Please Complete Your Application Online

**Master's Degree Program Application Deadlines:**

- **Fall:**
  - International Students - February 15
  - Domestic Students - June 1

- **Spring:**
  - International Students - August 1
  - Domestic Students - October 1

*This is a joint program; you MUST apply to both schools.

**Application Steps:**

**Step 1 - Personal Information**

- Enter your name, address, birthday…you know the drill. You'll also need to upload two forms of identification.
- Proficiency Tests - Applicants must complete skills tests in Adobe Photoshop, Illustrator and InDesign; these can be taken in person at the school or via email by setting up an appointment with the Admissions Advisor in Miami.
- This is a joint program between Miami Ad School and Florida International University. With this program, you are applying separately to the two schools. When applying to FIU, you will apply to the GSC program. FIU has a separate application - all FIU materials must be sent to them by their deadline. FIU requires proof of a Bachelor's degree.
- Please contact the FIU Program Director, Grizelle De Los Reyes at [gdelosre@fiu.edu](mailto:gdelosre@fiu.edu) or 305-919-4023 with any questions.

**Step 2 - Educational History**

Provide the highest diploma you have achieved or the official transcripts from the school you last attended.

**Step 3 - Introduction Meeting**

Schedule a time for your meeting. It can be done in person or over video chat. If you have a question, contact Shannon at: 305-538-3193 ext. 1016 or email now.

**Step 4 - Creative Exercises**
SELECT ANY TWO OF THE EXERCISES BELOW FOR THE ART DIRECTION TRACK

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…
SELECT ANY TWO OF THE EXERCISES BELOW FOR THE COPYWRITING TRACK

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)

HOW TO APPLY TO FIU

VISIT HERE FOR MORE INFORMATION

Step 5 - Application Agreement
Review the dates and details of your program.

Step 6- Application Fee
Submit the application fee.
Common Questions

• When will I know if I am accepted?
  Typical turnaround time is about two weeks from the time your completed application packets are received by both FIU and Miami Ad School. Remember you have to apply to both schools by the deadline indicated.

• Are you an international student?
  There are additional requirements for international students please contact FIU for more information.

• Interested in financial aid and a US citizen or legal resident?
  Please contact the FIU Program Director, Grizelle De Los Reyes at gdelosre@fiu.edu or 305-919-4023 with questions.