarship amounts may vary and are available to qualified applicants. Students who are interested in consideration for these awards must apply no later than four weeks before the start of the quarter according to the requirements set out below along with the application requirements for specific programs. Availability of awards will vary from quarter to quarter. Please apply for one of the following scholarship opportunities. Those receiving a scholarship award will be notified by the Admissions Director no later than two weeks before the start of the quarter.

GUIDELINES

How to Submit:

Depending on the format of your application, there are a few ways that you're able to submit.

1. Email all required files through a compressed attachment or upload files to a drive and share it with toronto@miamiadschool.com
2. Apply online at apply.miamiadschool.com
3. Come on in and drop it off at the school
4. Mail it to :

ATTN: Admissions
639 Queen St W, Suite 300
Toronto, ON
M5V 2B7

Key Dates for Submission:

Winter Quarter (2018.1)
Application Deadline: Dec 1, 2017
Classes Begin: Jan 2, 2018

Summer Quarter (2018.3)
Application Deadline: June 1, 2018
Classes Begin: Oct 1, 2018

Spring Quarter (2018.2)
Application Deadline: Mar 1, 2018
Classes Begin: Apr 2, 2018

Fall Quarter (2018.4)
Application Deadline: Sept 1, 2018
Classes Begin: Oct 1, 2018

DID SOMEONE SAY SCHOLARSHIPS?

Note:

Once you submit a full application, it usually takes anywhere between 2-3 weeks to assess and you'll be notified of the scholarship amount at the same time. This will be credited towards your second year tuition. Within the first year you must meet all of the below requirements.

Award Regulations

- Must maintain a cumulative minimum GPA of 3.0
- Must earn 16 credits/16 courses in the first year, meaning you cannot fail any class within the first year
- Must be a Canadian citizen or Permanent Resident
- Must have met all financial obligations within the first year

Payments:

Scholarships will be paid over the last 4 quarters of the 8 quarter program. Scholarship payments are split into 4 equal credits and applied to the student account as payment toward tuition for the last 4 quarters (Quarters 5-8). The scholarships are subject to the regulations outlined above.

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SCHOLARSHIPS

1 | #wepaytolearn

2 | The Mentors Scholar

3 | Self Taught Millennial

4 | Experimental Copywriter

5 | Experimental Art Director

6 | Diverse Ad World

7 | Quarterly Top Dog

8 | Changing Careers

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#WEPAYTOLEARN

\$ 4,000, limited to 10 students

Miami Ad School values students who are eager to learn, which is why we are offering \$40,000 worth of scholarships to 10 students affected by the college strike in Ontario. Apply by submitting the required application documents and any work completed within your program, we'll assess and let you know which credits are transferable and if you'll receive an additional \$4,000 scholarship.

Requirements:

- Must be enrolled in a creative/advertising program
- Must show proof of enrollment in an Ontario College for the Sept 2017 semester
- Unofficial transcript to date
- Full application as stated in the How to Apply page

Deadline:

Same as application deadline.

THE MENTORS SCHOLAR

\$ 2,000 - \$ 6,000

Mentors are an integral part of any creative industry, whether you're entering the workforce or a senior level executive, we are in the business of people and collaboration. Share with us a special impact that a certain pro has had in your life, or if you don't have a mentor then how would you go about finding a mentor? Write a short essay or make a video - any format is accepted as long as it gets your point across.

Requirements:

- Must have an undergrad
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of 500 words/video

Deadline:

Same as application deadline.

SELF TAUGHT MILLENNIAL

\$ 2,000 - \$ 6,000

You've always been a creative butterfly, whether Twitter is your creative outlet or Snapchat or Instagram. Show us how social media has shaped the person that you've become and why you have such an affinity to go into a social/creative/digital career. Give us as many examples as you can to show us what you've been able to accomplish through having the world at your fingertips. Provide us with Photoshop experiments, your content production for socials etc.

Requirements:

- Must have an undergrad
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of 500 words/video

Deadline:

Same as application deadline.

EXPERIMENTAL COPYWRITER

\$ 4,000 - \$ 7,000

You just can't sit still, and why should you?! With so many resources, you've gone ahead and self taught yourself up to a certain point and now you need access to more resources. We got you on that end, but keep your drive going and let us know why you deserve to be a certified experimental copywriter to receive financial aid. Show us as many examples of work as you can and include a write up as to why self-teaching has been a valuable aspect of your life.

Requirements:

- Must have an undergrad
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of 500 words/video

Deadline:

Same as application deadline.

EXPERIMENTAL ART DIRECTOR

\$ 4,000 - \$ 7,000

You just can't sit still, and why should you?! With so many resources, you've gone ahead and self taught yourself up to a certain point and now you need access to more resources. We got you on that end, but keep your drive going and let us know why you deserve to be a certified experimental art director to receive financial aid. Show us as many examples of work as you can and include a write up as to why self-teaching has been a valuable aspect of your life.

Requirements:

- Must have an undergrad
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of 500 words/video

Deadline:

Same as application deadline.

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DIVERSE AD WORLD

\$ 4,000 - \$ 8,000

Are you bringing a unique perspective to the ad world? Whether it's diversity in culture, perspective, country, gender identity or all of the above. Let us know what's special about you and what you bring to the table. Diversity is something that should be appreciated, it makes us all stronger as a whole. How will you contribute to the industry?

Requirements:

- Must have an undergrad, possibly more with 1-2 years of work experience
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of approximately 500 words or create a short video explaining the career change, reasons being, inspirations that lead you to rethink your trajectory and why advertising is a passion for you.

Deadline:

Same as application deadline.

QUARTERLY TOP DOG

\$ 500

All enrolled student are automatically consideration. Every quarter a student is selected to be the Top Dog and they receive a \$500 scholarship for the following quarter. This is awarded to the outstanding creative that shows the best work ethic, talent, passion and respect.

Requirements:

- Enrolled as a Miami Ad School student
- Do great work!

Deadline:

Adhere to any project deadlines within classes for the quarter and submit top dog work at the end of the quarter to admin. An email will be sent out and steps will be specified.

CHANGING CAREERS

\$ 3,000 - \$ 6,000

You did your undergrad, possibly a post grad, and aren't too content in your career. Assuming every day is your last, do you really want to stay stuck forever or get out while you can? If you're changing avenues from what was originally planned or just out of luck, apply today! We'll help you figure out how to let your creative side shine and grow.

Requirements:

- Must have an undergrad, possibly more with 1-2 years of work experience
- 2 reference letters from professional sources, including their contact info
- A copy of post-secondary degree and diploma as well as an official transcript
- Full application as stated in the How to Apply page
- Write up of approximately 500 words or create a short video explaining the career change, reasons being, inspirations that lead you to rethink your trajectory and why advertising is a passion for you.

Deadline:

Same as application deadline.

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THANK YOU!

If you have any questions or for more information, you can find us at:

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