

AD AGE
AND
CREATIVITY

School Guide



Tough times. Tight job market. Stiff competition. How can talented people get ahead—or even gain a foothold—in advertising and marketing today?

The industry is competitive and cutting-edge, requiring knowledge of everything from pop culture to the latest technologies, from analytics to a solid grasp of what makes people tick. For people who want to enter and excel in the field, honing their abilities is key; and for employers, just finding the right people amid the many applicants can seem close to impossible.

To help people who want to establish or expand their careers in the industry, the Advertising Age-Creativity School Guide 2010 offers a close-up look at what schools in the area have to offer. For professionals looking to further their knowledge and skills through an advanced degree in marketing or creative areas, some of these schools are focused on giving the best, most up-to-date experience and information. For those who want to get a foot in the creative door, other schools offer just that—an opportunity to explore their design talents and expand their thinking while producing portfolio-quality work and gaining professional experience.

For employers, these schools offer some of the best possible candidates available, providing guidance in a crowded marketplace. Their superior instructors—many with professional experience—are training the next generation of pros, suited to individual needs, now and in the future.

When you're hunting for the best in skilled talent and education, the schools profiled here—and online at brandedcontent.adage.com—know just what you're looking for.

INSIDE

S2 [THE ART INSTITUTES](#)

S3 [CHICAGO PORTFOLIO SCHOOL](#)

S4 [FULL SAIL UNIVERSITY](#)

S5 [MEDILL AT NORTHWESTERN
INTEGRATED MARKETING
COMMUNICATIONS](#)

S6 [MIAMI AD SCHOOL](#)

S7 [PORTFOLIO CENTER](#)

S8 [VCU BRANDCENTER](#)

AdAge CUSTOMPROGRAMS

JACKIE GHEDINE
Managing Director, Sales
212-210-0725
jghedine@adage.com

KATE ROOMET
Account Manager
212-210-0475
kroomet@adage.com

KAREN EGOLF
Editorial Director,
Custom Programs
847-577-9032
kegolf@adage.com

RICHARD K. SKEWS
Associate Editor

BARBARA KNOLL
Copy Editor

JEANINE DUNN
Art Director

KATE COSTANZO
Production Manager



* Full-time program

Classes are held on Northwestern's main campus in Evanston, Ill. Spend the summer tackling real challenges for client-sponsored projects. You can earn your master's degree in 15 months.

* Part-time program

Classes are held in downtown Chicago during the evenings. Students usually take two courses each quarter. You can earn

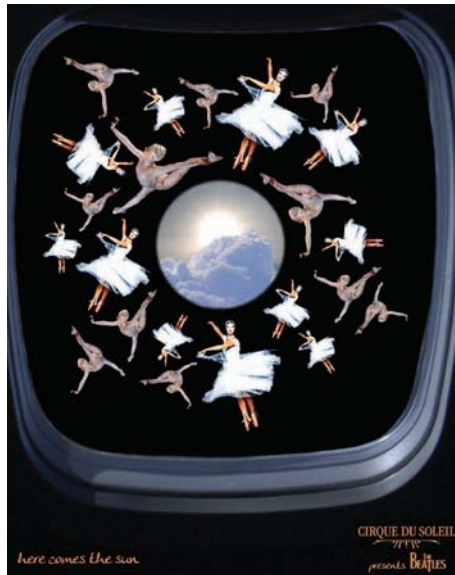
THE ART INSTITUTES

AMONG THE ART INSTITUTES' RANGE OF BACHELOR'S DEGREE PROGRAMS, ITS ADVERTISING, GRAPHIC DESIGN AND WEB DESIGN & INTERACTIVE MEDIA PROGRAMS CAN HELP STUDENTS TRANSFORM THEIR CREATIVITY INTO PRODUCTIVE CAREERS.

You know you're creative. And you're looking for a way to turn your passion for ideas into a career that's exciting and fulfilling. Whether that passion leads to a future in advertising or any other creative profession, a great starting point is an education at one of the 47 Art Institutes schools. They guide you, support you and push your talents, positioning you to compete in a changing global economy where, more than ever before, creativity can translate into opportunity.

You'll learn by doing as you work closely with instructors who are also seasoned professionals in the fields in which they teach. They bring an insider's in-depth knowledge and unique perspective to the classroom. They stay on top of industry trends, they know the demands of the profession you're looking to enter, and they are committed to teaching the kinds of skills today's employers are looking for—using the same tools and technologies you'll use in the workplace.

This is collaborative, career-focused, practical learning designed for students who are se-



COURTNEY FRUIN, ADVERTISING, THE ART INSTITUTE OF CALIFORNIA-SAN DIEGO

rious about their craft and eager to apply their passion. By helping them put their thinking into practice, The Art Institutes supply the cre-



COREY JONES, GRAPHIC DESIGN, THE ART INSTITUTE OF PITTSBURGH

ative energy that helps to power not only the advertising industry, but an economy that's built on ideas. ●

Ai The Art InstitutesSM

Bachelor's Programs at a Glance

The Art Institutes is a system of 47 schools. In its design area of study, its advertising program explores the industry from both the creative and business angles through a well-rounded curriculum. Its graphic design programs stress the art of communicating ideas visually, while building conceptual and problem-solving skills.

Contact

The Art Institutes
Administrative Office
210 Sixth Ave., 33rd floor
Pittsburgh, Pa. 15222
800-592-0700

PASSION.ARTINSTITUTES.EDU

DID YOU KNOW: Students attending Art Institutes schools won 89 Addy awards in 2009-10 in both local and national competitions.

YOU CAN'T TEACH PASSION. BUT YOU CAN POINT IT IN THE RIGHT DIRECTION.

Passion. It's that one irresistible force that defines you. Drives you. And dares you. If your passion is creativity, it can lead you to an amazing future—by way of The Art Institutes schools.

With experienced instructors to guide you, the latest technologies to prepare you, and dozens of schools across the country so we're close to you, we can turn your passion into a career in advertising—or any other creative profession.

Bachelor's and associate's degrees in Design and Media Arts, including:

Graphic Design
Advertising
Web Design & Interactive Media

passion.artinstitutes.edu

Ai The Art InstitutesSM

The Art Institutes is a system of over 45 schools throughout North America. Programs, credential levels, and scheduling options vary by school. A range of online course opportunities is available. Administrative Office: 210 Sixth Ave., 33rd Floor, Pittsburgh, PA 15222 ©2010 by The Art Institutes International LLC AI-10-2209 05/10.

CHICAGO PORTFOLIO SCHOOL

YES, WE'RE AN ADVERTISING AND DESIGN SCHOOL, BUT WE'RE REALLY AN IDEA SCHOOL.



At a Glance

Chicago Portfolio School teaches smart people to solve marketing problems with exceptional creative, from concept to ideas to portfolios. Students create work in advertising, design, web, viral, social media, special events, apps—any place that can jump-start a brand (and is legal).

CHICAGO
PORTFOLIO
SCHOOL

We pack a lot in a year

Chicago Portfolio School offers programs in art direction, copywriting, graphic design, web design and web development. It also offers certificate programs in Flash development and web production/project management.

Digital Bootcamp

Chicago Portfolio's sibling school, Digital Bootcamp, is where students attend computer classes and workshops. They learn to love digital, embrace code, learn motion and stake their claim to the web.

People in a big, fat hurry to get a job...

...should contact us right now.

Maria Scileppi

312-321-9250

MARIA@CHICAGOPORTFOLIO.COM

WWW.CHICAGOPORTFOLIO.COM

BLOG.CHICAGOPORTFOLIO.COM

WWW.FACEBOOK.COM/CHICAGOPORTFOLIO

TWITTER.COM/PORTFOLIOSCHOOL

DID YOU KNOW: Chicago Portfolio School now offers programs in web development, Flash development and web production/project management.



25 West Hubbard Street, Chicago IL 60654 (312) 321-9250 www.chicagoportfolio.com

FULL SAIL UNIVERSITY

THE ONLINE-BASED MEDIA DESIGN MASTER OF FINE ARTS DEGREE DEVELOPS DESIGN LEADERS BY EMPHASIZING A RESEARCH-BASED CREATIVE APPROACH AND REINFORCING THE SPECIFIC SKILLS NEEDED TO THRIVE IN THE INDUSTRY.

When design professionals are ready to advance their careers, choosing the right degree type can be a challenge. Go the MFA route and focus on artistic output, or enter an MBA program to hone business skills?

Full Sail University's Media Design Master of Fine Arts program offers the solution: an advanced design education that emphasizes research, strategy and how to effectively communicate return on investment to outside clients. With a focus on big-picture thinking, this program develops students' "creative agility": the ability to blend creativity and methodology to solve virtually any type of design assignment.

Revolving around a full-scale branding project, the program's curriculum is divided into three blocks: strategy, design and presentation. First, students identify client needs while exploring brand development and copywriting. Next, they create media based on research and design theory, and integrate their designs into their final project. In the presen-



ONLINE LEARNING BUILT FOR THE MAC

tation stage, students learn how to measure the effectiveness of their designs, finalize their deliverables and, ultimately, present and deliver their final project. Each student's project and associated materials are showcased in the form of an individual website that presents each person's ability to measure and market creative work.

Delivered through Full Sail's innovative on-



THE MFA DEVELOPED FOR CREATIVE PROFESSIONALS

line platform, the Media Design MFA is ideal for working professionals who are ready to become leaders in their field. Students receive a MacBook Pro and industry-standard software at a deep institutional discount and benefit from the Mac's hardware and software capabilities—using video chats, podcasts and other interactive media for an optimized Web-based learning experience. •



The Degree

Full Sail's Media Design Master of Fine Arts is a 12-month accelerated program offered exclusively online.

The Faculty

Full Sail's MDMFA faculty offers decades of diverse experience in branding, design, interactive media and marketing.

Course Highlights

- Ethics of Design
- Brand Development
- Defining Client Needs
- Design Strategies and Motivation
- Design Research
- Effective Copywriting

Contact

Full Sail University
888-993-7338

ADMISSIONS@FULLSAIL.COM
WWW.FULLSAIL.EDU

DID YOU KNOW: The Media Design MFA is delivered through an innovative online learning platform designed for the Mac.

University for Creative Minds™

ENTERTAINMENT, MEDIA, ARTS & IMAGINATION

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Media Design MFA - Online
fullsail.edu



FULL SAIL
UNIVERSITY

MEDILL AT NORTHWESTERN UNIVERSITY INTEGRATED MARKETING COMMUNICATIONS

THE IMC CURRICULUM WAS PIONEERED AT MEDILL. GRADUATES LEAVE HERE AS FORWARD-THINKING PROFESSIONALS WELL VERSED IN A CUSTOMER-CENTRIC, DATA-DRIVEN INTEGRATED APPROACH TO MARKETING AND COMMUNICATIONS.

At Medill, some of the greatest minds in the industry will be among your professors. You'll learn to create marketing strategies that engage customers. As a student, you'll gain a global perspective—by working on client-sponsored team projects or becoming a member of IMC's geographically diverse student population. You'll experience the challenges of real-world marketing environments and have the opportunity to solve problems using measurable strategies and tactics.

In addition to core classes such as consumer insight, marketing finance, and statistics and market research, you'll choose electives from one of five concentrations: brand and advertising strategy, corporate

communications and public relations, direct and interactive marketing, marketing analytics, and media management.

During the fourth quarter, full-time students are divided into teams to tackle real marketing and communications challenges for global brands in the U.S. and abroad. Draftfcb, Best Buy, SC Johnson, Leap Wireless and Condé Nast are just a few examples of recent companies that have partnered with Medill IMC. You'll also have the option of enrolling in a summer immersion course that includes travel to countries such as India, China and South Korea. There, you will meet with leaders from top-tier companies, broadening your perspective of business practices worldwide.

DID YOU KNOW: "I more than doubled my salary after completing the IMC program. I got a job that I wouldn't have received without the Northwestern brand on my resume. ...What I learned in the program gave me a unique set of skills that made it possible to later start my company."

CHUCK SHARP (IMC '98)

*Full-time program

Classes are held on Northwestern's main campus in Evanston, Ill. Spend the summer tackling real challenges for client-sponsored projects. You can earn your master's degree in 15 months.

*Part-time program

Classes are held in downtown Chicago during the evenings. Students usually take two courses each quarter. You can earn your master's degree within two years.

IMC graduates are consistently in demand at leading enterprises both large and small because they know how to successfully execute marketing strategies. And, unlike an MBA, Medill IMC's curriculum dives deep into integrated marketing using data-driven insight and new and traditional media formats. Finally, by enrolling in IMC's full-time or part-time curriculum, you become part of the Northwestern University community, known worldwide for its tradition of excellence. ●

MEDILLIMC

Integrated Marketing Communications

At a Glance

The nation's first integrated marketing communications curriculum that fuses quantitative skills such as data-driven analysis with qualitative ones such as consumer insight. Full-time and part-time programs are available.

What We Offer

A faculty of industry experts, an immersive real-world learning environment, a diverse student population and opportunities to learn abroad.

Degrees Offered

M.S. in Integrated Marketing Communications.

Concentrations

Brand and advertising strategy, corporate communications and public relations, direct and interactive marketing, marketing analytics, and media management.

Contact

Anne Penway
Director of Graduate Admissions and Financial Aid
A-PENWAY@NORTHWESTERN.EDU
WWW.MEDILL.NORTHWESTERN.EDU/IMC



MEMBERS OF THE
IMC CLASS OF 2010



NORTHWESTERN
UNIVERSITY

MEDILLIMC

Integrated Marketing Communications

we are
IMC

PIONEERS, LEADERS IN THE FIELD

Medill's Integrated Marketing Communications graduate program prepares professionals to take their careers to the next level by understanding consumer behavior, driving brand insights and strategies and delivering a return on investment. Partnering companies often present real-time challenges to IMC classes. In addition to the full-time program, a part-time IMC program offers classes at night in downtown Chicago. For more information, visit www.medillimc.com.

MIAMI AD SCHOOL

START IN MIAMI, MINNEAPOLIS, SAN FRANCISCO, MADRID, HAMBURG, SÃO PAULO OR BERLIN. THEN STUDY AND INTERN IN UP TO FIVE CITIES SUCH AS AMSTERDAM, NEW YORK, LONDON, MOSCOW, BEIJING OR SYDNEY.

Miami Ad School is the “School of Pop Culture Engineering.” A school of wacky creative minds who twist and turn the latest trends of global pop culture into persuasive solutions for all the instantly changing media, whether it’s online, offline, under the line or over the edge. Its graduates leave its programs as digital creatives who move easily among words, still and moving images, sound and silence—breaking the old boundaries of titles and territories. Its grads are the future of the business, ahead of the business itself. And it’s not one school—it’s a network of educational options and cultural experiences in just about every major ad and design capital of the world. So the minute students step into a Miami Ad School anywhere, they know they are leaving the world as they knew it. They will have instructors from all over the world. They will in-



LÜRZER'S ARCHIVE STUDENT OF THE YEAR



ONE SHOW, PATRICK KELLY AWARD

tern 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 Miami Ad School’s video presence network where half of the class is in San Francisco and the other half can be in Madrid or New York. Students don’t come to Miami Ad School simply to get a portfolio. They come to get a global perspective

from the top industry leaders on the planet. Miami Ad School is about instilling a solution-based mindset, not a portfolio mindset. In other words, its 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. ●

DID YOU KNOW: Miami Ad School was named ADC “school of the year,” and students won the top award at Andys, Archive, One Show and Clios.

MIAMI AD SCHOOL

The School for Pop Culture Engineering

At a Glance

PROGRAMS: art direction, copywriting, digital design, photography & video, account planning, communication planning and a master’s degree program.

LOCATIONS: Miami, San Francisco, Minneapolis, Hamburg, Berlin, Madrid, São Paulo and New York is coming soon.

A few of the agencies that recently hired grads

AKQA, CP + B, David & Goliath, Deutsch, Draft FCB, Fahrenheit 212, Gotham, JWT, Kirshenbaum, Ogilvy, Leo Burnett, Razorfish, R/GA, Saatchi & Saatchi, Sapient and TBWA

Contact

Katie Lever
800-858-3190
KATIE@MIAMIADSCHOOL.COM
WWW.MIAMIADSCHOOL.COM
WWW.FACEBOOK.COM/MIAMIADSCHOOL

MIAMI AD SCHOOL

THE SCHOOL OF POP CULTURE ENGINEERING

A CP&B PARTNER

Better get serious about Pop Culture if you want to communicate in today’s world of smart, wired and wacky techno-beings. Get a head start in a school that sends you to the hotbeds of creativity in trend-setting cities like New York, San Francisco, London, Miami, Amsterdam, Madrid, Beijing, Sao Paulo and study inside trend-setting agencies where you’ll work alongside the industry’s leaders.

Do digital. Be wireless and rootless. Become a hyperactive, interactive, Pop Culture Engineer. To learn about our programs in art direction, copywriting, digital design, digital photography and communication & account planning request our sticker book at: MIAMIADSCHOOL.COM



Be a globe-hopping pop culture engineer. Create your own educational odyssey.

PORTFOLIO CENTER

A 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.

During his recent visit to Portfolio Center, leading designer, critic and educator Michael Bierut gave Portfolio Center the best compliment ever. He said, “You Portfolio Center students are not naive. You’re very informed, and you manage through all that learning to stay really enthusiastic about design. That serves you well in your careers. I’ve seen it in action. I’ve exploited it in my office. There’s a long list of graduates who’ve worked for me—people whose work I’ve taken credit for over the years—and I hope to continue doing it with you for years to come!”

Portfolio Center students don’t merely learn about art direction, copywriting, design, digital media, photography or illustration. 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 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. That’s where the famous enthusiasm comes from.

Portfolio Center is not defined by the strength of its programs or its tough curriculum, as important as those things are. It is de-



OMNIVORE'S DILEMMA BY JIM SCHACHTERLE

finer by its spirit—its passion, which can’t be contained by the cinder-block walls.

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 and to be happier.

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 into power positions.

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

Want it. Earn it. Live it. ●



At a Glance

With its unlimited supply of fresh young creatives, it’s no wonder big businesses come to Portfolio Center for ideas and inspiration.

Portfolio Center classes have recently completed live projects for such companies as Coca-Cola Co., Fuze, the Weather Channel, Atlanta Symphony Orchestra, Chronicle Books, Neenah Paper and Three Thieves winery.

Contact

Name: Christine Sutton

Phone: 800-255-3169

CHRISTINE@PORTFOLIOCENTER.COM

WWW.PORTFOLIOCENTER.EDU

Find us on

Portfolio Center

Twitter: @portfoliocenter

Portfolio Center
125 Bennett St., Atlanta, GA 30309
404.351.5055 or 800.255.3169
www.portfoliocenter.com

*Hard work.
Pays off.*



VCU BRANDCENTER



brandcenterisfuture.com

