

**CREAT  
IVITY**

A SPECIAL ADVERTISING SECTION OF CREATIVITY

# **AD & DESIGN SCHOOL GUIDE 09**

**A PORTFOLIO OF  
WHAT THE BEST SCHOOLS  
HAVE TO OFFER >**

# CHARISMATIC CHARACTERS. CAPTIVATING PRESENTATIONS.



**ALL DESIGNS GO ON THE WALL, NO MATTER HOW EARLY-STAGE**  
**“EVEN THE MOST HALF-BAKED OF IDEAS FROM OUR INDUSTRIAL DESIGNERS ARE POSTED ON THE WALL OF THE DESIGN STUDIO.”**  
 ERIC RYAN, BRAND ARCHITECT, CO-FOUNDER METHOD





**DECONSTRUCT, THEN REBUILD**  
**“IT’S ABOUT UNDERSTANDING YOUR MEDIUM, BREAKING IT DOWN TO ITS FUNCTIONAL PARTS, CHALLENGING THEM, FINDING THE ESSENCE IN THEM AND PUTTING THEM ALL TOGETHER IN A MEANINGFUL, POWERFUL WAY.”**  
 GRANT ACHATZ, CHEF/OWNER ALINEA





**BEAUTY+ PERFORMANCE+ SUSTAINABILITY AWESOME**  
**“INNOVATIVE BRANDS SHARE THREE COMMITMENTS: TO AESTHETICS, TO FUNCTIONALITY AND TO NOT DESTROYING THE WORLD.”**  
 FRANK WEBER, GLOBAL CHIEF ENGINEER CHEVROLET VOLT




**JUST LEAK IT**  
**“THERE ARE LOTS OF LAPTOPS ON THE MARKET FOR \$350. NOW THAT THEY’RE DOING THIS, I AM SAYING TO MYSELF, ‘WOW, THEY COPIED MUCH FASTER THAN I ANTICIPATED. SO LET ME LEAK THE NEXT MODEL.’”**  
 NICHOLAS NEGROPONTE, FOUNDER AND CHAIRMAN ONE LAPTOP PER CHILD

**IT’S LIKE A BAND, MAN**  
**“THE IDEA OF THINKING IN AN OPEN-MINDED, EXPRESSIVE WAY, LIKE AN ARTIST, IS REALLY IMPORTANT.”**  
 CHRIS STEPHENSON, MICROSOFT



**GIVE AWAY YOUR SHOES**  
**“GIVING IS A GREAT BUSINESS STRATEGY.”**  
 BLAKE MYCOSKIE, CHIEF SHOE GIVER TOMS SHOES

**PREVIOUS SPEAKERS HAVE ALSO INCLUDED:**



ALEX BOGUSKY  
CRISPIN PORTER + BOGUSKY



ANNE SAUNDERS  
BANK OF AMERICA



RUSSELL SIMMONS  
RUSH COMMUNICATIONS



BARRY DILLER  
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GEORGE WRIGHT  
BLENDTEC



JUDY HU  
GE



DAVID ROCKWELL  
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AD & DESIGN SCHOOL GUIDE

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Chicago Portfolio School

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Custom Publishing Council

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The Creative Circus



The Creative Circus

"I was told by the recruiter at Nike that they typically only hire grads from the top ten MBA programs to work in their Brand Marketing department. I am the second Brandcenter alum to get an offer from them, which makes two years in a row. They see the value of our creative brand management track and obviously feel that our graduates bring something refreshingly different to the table."

Leslie Green, Creative Brand Management student

VCU Brandcenter



NYU-SCPS



Savannah School of Art and Design



Portfolio Center



Miami Ad School



Academy of Art University



Chicago Portfolio School



Art Center College of Design

## AD & DESIGN SCHOOL GUIDE | ACADEMY OF ART UNIVERSITY

**79 New Montgomery St., San Francisco, Calif. 94105**  
 800-544-2787  
[\[www.academyart.edu\]](http://www.academyart.edu)

**Programs offered** ▷ Advertising, Animation & Visual Effects, Architecture (M. Arch. only), Computer Arts: New Media, Fashion, Fine Art, Game Design, Graphic Design, Illustration, Industrial Design, Interior Architecture & Design, Motion Pictures & Television, Multimedia Communications and Photography

**Degrees offered** ▷ Associate of Arts, Bachelor of Art, Bachelor of Fine Arts, Master of Arts, Master of Fine Arts and Master of Architecture degrees as well as certificates, continued art education and pre-college programs. Courses are available in San Francisco and online. The Academy is an accredited member of WASC, NASAD, Council for Interior Design Accreditation (BFA-IAD) and NAAB (M-ARCH).

**School of Advertising Curriculum** ▷ Courses in account planning, art direction, copywriting, campaign design, integrated communications, interactive advertising, guerrilla marketing, branding, portfolio preparation and media planning.

**Overview:** Established in 1929, Academy of Art University is the nation's largest private accredited art and design university. Advertising is at the school's roots—it was the first program established by founder Richard S. Stephens. The Academy's location in San Francisco, where technology, art and business intersect, makes it the perfect place to study advertising.

**Learn from pros:** The School of Advertising faculty has spent decades in the industry, netting a wealth of experience, insight, connections and honors. Instructors are recruited from top advertising agencies.

**Pick a real-world emphasis:** The curriculum emphasizes the three main jobs in an advertising agency and reveals how they function in today's integrated, multimedia environment. The School of Advertising functions like a fast-paced downtown advertising agency.

**Collaborate with the best:** Students graduate with portfolios that apply smart, strategic concepts to ads in every kind of media format and genre. Students have access to the Academy's extensive multimedia resources and may have the chance to collaborate with actual clients. The Academy's advertising students have created work for such brands as Charles Schwab, Electronic Arts (EA) and Esurance.

**Succeed and get noticed:** The Academy hosts a Spring Show where students are given the opportunity to mingle with top professionals and have their work reviewed. Academy student work is also entered in top advertising competitions and has won medals at the Andy, Clio, Addy and CMYK awards, to name a few. By graduation, students can count on having a competitive portfolio. Recent graduates have found work with top agencies such as Wieden+Kennedy and Crispin Porter+Bogusky. Academy alumni have worked on some of the most innovative and admired campaigns in the industry. For example, Jason Sperling is the creative director for Apple Inc.'s "Mac vs. PC" campaign, and Mike Brenner and Greg Coffin teamed up for Scion's "Little Deviant" campaign.



Purell Instant Hand Sanitizer, out of home: Gabriel Johnson and Haleh Hashemi



Vanity Fair napkins, bus wrap: Art Director/Copywriter Daniel Pradilla



Moleskin notebooks, print, "Never Crashes": Copywriter James Duffy; Art Director Woody Kurupintisiri

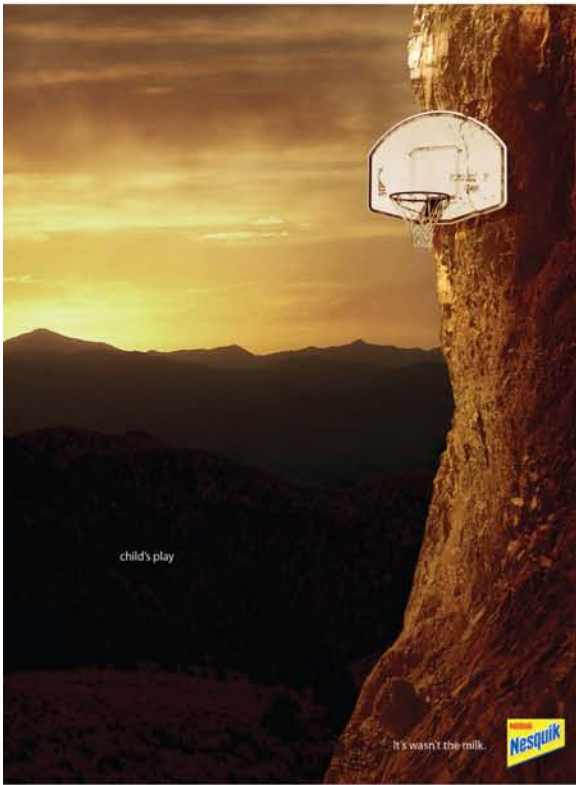


Philips Flat Screen TV, print, "Grate": Art Director/Copywriter Daniel Pradilla

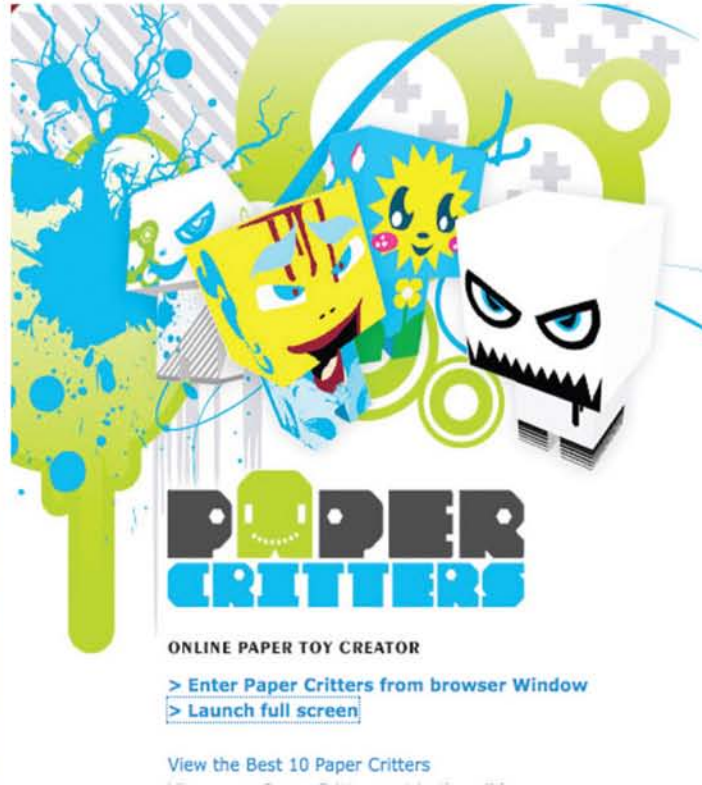


# ACADEMY of ART UNIVERSITY

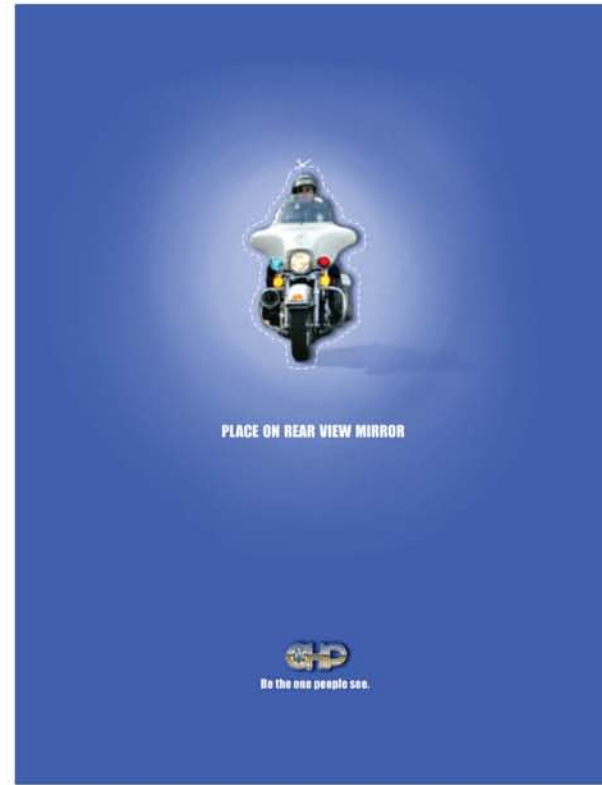
FOUNDED IN SAN FRANCISCO 1929 BY ARTISTS FOR ARTISTS



Gritsalak Karalak + Bobby Kwok, Advertising Students



Ruperto Fabito Jr., Computer Arts New Media Student



Angie Matta, Advertising Student

- Advertising
- Animation & Visual Effects
- Architecture (M-ARCH)
- Computer Arts New Media
- Fashion
- Fine Arts
- Game Design\*
- Graphic Design
- Illustration
- Industrial Design
- Interior Architecture & Design
- Motion Pictures & Television
- Multimedia
- Communications (BA, MA)\*
- Photography

## ENROLL NOW

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**800.544.2787**  
**WWW.ACADEMYART.EDU**

79 NEW MONTGOMERY STREET,  
 SAN FRANCISCO, CALIFORNIA 94105

Accredited member WASC, NASAD, Council for Interior Design Accreditation (BFA-IAD), NAAB (M-ARCH).  
 \*Online Degree Program Contingent Upon WASC Approval.

## AD & DESIGN SCHOOL GUIDE | ART CENTER COLLEGE OF DESIGN

1700 Lida St., Pasadena, Calif. 91103

626-396-2200

[[www.artcenter.edu](http://www.artcenter.edu)]

**Programs offered** ▷ Advertising, Media Design, Graphic Design, Photography, Film, Entertainment Design, Illustration, Fine Art, Transportation Design, Environmental Design, Product Design

**Degrees offered** ▷ Bachelor of Fine Arts, Master of Fine Arts

**Contact** ▷ For information about the advertising program, please contact Elena Salij, department chairwoman, at 626-396-2346 or at [esalij@artcenter.edu](mailto:esalij@artcenter.edu). For information about admissions, please call 626-396-2373 or e-mail [admissions@artcenter.edu](mailto:admissions@artcenter.edu).

**Curriculum** ▷ Advertising at Art Center is an accredited college degree program that prepares students for a career in advertising. The program takes two years and eight months to complete. Students receive a world-class education in advertising art direction, copywriting, concepting and production, as well as a thorough grounding in advertising history and theory.



Art Center's iconic campus in Pasadena, designed by Craig Ellwood

### What makes advertising at Art Center different?

**First, Art Center's heritage:** Art Center's program, founded in 1930, was one of the first in the country, and its graduates include many of the most famous and well-respected creative directors in the country. Art Center's alumni list is a who's who of the advertising profession.

**Second, an unparalleled commitment to transdisciplinary learning:** At Art Center, advertising students work in studios with students from other majors (such as product design, entertainment design, environmental design, photography, graphic design and illustration) to learn new ways of thinking, and to identify new areas where advertising can live.

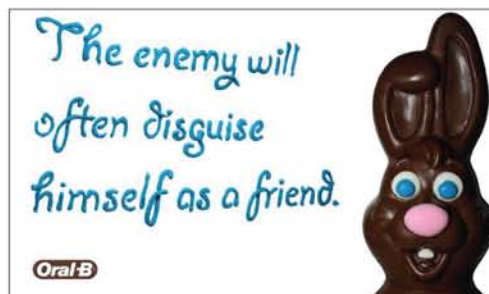
**Third, a commitment to working in an ethical and socially conscious way:** Through Designmatters, Art Center's initiative to employ design as a tool for social change, students have opportunities to practice their craft in support of humanitarian, political and social causes that are important to them. Advertising students have recently worked on projects for the United Nations, the American Cancer Society, NASA and many humanitarian and activist organizations.

**Next, Art Center's classroom-beyond-the-classroom:** All Art Center faculty are professionals in practice, ensuring that the curriculum is the most up-to-date anywhere. Art Center offers studios sponsored by premier corporate clients such as Nestlé, Nike Inc., Target Corp. and Toyota Motor Sales, so students get to work on prestigious brands on professional-level assignments. And through the Agency@Art Center, an upper-term class that functions like an ad agency, advertising students develop real-life advertising campaigns for real, live clients.

**Finally, Art Center's commitment to help students launch their careers:** Through a robust internship and recruitment program. Art Center students are well-connected to professional opportunities in the US and abroad.



David Styler for Toro Cordless Trimmers



Andy Wilcox for Oral-B



Dave Stone for Neosporin



Mike Cessario for Bose Noise Cancelling Headphones



Paul Shin for Purell



## AD & DESIGN SCHOOL GUIDE | CHICAGO PORTFOLIO SCHOOL

**25 W. Hubbard St., Chicago, Ill. 60610**  
 312-321-9250  
[\[www.chicagoportfolio.com\]](http://www.chicagoportfolio.com)

**Programs offered** ▶ Art Direction, Copywriting, Design, Web Development

All advertising students take a year's worth of courses that include account planning, print campaigns, typography, 360° campaigns, Web design, poster design, logos, viral video, strategic thinking—even stand-up comedy.

**Computer classes** ▶ Adobe InDesign, Illustrator, Photoshop and Flash.

**Curriculum** ▶ Chicago Portfolio School's Web Development curriculum includes courses in basic Web development languages such as HTML, CSS, Flash, PHP and Ruby on Rails.

**Contact** ▶ For more information or to arrange a visit, call Associate Director Maria Scileppi, at 312-321-9250 or e-mail [maria@chicagoportfolio.com](mailto:maria@chicagoportfolio.com)

Chicago Portfolio School is a one-year portfolio program for students who want to work in the advertising industry. In short, we are an ad school.

But we're really an idea school.

Ideas at our school start with concepts and finish with lots of print ads, of course. But our students also create ideas that appear inside pizza boxes; on subway station platforms, airport luggage carousels and parked cars; in storefront windows and parks; along highways; on Web banners, microsites and virtually any place that can jump-start a brand (and is legal).

The Chicago Portfolio School is the only one-year full-time program in the U.S., and we accept international students. So our students start making concepts and ads Week 1. What are you waiting for? Advertising and design are trades, and the only way to really learn is by doing. Our instructors are award-winning, working professionals who use real-world industry standards to judge student work.

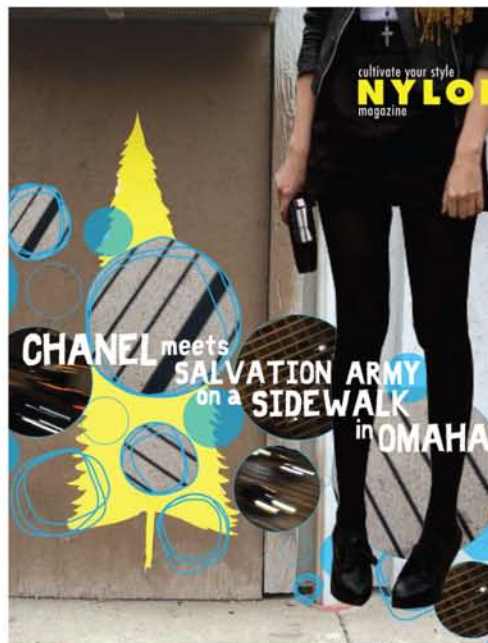
Students can start Chicago Portfolio School at the beginning of any quarter. However, we receive more applications than we can accept, so we encourage students to apply early. Please visit us at [www.chicagoportfolio.com](http://www.chicagoportfolio.com) or call 312-321-9250.



Package design and corporate branding for Stover Farms family of products



Print campaign for Pandora free Internet radio



Print campaign for Nylon magazine



Print campaign for Titan Luggage



Editorial design for a collection of Kurt Vonnegut novels



Print campaign for Maserati luxury sports cars

# DRINK

**A YEAR IS ALL YOU GET.**

**A YEAR IS ALL YOU NEED.**

In a business that considers two weeks an eon, two years is an eternity. A portfolio program with the right intensity, assignments, and instructors, can accomplish your goals in twelve eye-opening, stay-up-late months without cutting corners.

Don't take our word for it. Ask our graduates. Call Maria Scileppi at 312.321.9250. She'll tell you at which agencies you'll find them working. People in a big hurry to get a job should call right now.



Chicago Portfolio School  
25 West Hubbard Street  
Chicago, IL 60654

call 312.321.9250  
email [info@chicagoportfolio.com](mailto:info@chicagoportfolio.com)  
visit [chicagoportfolio.com](http://chicagoportfolio.com)



# AD & DESIGN SCHOOL GUIDE | THE CREATIVE CIRCUS

**812 Lambert Drive, NE, Atlanta, Ga. 30324**  
 404-607-8880  
 800-728-1590  
[\[www.creativecircus.edu\]](http://www.creativecircus.edu)

**Programs offered** ▷ Copywriting, Art Direction, Graphic Design and Image

**Students graduate with** ▷ A portfolio and a certificate in copywriting, art direction, graphic design or image

**Curriculum** ▷ Classes are focused on real-world marketing and advertising problem-solving, creative thinking and pushing the limits of students' creativity. All classes ultimately lead to pieces that can be used in a portfolio. Classes are taught by working professionals who uphold industry standards for all students. This creates portfolios that are polished, professional and relevant. Image classes focus on commercial photo applications and digital work flow and processes. Advertising courses stress real-world strategic thinking and creation of unexpected concepts. The graphic design curriculum includes book making, logos, packaging, Web design, brand and collateral development.



SOPO bicycle co-op brand manual and collateral: Nathan Morris, designer/illustrator; Lindley Knight, writer

**Look around this page. Chances are you already have.**

And that's pretty much the whole point of the Creative Circus: the work. It's powerful, undeniable, fresh and smart. And it speaks for itself. In fact, it even speaks for the whole school, since the ad campaign the school is running has also been created entirely by current students.

But great work doesn't come in a bottle. It's nurtured in an environment that encourages growth, experimentation, failure, more and more work and, ultimately, success. The Creative Circus is an environment like none other. It's open. It's collaborative. It's fresh, bright and energetic. It produces work that's powerful, memorable, smart and relevant. No wonder Circus graduates have won enough Cannes Grand Prix awards, One Show Pencils and Clios to fill a small planet. And it's no wonder Creative Circus has close to a 100 percent placement record.

That focus also comes from instructors, who all work in the communication arts industry, so they present challenges that prepare students for the rigors of the business while they maintain standards that aren't merely pulled from a textbook. And it shows.

In the ever-evolving world of digital image making, the Creative Circus is also a leader. Its digital imaging lab is second to none, with the best technology available today: Twelve dual G5 Macs, each with its own 23-inch Cinema Display and CRT palette monitor, so students have the best tools possible to succeed and compete.

The Creative Circus is a school firmly rooted in reality, but loose enough to change the world. Find out more. Call 404-607-8880 or visit [www.creativecircus.edu](http://www.creativecircus.edu).

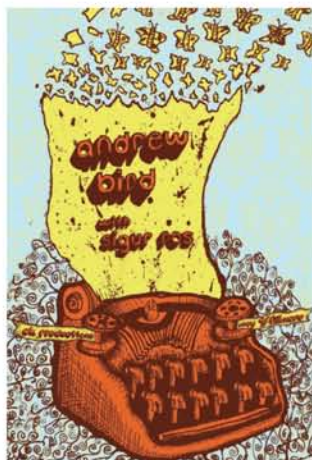
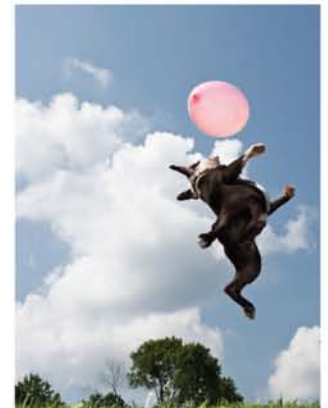
Where weird kids become employable.



Best Buy ad: Sherina Florence, art director; Barrett Michael, writer



Winston: Melissa Witcher, photographer.



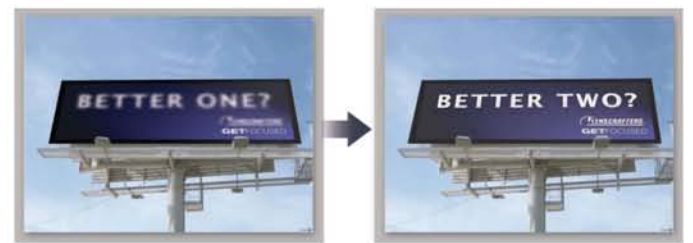
Andrew Bird poster: Josh Kessler



Atmo Airways (a family-friendly airline) brand collateral and standards manual: Elena Schroeder, designer



Lamp and bulbs packaging: Caitlin McClure, designer



Lenscrafters billboards: Josh Kessler, art director; Josh Kessler and Jamie Walker, writers



**We believe successful  
ads solve problems.**

**Like, what to do with your life.**

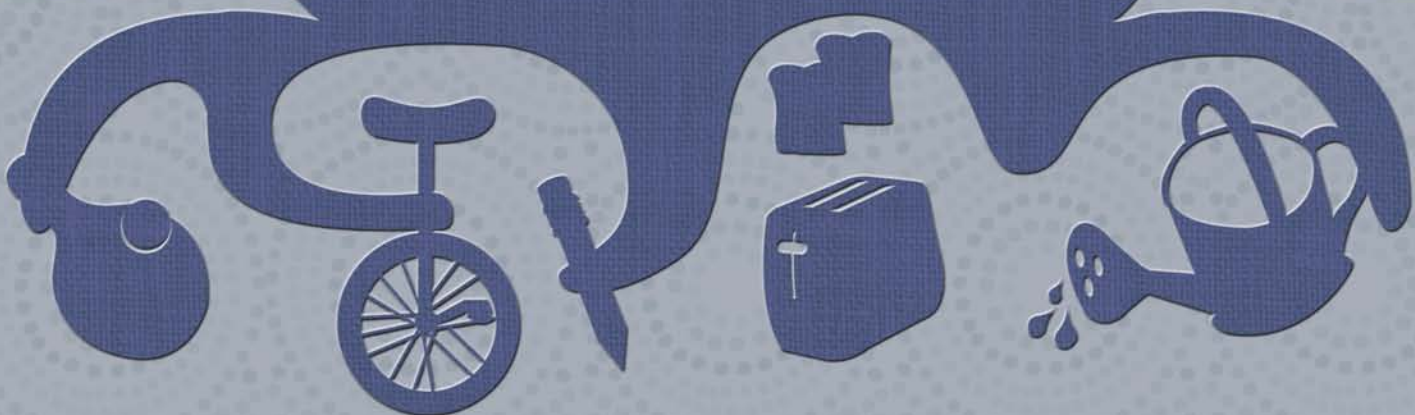


If you've got talent, you've got potential. As an art director, copywriter, photographer or designer. At the Creative Circus, you'll use your brain to solve problems everyday. And after two years, you'll have cracked the prickliest puzzle of all: what to be when you grow up. If this ad was successful, call 800.728.1590 or visit [creativecircus.edu](http://creativecircus.edu).

**The CREATIVE CIRCUS**

A school where weird kids become employable.

Atlanta, Georgia



## AD & DESIGN SCHOOL GUIDE | MIAMI AD SCHOOL

**School Locations:** Miami, San Francisco, Minneapolis, Madrid, Hamburg, São Paulo and Berlin

[[www.miamiadschool.com](http://www.miamiadschool.com)] [[info@miamiadschool.com](mailto:info@miamiadschool.com)]

Follow us at [twitter.com/miamiadschool](https://twitter.com/miamiadschool)

Friend the school mascot, Smudge Seichrist, on Facebook

**Programs offered** ▷ Pop Culture Engineering with a concentration in art direction, copywriting, digital design, video/photography, account planning or communication planning

**Degrees** ▷ Diploma and master's programs

**Curriculum** ▷ Students take a core of digital classes geared to prepare them for the new realities of the business, with concentrations in particular areas. Here are a few: ideas first, visual impact, stand-up comedy, experiments in digital photography, interactive concepting, video storytelling, everything is interaction, Flash: design and sound, thinking strategically, social media.

**Contact** ▷ Katie Lever, [katie@miamiadschool.com](mailto:katie@miamiadschool.com), 305-538-3193 x1010



2009 Best of Show, JCDecaux Awards. The students' prize was a car.

We are not a portfolio school; in fact, the term "portfolio" connotes a black case with ads on paper. That's ancient history to us. We're a paperless school—all digital. Agencies now look at student work online.

We're a "School of Pop Culture Engineering." We no longer use the old terms art director, copywriter, designer or photographer except as historical references. Our graduates leave our programs as digital creatives who move easily among words, still and moving images, sound and silence—breaking the old boundaries of titles and territories. We are the future of the business, ahead of the business itself. In fact, Miami Ad School is an example of how ad agencies could change if they really wanted to, and how they'll have to adapt tomorrow.

And we're not one school—we're a network of educational options and cultural experiences in just about every major ad and design capital in the world. So the minute someone steps into a Miami Ad School anywhere, they will know they are leaving the world as they knew it. They will have creative teachers/ speakers from all over the world. They will intern in ad agencies in cities as varied as New York, London, Beijing or Moscow. Students study inside agencies in "Greenhouses," allowing them to experience everyday agency life.

Students take classes with our video presence network where half the class is in San Francisco and the other half is in Madrid. Students don't come to Miami Ad School simply to get a portfolio. They come to get a global perspective from the leading pop culture engineers on the planet.

Miami Ad School is about instilling a solution-based mindset, not a portfolio mindset. In other words, our students solve problems with whatever discipline, channel, skill or craft they deem necessary rather than just trying to fill a book with beautiful print ads. They are open-minded, open-sourced—finding solutions from advertising, to products, games, apps or tattoos.



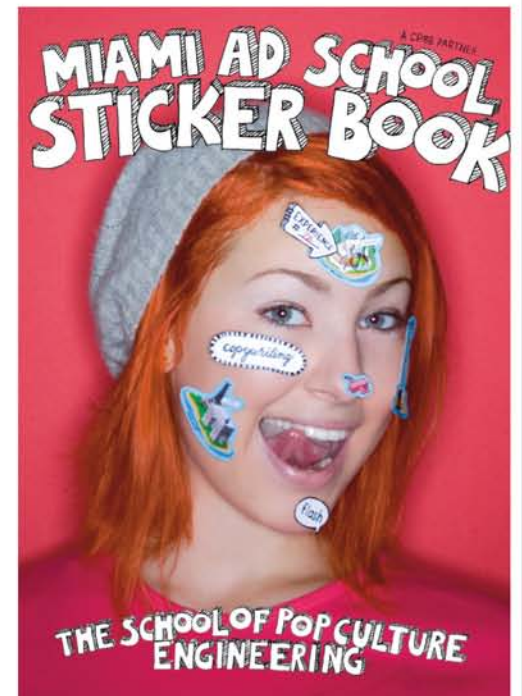
Best of Show, International Andys, Mercedes. Tag: "Acts when you are distracted."



Flu fashion



Product line of flu fighting fashions



Miami Ad School sticker book

# IF EVERYBODY AGREES THAT TYPICAL BLOWS, WHY IS TYPICAL SO TYPICAL?

On the glorious battlefield known as the “advertising industry” where we the troops are charged with shaping culture by wielding that which breaks through and reinvents, you’ll be hard pressed to find a single soul who’ll argue with the fact that Typical just doesn’t cut it. It’s a universal truth, written everywhere we look. Rosser Reeves once said that “to be Typical is to be invisible.” Gossage wrote that “the path to irrelevance goes through Typical Town.” And who can forget when Alex Bogusky muttered to himself at a urinal in Cannes, “If you want to suck an egg, reach into the jar marked Typical.” But while it’s easy to say “we’re not your Typical portfolio school,” it’s quite another matter to prove it. So we’ll do both.

Here’s the part where we say it. We’ll start with “we’re not your Typical portfolio school.” Then we’ll say “there’s nothing Typical about us.” Next there’s “Typical doesn’t think the way we think,” and “Typical doesn’t do things the way we do.” Moreover, “Typical doesn’t know anything about social media, it doesn’t understand music, it can’t write a sitcom or produce a web film and it’s about as iSavvy as your grandmother.” And to be sure, “Typical is completely lost when it comes to making brands popular in popular culture - it doesn’t post, upload, seed, blog, tweet or Digg. Hell, Typical doesn’t even know what Digg is. But we know all of this stuff. Which is why we’re anything but Typical.”

Here’s the part where we prove it. Typical is not partnered with a network of proven thought leadership. We are. (Does Crispin Porter + Bogusky ring a bell?) Typical hasn’t compiled a roster of guest-instructor rockstars from the world’s best communications agencies and culturists. We have. Typical doesn’t invest in a technology infrastructure that can put pupils face to face with instructors all over the world (literally) at the flick of a Polycom remote. We do. Typical hasn’t made it possible for students to gain invaluable work experience all over the globe - in places like Dubai, Shanghai and Amsterdam. With our Quarter Away program, we most certainly have.

And here’s the part where we give Typical some credit. Typical does produce graduates. And technically speaking, those graduates often show up ready to work with perfectly decent portfolios. So you can go with Typical if you want, and you might even have some success. But the problem is Typical doesn’t seem to realize that today the industry is calling for more than graduates with good books. It’s calling for fame generators, trendsetters and game changers. People we like to think of as “Pop Culture Engineers.” Which is why, in an effort to put our money directly where our mouth is (also not Typical), we’re calling our program the School of Pop Culture Engineering (from Miami Ad School). See that? Even our name isn’t Typical. The only thing left to do now is give this thing an ending that isn’t Typical either. So here goes: Chocolate chip cookies kill kittens.



**The School of Pop Culture Engineering**  
**MIAMI AD SCHOOL**

# AD & DESIGN SCHOOL GUIDE | NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

**145 Fourth Ave., New York, N.Y. 10003**  
 212-998-7171 / 800-FIND-NYU, ext.65  
[\[www.scps.nyu.edu\]](http://www.scps.nyu.edu)

**Programs offered** ▷ M.S. in Digital Imaging and Design, M.A. in Graphic Communications Management and Technology, B.S. in Digital Communications and Media; certificates and noncredit courses in animation, digital and graphic design, interior and product design, Web design, film production and related areas



By Drew Snyder



Polly Burokas/26.2—NYC Marathon

Established in 1934, the School of Continuing and Professional Studies (NYU-SCPS) is one of the 15 colleges and schools that comprise New York University, among the nation's largest private universities. Through its faculty of working professionals and vibrant professional and academic networks, NYU-SCPS academic programs are embedded in key sectors—including the communications media, design and digital arts fields—and marry real-world practice with theory in the classroom.

The Division for Media Industry Studies and Design at NYU-SCPS offers innovative graduate and continuing education programs in design, film, graphic communications and publishing.

The M.S. in Digital Imaging and Design program merges the artistic and technical aspects of production as they apply to a wide variety of professions in digital media, including commercials, broadcast and film. Students are introduced to the techniques of digital production and receive the opportunity to specialize in their field of choice, such as character animation, broadcast design, motion graphics for commercials and television, film compositing, technical direction or digital effects.

Further opportunities for graduate study include the M.A. in Graphic Communications Management and Technology program, which is designed for communications professionals seeking expertise in both management practices and the utilization of technology. Also, the B.S. in Digital Communications and Media program within the NYU-SCPS Paul McGhee Division allows students to continue working full time while studying on a part-time, flexible schedule and in a learning environment designed especially for adults returning to complete their undergraduate degrees.



Zeth Willie/The Needful Head



Kori Valz/Ready or Note



Elvis Au/Islands



Nick Bruno/Feeding Lucas



Arjun Joseph/Xcess



**DESIGN AND  
DIGITAL ARTS**

**Where a vivid imagination gets a professional education.**

From the fundamental principles of design, to the fundamental changes of the digital age, success in the creative industries starts with the programs in Design and Digital Arts at NYU's School of Continuing and Professional Studies (SCPS). Every one of our programs, from graphic design, to animation, to product design—as well as the Master's in Digital Imaging and Design—provides you with the expert instruction of our award-winning faculty in the dynamic environment of our advanced digital labs. Best of all, you'll have access to an unparalleled network of industry professionals who will help fuel your creativity and bring your ideas to fruition.

**GRADUATE DEGREES:**

- Digital Imaging and Design
- Graphic Communications Management and Technology

**UNDERGRADUATE DEGREE:**

- Digital Communications and Media  
*(offered through the McGhee Division Undergraduate Study for Adults)*

**CERTIFICATE PROGRAMS:**

- Animation
- Digital and Graphic Design
- Digital and Graphic Design Production
- Interior Design
- Product Design

**CONTINUING EDUCATION:**

- Animation and Compositing
- Design Concepts and Fundamentals
- Digital and Graphic Design
- Digital Imaging and Photography
- Interior and Product Design
- Web Design

**SUMMER INTENSIVES:**

- Animation
- Digital Imaging
- Graphic Design for Print
- Interior Design
- SolidWorks
- Web Design

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SCHOOL OF CONTINUING & PROFESSIONAL STUDIES  
*At the center of the center of it all.*

## AD & DESIGN SCHOOL GUIDE | PORTFOLIO CENTER

125 Bennett St., Atlanta, Ga. 30309  
[[www.portfoliocenter.com](http://www.portfoliocenter.com)]

**Programs offered** ▷ Art Direction, Copywriting, Design, Digital Media, Illustration and Photography

**Degree offered** ▷ Certificate program

**Curriculum** ▷ Two-year program, modeled on the industry, where collaboration is essential and real-world projects are the norm. Each student graduates with a portfolio that showcases superior conceptual skills, problem solving and craftsmanship, along with a sense of responsibility to society and the ability to make culture.

**Contact** ▷ Liz Phillips, [liz@portfoliocenter.com](mailto:liz@portfoliocenter.com) or Rachel Strubinger, [rachel@portfoliocenter.com](mailto:rachel@portfoliocenter.com), at 800-255-3169

**Designer:**  
Sara Randolph  
Bernard



Portfolio Center is not defined by the strength of its programs or its tough curriculum, as important as those things are. Instead, it is defined by its spirit—its passion, which can't be contained by the cinder-block walls.

Students don't simply learn about design, advertising, photography, illustration or digital media; they learn to frame their values and to filter all their work through those. And they learn to value themselves and their lives, to embrace their responsibility to the world and to make their own happiness. They learn that if it can be imagined, it can be created—and that they should never put limits on their imaginations.

Walk through the halls and you can feel it—the creativity, curiosity and sense of adventure. The spirit is contagious, both absorbed and exuded by everyone within. The idea is to be a part of something bigger.

It never stops, either—not since 1979—as an ever-growing alumni network can attest to. They don't forget, giving back constantly while creating powerful work that affects us all. They present seminars, teach classes and move up into power positions.

They work at firms such as Goodby, Silverstein & Partners; the Moderns; and Pentagram. They design for the Metropolitan Opera, name new products at Landor or travel around the world shooting images for Samata Mason. They write and publish children's books and develop video games.

The possibilities are endless.



**Photographer:** Leigh Anna Thompsen; **designer:** Chris Thompsen



**Illustrator:** Jason Hawkins



**Art directors:** Travis Robertson, David Taylor; **copywriter:** Adam Hook

P

- ~~1 change LIVES~~
- ~~2 Educate 2 generations  
of CREATIVE THINKERS~~
- ~~3 INSPIRE values~~
- ~~4 create LEADERS~~
- 5 make ~~PREPARED~~ ~~DESIGNERS~~
- 6 Do even MORE

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Art Direction, Design & Media Architecture, Photography and Illustration.  
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x30





# A WRITER'S UTOPIA

Imagine a world where a jillion passionate designers, photographers, typographers, illustrators and filmmakers hang on your every word and can help you create **the most killer portfolio on the planet.**  
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## AD & DESIGN SCHOOL GUIDE | VCU BRANDCENTER

103 S. Jefferson St., Richmond, Va. 23284

[[www.brandcenter.vcu.edu](http://www.brandcenter.vcu.edu)]

**YOU'LL NOTICE** that we did not approach the information on this page in the way everyone else did. That's because our program is unlike everyone else's.

No other school challenges its students to think the way our students think. Writers and art directors solve business problems, and strategists and brand managers are taught to think creatively. We believe in the idea, and we approach each business or communications problem with complete media neutrality.

Maybe that's why BusinessWeek named us one of the top business/design schools in the world, alongside such schools as Dartmouth, Harvard, Stanford and U.C. Berkeley. Not to mention the fact that Creativity magazine ranked us the No. 1 ad school overall and in all three categories (quality of program, quality of graduates and innovation.) Advertising Age named us the No. 1 digital media and marketing school, while Print magazine just ranked us one of the most intriguing business programs for advertising. These accolades led Condé Nast's Portfolio magazine to describe the Brandcenter as "one part ad agency, one part rogue M.B.A. program and one part laboratory for experiments in 21st century branding." The Brandcenter is widely considered the nation's most demanding, progressive and acclaimed school in advertising." This type of recognition has helped us attain a job placement rate of 95 percent, with our annual Recruiter Session attracting more than 100 recruiters who come from around the country to meet and hire our graduates.

But don't take our word for it; take a look at this page to see what current students have to say about their Brandcenter experience and at the next page to see what recruiters, planning directors and creative directors have to say about hiring our graduates.

**Programs offered** ▷ Art Direction, Creative Brand Management, Copywriting, Communications Strategy, Creative Technology

**Degree offered** ▷ Master of Science in Mass Communication

**Curriculum** ▷ Includes classes such as Creative Thinking, Strategic Thinking, Visual Communications, Digital Engagement, Brand Innovation, Building Brands in International Cultures, the Business of Branding, Culture, Presentation Skills.

**Contact** ▷ [www.brandcenter.vcu.edu](http://www.brandcenter.vcu.edu), 800-311-3341;  
Admissions coordinators: Karen Berndt, [kberndt@vcu.edu](mailto:kberndt@vcu.edu);  
Katherine Keogh, [kkeogh@vcu.edu](mailto:kkeogh@vcu.edu)

"This program made possible what I previously would've considered wishful thinking. The most outstanding experience being my internship at Mother, London. Though some of the most important things I learned had little to do with advertising, the experience I got from working so closely with such prominent, progressive industry figures will influence me, I'm sure, throughout my career."

Amanda Burgan, Copywriting student

"When I met my mentor, Ted Royer at Droga5, the employees were hovering over a falcon leg in a box. Someone sent Ted a falcon leg to try to get his attention. Why a falcon leg? I don't know and that's not the point. If I hadn't come to the Brandcenter, I'd have to send Ted Royer or any other super talented ECD boxed animal parts just to get them to look at my work. Ted looks at my work every week. True Story."

Kelly Diaz, Copywriting student

"I was told by the recruiter at Nike that they typically only hire grads from the top ten MBA programs to work in their Brand Marketing department. I am the second Brandcenter alum to get an offer from them, which makes two years in a row. They see the value of our creative brand management track and obviously feel that our graduates bring something refreshingly different to the table."

Leslie Green, Creative Brand Management student

"If Friday Forum has taught me one thing, it's that there's way more than just one thing. I've been lucky enough to catch a wide range of thinking from Ty Montague's Jet Blue case study to The Brooklyn Brothers' Paul Parton's lecture on new model agencies and chocolate. Needless-to-say, both were amazing. Friday Forum alone is worth the cost of tuition."

Kyle Wai Lin, Art Direction student

"Collaboration feeds creation. Regardless of who presents the foundation of an idea, it lacks dimension until it is looked at from every angle with different pairs of eyes. Only then can a concept be solidified into a worthwhile creation."

Jordan Childs,  
Creative Brand Management student

"The faculty are really more like coaches. They taught us the rules and showed us a few techniques. They told us what we did wrong in practice, and then encouraged us to swing for the fences."

Shane Knight,  
Art Direction student

"The Brandcenter is the leading advertising program in the nation and our new Creative Technology track solidifies our position as a school with forward thinkers who understand the power of the digital space. As companies look for innovative and interactive ways for customers to connect with their brands, I'll be ready to deliver a wide array of effective solutions and creative thinking."

Don Sticksel, Creative Technology student

"If I were a young student aspiring to break into advertising, I would go out of my way to become part of the VCU alumni. There are many good creative schools out there, but only one that cocoons this creativity in the necessary strategic and business sensibilities."

David Droga / Creative Chairman, Droga5

"VCU Brandcenter is miles ahead of the other options, and has been since the day it opened. We hired grads from the beginning and have had a 100% hit rate. They're big thinkers. They get that this business is about problem solving and can look way beyond traditional media solutions. Their exposure to different disciplines, world-class teachers, and a sophisticated, constantly evolving program that addresses our constantly evolving industry makes these grads trump most juniors. And they make the seniors very, very nervous."

Nancy Vonk / Co-Chief Creative Officer, Ogilvy Toronto

"The VCU program graduates students with books that reflect VCU's unique structure: creative students working with students studying strategy and brand management in a close-to-real-world setting. And the portfolios show it. VCU rocks."

Luke Sullivan / Group Creative Head, GSD&M

"I have hundreds of books in my office, yet the books I find most appealing are from VCU. They go beyond 'make believe' ads and reflect work that has been put through the same paces, criticisms and constraints that we deal with in the real world. The true art in this business is done by those who take client restraints like budgets, agendas, legal issues, etc. and turn them on their head."

Casey Mooney / Recruiter, TBWA\Chiat\Day

"VCU churns out some of the freshest thinking of all the schools as far as I have seen. The thing that really impresses us is that the program is structured to replicate real world agency experience, and those kids come out knowing the realities of working in the ad business and can hit the ground running."

John Butler / Creative Director, Butler, Shine, Stern & Partners

"The VCU Brandcenter manages to continually produce the planning talent that is desperately needed today - that rare mix of fresh thinking about what brands and communication need in order to thrive today, combined with the practical understanding of how business and agencies work. As a result, they hit the ground running faster and contribute far more than you could hope for."

Gareth Kay / Head of Planning, Modernista!

"Brandcenter is a favorite resource of ours because the grads always arrive talented, hungry, and thoughtful. Especially thoughtful. They'd much rather solve big problems than simply make ads."

Amanda Vendal / Recruiter, The Richards Group

"After looking at one of your recent graduate's book, I can see why your program is so highly regarded. It's refreshing to see a portfolio that is so integrated. It's exactly what we look for in all portfolios."

Anne Hubben / Creative Recruiter

"The students who come from the VCU Brandcenter are well prepared and comfortable working with planning and account management from day one. It's a darn good school and it's obvious that it strives to strengthen and reinvent itself constantly."

Linda Harless / Recruiter, Goodby, Silverstein & Partners

"I'm never surprised by the quality of talent that grows from the VCU ad program because I've learned to expect it. I am, however, constantly in awe of it. The VCU program seems to not only have embraced the future, but it's creating the people who will undoubtedly lead it."

Kevin Roddy / Executive Creative Director, BBH NY



Why VCU Brandcenter?

