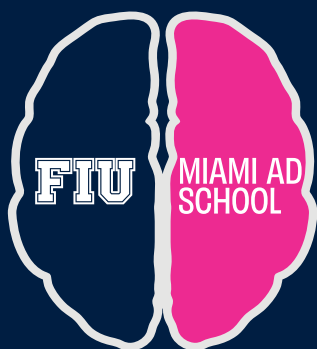


PROGRAM OVERVIEW

FIU Global Strategic Communications Creative Track

in partnership with

Miami Ad School



Master of Science in Mass Communication Degree + Portfolio

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THE BEST OF TWO WORLDS

MASTER'S DEGREE+PORTFOLIO



Founded in 1965, Florida International University (FIU) is the first and only public research university, the largest university in South Florida and the fourth-largest university in the United States by enrollment. It offers over 190 nationally-ranked programs accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and taught by award-winning faculty. FIU's School of Communication within the College of Communication, Architecture + The Arts (CARTA) offers the Global Strategic Communications (GSC) - Creative Track program which culminates in a Master's of Science in Mass Communication degree. Their beautiful campus is located in Miami, one of the country's most vibrant, culturally diverse and creative cities in the world.

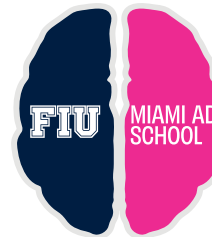
www.fiu.edu



Founded in 1993 by Ron and Pippa Seichrist, they created the portfolio school they wished they would have attended as students. Miami Ad School has multiple locations in the United States and worldwide: Atlanta, Berlin, Buenos Aires, Hamburg, New York, Madrid, Mexico City, Miami, Mumbai, Punta Cana, Rio de Janeiro, San Francisco, Sao Paulo, Sri Lanka, Sydney, and Toronto. Their unique approach combining realistic training taught by practicing professionals with hands-on experience has produced the most awarded creative professionals in the world. In 2022, Miami Ad School transferred ownership to Groupe EDH, France's leading higher education school in the fields of communication, artistic and cultural management, film, 3D film animation, journalism, design, digital arts, advertising creation, architecture, and coding.

www.miamiadschool.com

www.groupe-edh.com



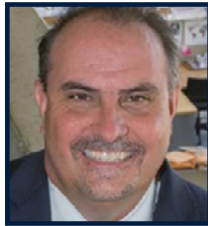
The unique partnership between FIU and Miami Ad School started in early 1990s with the novel approach of combining higher education with practical, hands-on courses to teach creativity in advertising and strategic communications. The program trains the left (logical) and right (creative) sides of the brain with the goal of developing global creatives specializing in art direction, copywriting, social media strategy and strategic planning.

Students of the dual-enrollment program take classes at both schools, Miami Ad School located in Midtown Miami and FIU's Biscayne Bay Campus in North Miami and FIU CARTA | Mana Wynwood's collaboration hub in Wynwood. The longest distance between campuses is around 11 miles. The program is completed in approximately 19 months and 39-credit hours. Culmination of the program results in a creative portfolio developed at Miami Ad School along with a network of industry contacts, real-world experience, and a master's degree granted by FIU. Portfolios showcase strategic creativity through a body of work and the graduate degree demonstrates an elevated rigor of thought giving the graduate a definite competitive edge in the field.

www.carta.fiu.edu/gsc-creative



KEY PEOPLE



Brian Schriener
Dean CARTA



Aileen Izquierdo
Director FIU School
of Communication



Grizelle De Los Reyes
Program Director
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Meira Langsam
Graduate Programs
Coordinator



Albenia Petrus
Program Specialist



Henry Mairena
Managing Director



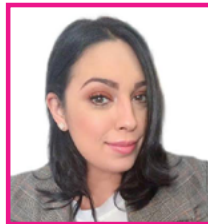
Manolo Garcia
Miami Campus
Director



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Director Of Admissions
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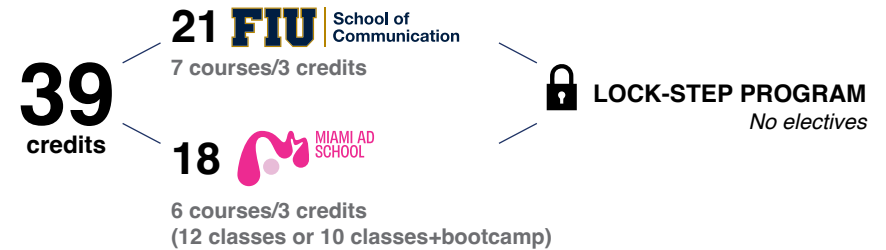


Nour Da Silva
Corporate Relations
Director



Jennifer Hernandez
Admissions Coordinator
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HOW IT WORKS?



Students attend both schools concurrently during a period of 18-19 months (6 quarters of 10 weeks each at Miami Ad School and 5 semesters of 12-16 weeks each at FIU).

APPLICATION DEADLINES

Art Direction + Copywriting + Strategic Planning + Social Media Strategy

FALL CANDIDATES

International *February 15*
Domestic *June 1*

SPRING CANDIDATES

International *August 1*
Domestic *October 1*

Classes at FIU are a combination of lectures and in-class discussions with student performance assessed through exams, research papers, assignments and projects. They are designed and exclusively taught to students enrolled in the creative track graduate program.

At Miami Ad School, classes are typically delivered in assignment and critique format where the instructor teaches the topic and presents the creative brief on the assignment with expectations including formats and deadlines. The body of creative work developed through the Miami Ad School classes allows the student to have a selection to build their portfolios. A MacBook and a digital camera are required to produce creative work.

Courses are taught at Miami Ad School, FIU's Biscayne Bay Campus, and FIU CARTA | Mana Wynwood simultaneously. Their addresses are:



FIU Biscayne Bay Campus
3000 NE 151th Street,
North Miami, FL 33181



Miami Ad School
225 NE 34th Street, Suite 203,
Miami, FL 33137

FIU CARTA | Mana Wynwood

318 NW 23rd Street,
Miami, FL 33127

PROGRAM TRACKS

ART DIRECTION

Art directors set the artistic tone of a project, using visuals to bring concepts to life. Together with copywriters, art directors brainstorm ideas for websites, TV commercials, print ads, billboards, phone apps, video games or any other medium that can solve the client's problems. Strong conceptual and communication skills are a must and a background in art history, photography, graphic design and typography are also very important. The team uses their knowledge of pop culture and insights into the human condition to create content that is meaningful, entertaining or useful to consumers.

This is an example of how your course flow would work:

We reserve the right to revise the schedules according to the classes offered.

August		January		May		August		January			
FALL MMC 5440 - RESEARCH STRATEGY ADV 6805 - CREATIVE STRATEGY		SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM		SUMMER NO CLASSES		FALL MMC 5306 GLOBAL STRATEGIC COMM MMC 6213 - ADV LAW, ETHICS & SOCIAL		SPRING MMC 6950 - PROFESSIONAL PROJECT			
FALL POP 504 VIDEO STORYTELLING POP 508 THINKING STRATEGICALLY		WINTER POP 511 TYPE JOURNEY POP 515 EVERYTHING IS MEDIA		SPRING POP 502 EXPERIMENTS IN DIGITAL PHOTOGRAPHY POP 522 INTER. CONCEPTING		SUMMER NO.MA.D OR CLASSES AT M.AD MIAMI		FALL POP 534 THE BRAND CALLED YOU POP 535 PRODUCT CREATION		WINTER INTERNSHIP OR POP 609 GET A JOB POP 559 PORTFOLIO DEVELOP.	
October		January		April		July		October		January	

January		May		August		January		May			
SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM		SUMMER NO CLASSES		FALL MMC 5440 - RESEARCH STRATEGY MMC 6213 - ADV LAW, ETHICS & SOCIAL		SPRING MMC 5306 - GLOBAL STRATEGIC COMM ADV 6805 - CREATIVE STRATEGY		SUMMER MMC 6950 - PROFESSIONAL PROJECT			
WINTER POP 504 VIDEO STORYTELLING POP 508 THINKING STRATEGICALLY		SPRING POP 511 TYPE JOURNEY POP 515 EVERYTHING IS MEDIA		SUMMER NO.MA.D OR CLASSES AT M.AD MIAMI		FALL POP 527 DIGITAL CAMPAIGNS POP 531 SOCIAL MEDIA		WINTER POP 534 THE BRAND CALLED YOU POP 609 GET A JOB		SPRING INTERNSHIP OR POP 609 GET A JOB POP 559 PORTFOLIO DEVELOP.	
January		April		July		October		January		April	

PROGRAM TRACKS

COPYWRITING

Copywriters create clear and compelling copy to sell products, persuade, educate and engage consumers across various communication vehicles such as web copy, apps, blog posts, email, print, radio, television, direct mail, digital advertising, newsletters, white papers, PSAs, social media platforms, and other marketing and media communication vehicles. Copywriters often works in teams with art directors to research, brainstorming ideas and concepts, create storyboards, develop communication strategies and work with other departments such as media, strategic planners, and other departments within the agency or company. Copywriters make sure that brands maintain consistent messaging across all platforms and formats to convey ideas to specific audiences. SEO copywriters who understand how to optimize content to drive traffic to websites, landing pages or blogs and keep up digital technology and Google's algorithm changes are fast becoming a hot commodity.

This is an example of how your course flow would work:

We reserve the right to revise the schedules according to the classes offered.

August	January	May	August	January
FALL MMC 5440 - RESEARCH STRATEGY ADV 6805 - CREATIVE STRATEGY	SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5306 GLOBAL STRATEGIC COMM MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 6950 - PROFESSIONAL PROJECT
FALL POP 506 STORYWRITING POP 508 THINKING STRATEGICALLY	WINTER POP 512 SHORT & SWEET POP 515 EVERYTHING IS MEDIA	SPRING POP 514 WORDSMITHING POP 522 INTER. CONCEPTING	SUMMER NO.M.AD OR CLASSES AT M.AD MIAMI	FALL POP 534 THE BRAND CALLED YOU POP 535 PRODUCT CREATION
October	January	April	July	October
				January
				January

January	May	August	January	May
SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5440 - RESEARCH STRATEGY MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 5306 - GLOBAL STRATEGIC COMM ADV 6805 - CREATIVE STRATEGY	SUMMER MMC 6950 - PROFESSIONAL PROJECT
WINTER POP 506 STORYWRITING POP 508 THINKING STRATEGICALLY	SPRING POP 512 SHORT & SWEET POP 515 EVERYTHING IS MEDIA	SUMMER NO.M.AD OR CLASSES AT M.AD MIAMI	FALL POP 524 SCRIPT WRITING POP 527 DIGITAL CAMPAIGNS	WINTER POP 534 THE BRAND CALLED YOU POP 535 PRODUCT CREATION
January	April	July	October	January
				April
				April

PROGRAM TRACKS

STRATEGIC PLANNING

Strategic Planners are the North Star that guide the creative ship. They are logical, creative, inquisitive and intuitive. They are primarily responsible of analyzing research leading to insights which are the lifeblood of good campaigns. Strategic planners are curious about people and ideas and may often have backgrounds in research, psychology or sociology. They keep the creative team grounded with data often overseeing qualitative and quantitative research with their primary output being the creative brief. Besides developing creative strategies communicated to the creative team through the creative brief, they may also guide a campaign through development, testing, and execution. Strategists may come in different forms and titles: insight planners, media planners, social strategists, channel specialists, engagement strategists, and other types. Besides research, strategic planners are well versed in business categories, business trends, customer dynamics, business dynamics, and changing media landscape.

This is an example of how your course flow would work:

We reserve the right to revise the schedules according to the classes offered.

August	January	May	August	January
FALL MMC 5440 - RESEARCH STRATEGY ADV 6805 - CREATIVE STRATEGY	SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5306 GLOBAL STRATEGIC COMM MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 6950 - PROFESSIONAL PROJECT
FALL POP 504 VIDEO STORYTELLING POP 508 THINKING STRATEGICALLY	WINTER POP 501 IDEAS FIRST POP 506 STORYWRITING	SPRING POP 530 POP CULTURE ENGINEERING POP 531 SOCIAL MEDIA	SUMMER SP BOOTCAMP (ONLINE)	FALL POP 517 USER EXPERIENCE POP 527 DIGITAL CAMPAIGNS
October	January	April	July	October
				January
				WINTER INTERNSHIP OR POP 609 GET A JOB POP 559 PORTFOLIO DEVELOP.

January	May	August	January	May
SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5440 - RESEARCH STRATEGY MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 5306 - GLOBAL STRATEGIC COMM ADV 6805 - CREATIVE STRATEGY	SUMMER MMC 6950 - PROFESSIONAL PROJECT
WINTER POP 504 VIDEO STORYTELLING POP 508 THINKING STRATEGICALLY	SPRING POP 501 IDEAS FIRST POP 506 STORYWRITING	SUMMER SP BOOTCAMP (ONLINE)	FALL POP 530 POP CULTURE ENGINEERING POP 531 SOCIAL MEDIA	WINTER POP 517 USER EXPERIENCE POP 527 DIGITAL CAMPAIGNS
January	April	July	October	January
				April
				SPRING INTERNSHIP OR POP 609 GET A JOB POP 559 PORTFOLIO DEVELOP.

SOCIAL MEDIA STRATEGY

This is an example of how your course flow would work:
We reserve the right to revise the schedules according to the classes offered.

January	May	August	January	May	
SPRING VIC 5205 - TRENDS GRAPHIC DESIGN MMC 6402 - THEORIES MASS COMM	SUMMER NO CLASSES	FALL MMC 5440 - RESEARCH STRATEGY MMC 6213 - ADV LAW, ETHICS & SOCIAL	SPRING MMC 5306 - GLOBAL STRATEGIC COMM ADV 6805 - CREATIVE STRATEGY	SUMMER MMC 6950 - PROFESSIONAL PROJECT	
WINTER POP 504 VIDEO STORYTELLING POP 508 THINKING STRATEGICALLY	SPRING POP 501 IDEAS FIRST POP 506 STORYWRITING	SUMMER SMS BOOTCAMP (ONLINE)	FALL POP 530 POP CULTURE ENGINEERING POP 531 SOCIAL MEDIA	WINTER POP 517 USER EXPERIENCE POP 527 DIGITAL CAMPAIGNS	SPRING INTERNSHIP OR POP 609 GET A JOB POP 559 PORTFOLIO DEVELOP.
January	April	July	October	January	April

PROGRAM COURSES

LEGEND

● Art Direction ● Copywriting ● Strategic Planning ● Social Media Strategy

VIC5205 Trends In Graphic Design ● ● ● ●

This course examines the practice of Graphic Design, in print and digital, throughout the years. In this course, you will discuss current issues in design as well as contemporary designers and design trends in the context of changing cultural, political and social environments.

MMC5306 Global Strategic Communications ● ● ● ●

This course combines both theory and practice to understand the effect of culture on all aspects of marketing communications. It covers issues such as globalization, global branding strategies and classification models of culture. Students learn about the dynamics of consumer behavior, trends in marketing strategies, and shifts in global culture and strategic communication.

MMC5440 Research Strategy ● ● ● ●

This course is a comprehensive survey of communication research methods, quantitative and qualitative. On the quantitative side, it covers survey methods, experimental research, and content analysis, as well as the basics of statistical analysis. On the qualitative side, research strategies covered are participant observation, in-depth interviewing, focus groups, and case study methodology. The course prepares students for more advanced research courses and undertaking original research projects, such as a thesis or professional project.

MMC6213 Law & Ethics in Mass Communication ● ● ● ●

This course analyzes the communication laws governing traditional and digital media in the United States and around the world. The class offers basic but fundamental lessons about the world of media law, issues of national security, defamation, obscenity, and privacy at federal, state, or local levels. Intellectual property, access, administrative (licensing), major international regulatory principles, and legal principles governing the Internet, often known as Cyberlaw, are also covered.

MMC6402 Theories Of Mass Communication ● ● ● ●

This course examines theories and processes of mass communication with a special focus on innovation for media content creation. The overall approach of this course is designed to cover traditional theories of mass communication intertwined with the concepts that define the implementation of Innovation during the creative process of media content generation. Students familiarize through hands activities on the notions and process of creating innovative content, especially around advertising brands. The course emphasizes teamwork, brainstorming and idea generation to address specific communication and business goals.

ADV 6805 Creative Strategy ● ● ● ●

The course is designed to familiarize students with the creative process and problem-solving techniques in the development of advertising creative strategy. The course emphasizes TEAM work, brainstorming and idea generation to address specific communication goals. Students are taught to formulate strategies using strategic communication tools and to stimulate collaboration between creative professionals involved in the development of the creative strategy and the big idea: the account planner or strategist, the copywriter and the art director. This class is taught from an Account Planning perspective taking the creative professional through a deep understanding of the consumer audience, the business issues, the brand and discovering insights through research methods in order to lay the foundation for effective creative work.

MMC6950 Professional Project ● ● ● ●

The professional project is designed to demonstrate the student's excellence in an area of communication study. Students in the Master's program will be expected to combine their theoretical knowledge with their creative talent by researching, strategizing, and executing an innovative communication solution to a specific topic. Students have a choice of doing a formal research-based paper or thesis, or a professional project with research-based creative output.

POP 501: Ideas First ● ●

In today's world, communication projects need to be media- agnostic. That is, they need to get across a consistent message in any and all media that can possibly be employed. Like no other time in our industry, a great idea must emerge before great work can be created. It's not about creating a great print ad or tv spot or even a great Facebook page. It's about solving a communication problem first and then finding the appropriate media to give the idea maximum impact.

POP 502: Experiments in Digital Photography ●

Sculpt light. Re-color the world. Magnify. Reduce. Blur. Sharpen. Capture. Release. Record a decisive moment or make one. This explores techniques in using the digital camera as a tool in visual experimentation.

POP 504: Video Storytelling ● ● ● ●

The ubiquity of the video camera and the global stage of You- Tube have given the power of the moving image to the masses. Tell a story with motion, sound and time. AD/CW/DD/DPV creative pods.

PROGRAM COURSES

LEGEND

● Art Direction ● Copywriting ● Strategic Planning ● Social Media Strategy

POP 506: Story writing



The art of storytelling is a crucial skill. You will learn about plot development, story and character arcs, telling stories not only in multiple installments, but in multiple mediums (blogs, point of view, transitions, voice, persuasion).

POP 508: Thinking Strategically



Understanding the importance of strategic thinking and how it fuels the creative process. In this course, you'll learn how to make all creative ideas smart and strategically sound. You'll learn the process of a strategic creative. You'll learn how to approach the creative research process. You'll learn how to uncover "insights" that will lead to writing a creative strategy statement. You'll learn to formulate an ideal communications strategy. You'll learn about the creative brief. And ultimately, you'll develop solutions as a creative team based on your own strategies.

POP 511: Type Journey



An introduction to the art of typography. You'll get a solid foundation in the techniques of type design as well as the history behind the type faces and the times that created them.

POP 512: Short & Sweet



Headlines, web banners, outdoor boards, tag lines, and Twitter posts all require precision and a certain turn of phrase. You'll learn to be a writer of few words that carry a big message.

POP 514: Wordsmithing



Mastering the craft of writing. Embrace the relevance of long copy in the online world as you tackle grammar and punctuation. Realize the "buck" stops with you.

POP 515: Everything is Media



You'll learn how to integrate all media—old and new, offline and online, what's coming down the line—into the ideal conduit for your branded message. You'll explore applications of the next technological blockbusters: touchscreen, voice and face recognition, telepresence. What's next? Teleportation?

POP 517: User Experience



The science of organization of information. You'll learn how to organize the patterns inherent in data and how to make clarity out of chaos. Create the structure or road map that allows the user to find the information they are seeking. An exploration of user experience with every touch of the brand's campaign.

POP 519: Visual Impact



Visual communication transcends language and cultural barriers like nothing else. Learn how to create symbols that interact powerfully with contradictory meanings. Create unforgettable visuals.

POP 522: Interactive Concepting



Students will get a crash course in digital wizardry. They'll learn how to concept for interactive projects while learning about the medium on the way to the concept. Students will learn how to come up with interactive ideas, how to pitch those ideas to a client, and how to take the idea into production. The course will cover how to design for the web, how to think about animations, learn what makes up a digital campaign, and how to get your campaign into everyone's inbox.

POP 524: Script Writing (Radio, TV, Web Spot)



Writing for visual and audio media requires specific skills and a fluency in the idiosyncrasies of each medium. Learn how to write scripts that exploit the narrative potential of these environments. Content strategy: learning how to write scripts for different media and where it is most impactful.

POP 526: Motion Graphics



In this course you will develop a broad understanding of motion graphics, production concepts, design tools and the enabling techniques while acquiring a working vocabulary through a series of structured problem-solving activities.

POP 527: Digital Campaigns



This course will show you how an idea can be expressed across multiple online platforms in a concerted effort to reach and connect with users, regardless of digital media.

POP 530: Pop Culture Engineering



This course will center on all the flotsam and jetsam of pop culture: t-shirts and costume, graphic novels, matchbooks, pack-ages, posters, pimping cars, sports paraphernalia, and all the other ephemera imaginable.

POP 531: Social Media



This course will introduce students to the use of social media for the purposes of brand communication and promotion. Beyond the buzzwords and the hype, the fact is that social media platforms are nothing but venues for communication. Some of these conversations take place between consumers and brands. How can marketers use social media to better serve their customers? How can brands achieve authentic relationships with consumers and leverage the power of these connections for the benefit of all participants?

PROGRAM COURSES

LEGEND

● Art Direction ● Copywriting ● Strategic Planning ● Social Media Strategy

POP 534: The Brand called You ● ●

You are a brand. But what makes “you”...you? It’s every bad trait you inherited from your forebears, your quirks, your likes, your dislikes, what you eat, what you drink, what you buy, what you save, what you throw away, your beliefs, your secrets, your first words to your last words. It’s what you are and what you want to be. It’s the most fun class you’ll ever have because it’s all about Y-O-U. You’ll also shed a few tears because... it’s all about you.

POP 535: Product Creation ● ●

As the media landscape has “morphed,” so has the role of the ad agency. Today’s leading shops not only promote products, they come up with product ideas and then develop them. This is a primer on the process. AD/CW/DD creative pods.

POP 537: It's a Mobile World ● ●

You’ve seen the future and it’s in your pocket or your purse. It’s always on and always there as consumers move through their day and their night—instore, out-of-home, on-air, or in-print. You will explore ways to tap the enormous power of mobile marketing.

POP 546: Heroes and Sidekicks ● ●

Bringing students in contact with creative talent from various disciplines in an extended time frame format, developing work using a suggested “brief/internal presentation/final presentation” process.

POP 559: Portfolio Development ● ●

This is it. This is your last chance, the walk off the end of the plank, the last word, the final curtain, the goodbye kiss, now or never...(you supply your favorite ending). Make it a good one. It’s your life all wrapped up for show and tell and hire.

POP 609: Get A Job ● ●

Using online publishing resources, you’ll design one or more books that showcase your work. You learn how to use templates as well as importing your own design. You’ll use a variety of media, including online, to promote you and your work. You’ll also produce a final website.

POP 616: Quarter Away ● ● ● ●

The object for this class is for students to work on their own portfolio and support materials in order to prepare their portfolio for submission to agencies for an 8th quarter internship or Agency Lab. They will aspire to make their portfolios deliverables professional.

POP 629: The Pitch ● ●

This class will as closely as possible replicate the agency environment. As in the real world, planning and creative students are teamed together to develop work to build a client’s brands. The students develop skills and techniques needed to build good working relationships. They will learn how to solve brand problems and present to clients.

Internship ● ● ● ●

Students selected by an agency to intern will be expected to perform on the same level as the other creatives, pulling all nighters, meeting impossible deadlines while producing kick-ass work. You may even have ideas bought by the client, or perhaps be responsible for bringing business to the agency. Our interns have done it before. But more than anything, you’ll find out why you have to be nuts to be in this business. And why you would not miss it for anything.

Strategic Planning Bootcamp ●

The classes are taught by visiting account planners from all over the world, creative directors and by a variety of industry professionals. All classes are taught by an account planner/creative director team. Students are teamed with an art director/ copywriter team, just as they would in an ad agency. They concept fully integrated campaigns using all media. At the end students will have a book of case studies they developed.

Social Media Strategy Bootcamp ●

A program that includes engaging the social media landscape, explaining value and analytics to the client, and incorporating different platforms into an existing brand experience. You will spend each week exploring a different social media challenge with strategic and creative approaches. At the end students will have a book of case studies they developed.

SUMMER AND GRADUATING QUARTERS CHOICES

ALL TRACKS

GRADUATING QUARTER

Internship

The student has the option to apply for an internship during their graduating Quarter (Winter or Spring). On the fifth quarter, an email will be sent by Miami Ad School to all students with a list of participating agencies in order to select their top 3 choices and instructions to apply will follow.

Agencies select the student, placement is not guaranteed. Participating agencies may be Miami-based or at another city; the internship may be virtual or on-ground. If the student is not selected, the student will be placed in POP 609 Get A Job offered at Miami Ad School Miami (on-ground or remote).

ART DIRECTION & COPYWRITING TRACKS ONLY

SUMMER QUARTER Choose 1 option

1) Quarter Away

The student will attend another Miami Ad School location to take Summer classes, given that the chosen location has on-ground classes. *Miami Ad School must approve upon confirming there will be on-ground classes at the selected location over the Summer Quarter.*

2) Miami Ad School Miami Classes

The student will attend the Miami Ad School's Miami location for Summer classes, online or on-ground.

STRATEGIC PLANNING & SOCIAL MEDIA STRATEGY TRACKS ONLY

SUMMER QUARTER

Strategic Planning & Social Media Strategy Bootcamps

The Bootcamp will be remote/online over the Summer Quarter (July to early Sept). Bootcamps are mandatory.

REQUIREMENTS FOR GRADUATION

MIAMI AD SCHOOL GRADUATION REQUIREMENTS

End-of-Quarter Critiques

These mandatory 15-minute individual online meetings on week 11 are intended to give the student feedback on the work produced over the quarter. Students should apply the feedback and improve the work, especially for those students planning to apply for internships.

Miami Ad School INSIGHTER Series

These mandatory lectures on Wednesdays, online at 4PM or in person at 5PM, will connect you to industry professionals and widen your network. Check [Miami Ad School's website](#) for the speakers' schedule.

Portfolio

Keep revising class work and get it ready for your portfolio. Be always ready to showcase your work! For portfolio examples by track and to get inspired, [click here](#) (scroll down to "New Graduates' Portfolios") or [here](#) for recent graduates' FIU+MAS portfolios.

FIU GRADUATION REQUIREMENTS

Students must comply with all FIU and the Florida Board of Governors' rules, policies, and procedures. Graduation requirements, subject to modification, are detailed in the FIU graduate catalog and include, but are not limited to the following:

- Enrolled in semester of graduation
- Thesis/Professional Project in progress with B grade or higher
- 39 earned credits
- Overall cumulative GPA of 3.0
- No more than two (2) "C" grades
- No Incompletes on record
- [Apply ONLINE to graduate](#)

**In their graduating semester, at FIU all students will be enrolled in FIU MMC 6950 (Professional Project/Thesis); at Miami Ad School all students will be enrolled in POP 559 Portfolio Development.*

LINKS TO PREPARE FOR THE ADOBE TESTS

Once accepted, Miami Ad School will reach out to schedule the Adobe proficiency exams to test your knowledge. If you do not pass them, you will be automatically enrolled in extra classes in addition to your regular course workload. The extra classes are not covered by the program's tuition and will be billed separately by Miami Ad School. Software skills are vital for your success in the FIU+MAS program.

Art Direction

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Copywriting + Strategic Planning

+ Social Media Strategy
Adobe Photoshop
Adobe InDesign

The following links will help you polish/learn skills to help you pass the Adobe tests. LinkedLearning is included in your FIU tuition.

PHOTOSHOP

Image resolution

<https://helpx.adobe.com/photoshop/using/image-size-resolution.html>
<https://helpx.adobe.com/photoshop/using/converting-color-modes.html>

Adjusting and Retouching

<https://helpx.adobe.com/photoshop/using/applying-color-balance-adjustment.html>
<https://helpx.adobe.com/photoshop/using/adjustment-fill-layers.html>
<https://helpx.adobe.com/photoshop/using/curves-adjustment.html>
<https://helpx.adobe.com/photoshop/key-concepts/background.html>
<https://www.youtube.com/watch?v=gz0yHXy0s-U>
<https://www.youtube.com/watch?v=dFh10e4gZuE>
<https://www.youtube.com/watch?v=jTcPNcv5NXY>
<https://www.youtube.com/watch?v=uhI4vNNVyo8>

Layer mask

<https://helpx.adobe.com/photoshop/using/masking-layers.html>

Clipping mask

<https://helpx.adobe.com/photoshop/using/revealing-layers-clipping-masks.html>

Effects

<https://helpx.adobe.com/photoshop/using/layer-effects-styles.html>
<https://www.youtube.com/watch?v=Q4YVE1NPEfg>
<https://www.youtube.com/watch?v=4W9kPIE8TU0>

Layer blend mode

<https://helpx.adobe.com/photoshop/using/blending-modes.html>

Perspective Tools

<https://helpx.adobe.com/photoshop/using/vanishing-point.html>

Vector Tools

<https://helpx.adobe.com/photoshop/using/drawing-pen-tools.html>
<https://helpx.adobe.com/photoshop/using/editing-paths.html>
<https://helpx.adobe.com/photoshop/using/paths.html>
<https://helpx.adobe.com/photoshop/using/create-smart-objects.html>

Gradient map

<https://helpx.adobe.com/photoshop/using/gradients.html>

Curves

<https://helpx.adobe.com/photoshop/using/curves-adjustment.html>

Overall Photoshop Training

<https://www.linkedin.com/learning/photoshop-2023-essential-training/welcome-to-photoshop-essential-training?u=42567804>

INDESIGN

Master pages

<https://helpx.adobe.com/indesign/using/layout-design-9.html>
<https://helpx.adobe.com/indesign/using/pages-spreads.html>

Type

<https://helpx.adobe.com/indesign/using/formatting-text.html>
<https://helpx.adobe.com/indesign/using/creating-text-text-frames.html>

Styles

<https://helpx.adobe.com/indesign/using/paragraph-character-styles.html>

Workflow

<https://helpx.adobe.com/indesign/how-to/add-work-with-graphics.html>
<https://helpx.adobe.com/indesign/how-to/work-with-multi-page-documents.html>
<https://helpx.adobe.com/indesign/how-to/apply-color-effects.html>

Overall InDesign training

<https://www.linkedin.com/learning/indesign-2024-essential-training/indesign-learn-the-fundamentals-19871440?u=42567804>

ILLUSTRATOR

Artboards

<https://helpx.adobe.com/illustrator/using/using-multiple-artboards.html>

Layers

<https://www.youtube.com/watch?v=VtC77jiUDQ8>

Pen Tool

<https://helpx.adobe.com/illustrator/using/drawing-pen-curvature-or-pencil.html>

Shapes

https://helpx.adobe.com/illustrator/how-to/shapes-basics.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_1_1/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-1/en_us.json&ref=helpx.adobe.com

Pathfinder

<https://helpx.adobe.com/illustrator/using/combining-objects.html#pathfinder>

Gradients

<https://helpx.adobe.com/illustrator/using/gradients.html>

Blend tool

<https://helpx.adobe.com/illustrator/using/blending-objects.html>

How to create bubbles

<https://www.youtube.com/watch?v=OygM29WPbgA>

Clipping mask

<https://helpx.adobe.com/illustrator/using/clipping-masks.html>

Opacity and blending

<https://helpx.adobe.com/illustrator/how-to/opacity-blending-modes.html>

Brushes

<https://helpx.adobe.com/illustrator/using/brushes.html>

Symbols

<https://helpx.adobe.com/illustrator/using/symbols.html>

Patterns

<https://helpx.adobe.com/illustrator/using/patterns.html>

Colors

<https://helpx.adobe.com/illustrator/using/selecting-colors.html>
<https://helpx.adobe.com/illustrator/using/creating-swatches.html>
<https://helpx.adobe.com/illustrator/using/color-groups-harmonies.html>

Type

<https://helpx.adobe.com/illustrator/using/formatting-type.html>
<https://helpx.adobe.com/illustrator/using/creating-type-path.html>
<https://helpx.adobe.com/illustrator/using/creating-text.html>

Overall Illustrator training

<https://www.linkedin.com/learning/illustrator-2023-essential-training/welcome-to-the-course?u=42567804>

ORIENTATION / REGISTRATION / ATTENDANCE**NEW STUDENT ORIENTATION**

When the cohort closes, there will be a ZOOM orientation; be on the lookout for the invitation. Orientation is mandatory.

EMAIL

FIU will issue you an email address, use it to communicate with both schools. That is your official email and all communication will go there.

REGISTRATION

FIU+MAS will register you once the cohort closes. All the courses are pre-selected for the student. The schools enroll and select the schedules by cohorts. Students do not have the option to change schedules. Holds must be resolved so we can register you for courses.

ATTENDANCE

Every Semester/Quarter you will have 2 classes at FIU (BBC and Mana Wynwood) and 2 classes at Miami Ad School, except summer (check your track). We have a 2-unexcused absence maximum for any class in the program. FIU classes are fully on-ground and you must be in physical attendance. ZOOM attendance is not an option for FIU classes unless scheduled by the Professor. For Miami Ad School courses, they can be delivered through ZOOM or in person (usually 1 and 1, but they will decide the schedule). If the class is in-person, you must attend in-person. FIU Semester=16 weeks

Miami Ad School Quarter =10 weeks

BREAKS

At FIU, you have one Summer off (April to August) and Spring Break (around February-March). At Miami Ad School you have a break after each quarter. The only time both schools are on break are:

- the last three weeks of December (both schools are on Winter Break)
- between Spring and Summer quarters (around 3 weeks, June-July) only if you are a continuing student (not graduating in the Summer semester)

ACADEMIC WARNING / PROBATION / DISMISSAL

- Good Standing—Students must maintain a 3.0 cumulative GPA
- Warning—If cumulative GPA falls below 3.0 you will be placed on warning for the following term. Warning indicates academic difficulty.
- Probation—A student on warning whose cumulative GPA remains below 3.0 after one semester will be placed on probation. Probation indicates serious academic difficulty.
- Dismissal—A student on probation whose cumulative GPA remains below 3.0 after one semester will be placed on dismissal. The student cannot apply for readmission to FIU for one year.

LIVING EXPENSES & BUDGET ESTIMATES

TUITION AND FEES

FIU and Miami Ad School

\$7,970 per semester x 5 semesters = \$39,850.

It is paid at the beginning of every semester to FIU and FIU pays Miami Ad School for their portion of tuition and fees.

BOOKS AND MATERIALS

This is difficult to gage but calculate \$600 per semester x 5 semesters = \$3,000. Each individual instructor will be responsible for what is required in their courses.

- FIU—Most courses will require textbooks.
- Miami Ad School—Few (if any) courses require textbooks but will require materials, software, laptop, digital camera, etc.

LIVING EXPENSES

It depends on your diet and overall expenses. Make a budget and calculate expenses based on your current lifestyle. You can eat on campus, nearby food options (both at FIU or Miami Ad School), or grocery shop and cook.

TRANSPORTATION

You will take courses at FIU (BBC and Mana Wynwood) and Miami Ad School simultaneously. The longest distance between campuses is around 11 miles, you will need transportation. You will have classes at Miami Ad School about 2-3x per week, at FIU CARTA | Mana Wynwood 1x per week, and at FIU BBC 1x per week. Consider carpooling.



FIU Biscayne Bay Campus
3000 NE 151st Street,
North Miami, FL 33181

FIU CARTA | Mana Wynwood
318 NW 23rd Street,
Miami, FL 33127



Miami Ad School
225 NE 34th Street,
Suite 203,
Miami, FL 33137

FIU buses only take you from/to FIU MMC to FIU BBC.

Uber ride price reference

Miami Ad School to FIU CARTA | Mana Wynwood \$12-24

Miami Ad School to FIU BBC \$25-50

FIU CARTA | Mana Wynwood to FIU BBC \$30-60

CAMPUS TOURS

If you are in Miami you can request a campus tour:

FIU Biscayne Bay Campus: <https://admissions.fiu.edu/experience-fiu/campus-tours/>

Miami Ad Miami: <https://miamiadschool.com/locations/miami/> —scroll down and fill out “schedule a tour” form

HOUSING (ROOM AND BOARD)

ON CAMPUS

We highly recommend looking into the FIU residences at Biscayne Bay Campus (Bayview Student Living). They are fully-furnished apartments (full-size bed, desk and chair, sofa and coffee table in living room, stove, microwave, and dishwasher in kitchen) with utilities included (cable, Internet, electricity, and water).

* Pricing and availability are subject to change.

**Other terms are available by request only.

Lease terms

FULL (August to July)

Fall + Spring + Summer semesters

ACADEMIC (August to April)

Fall + Spring semesters

Apartment Views

Campus View—Your unit will face the FIU campus.

Bay View—Your unit will face the beautiful Biscayne Bay.

STUDIO

• Campus/Bay View—Academic—\$14,175

• Campus/Bay View—Full—\$18,300

Studios are limited in availability. Consider an alternative floor plan option in case the space becomes sold out.



2 BEDROOM/2 BATHROOM

• Campus/Bay View—Academic—\$11,925

• Campus/Bay View—Full—\$15,300



4 BEDROOM/2 BATHROOM

• Campus/Bay View—Academic—\$9,675

• Campus/Bay View—Full—\$12,300



OFF CAMPUS

If you prefer to stay close to Miami Ad School we recommend Midtown, Wynwood, or Edgewater. We can put you in contact with a realtor that work with our students or you can search for apartments at Zumper or Craigslist. In Miami, 1-bedroom apartments rent average \$1,750 per month.

FIU RESOURCES

WELLNESS AND RECREATION (WUC 160)

Get your daily dose of iron, stretch out with yoga, get your heart going with a spinning class, get in shape with the state-of-the-art gym equipment, get in eight-lane, 50-meter Olympic-size competition swimming pool, play a sport in the field, or sign up for excursions. The Wellness and Recreation Centers have everything you need to live a fit, healthy lifestyle. Your tuition cover your membership. All you need is your valid Panther ID.

HEALTH CLINICS

The Student Health Clinics provide affordable and accessible student-focused medical care and promote healthy lifestyles through education, mentorship, and research activities thus facilitating the academic success of students. It addresses students changing needs in a holistic, innovative, and supportive environment.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

Whether you're dealing with anxiety and depression, eating disorders, substance abuse, or sexual assault, skilled professionals are available and ready to assist you. Alternatively, their website also offers online self-help. Services are free and always confidential.

STUDENT FOOD PANTRY

The Student Food Pantry at BBC (WUC 307) serves FIU students in need providing non-perishable food items (canned proteins, fruits, dairy, vegetables, and soups, along with grains, oils and condiments). Students can visit once a week, taking 10 pounds of food per visit.

JOBS AT FIU

Domestic and international students have several employment options while attending FIU. For job opportunities, visit [FIU Student Employment](#)

SCHOLARSHIPS AND FUNDING OPPORTUNITIES (IN/OUT FIU)

carta.fiu.edu/ratcliffe

issf.fiu.edu/finances-taxes/financial-resources

fiu.academicworks.com

fulbrightspecialist.worldlearning.org

www.iefp.org

www.colfuturo.org (only for Colombian citizens)

WOLFE UNIVERSITY CENTER (WUC)

Wolfe is at the center of the action on BBC. It's where you'll find many student services like dining, the gym and Aquatic Center, the bookstore and more. Unwind between classes with a game of ping pong, a video game, or Super Smash Bros.

Butterfly Gardens — Find a quiet space in the butterfly gardens. BBC has three: in front of the library, behind the School of Communications and behind the Aquatic Center.

Nature Trail — Bring your running shoes and hit the 3-mile trail that starts in front of the Glenn Hubert Library. The trail runs through BBC's many scenic areas like the mangrove forest and along the bay front. Train yourself on the trail and enter the BBC Triathlon in the summer if you're up for it.

Mary Ann Wolfe Theatre — The Mary Ann Wolfe Theater is a multi-purpose facility that seats approximately 300 and plays host to a variety of different concerts, plays, and other events.

MUSIC

FIU Bayfest: The Music Festival - With Biscayne Bay in the background, Bayfest features battling DJs, local and international acts, food trucks and more.

MUSEUMS



Jewish Museum of FL
Explores the Jewish experience in Florida; how Florida Jews have influenced state, the nation, and the world; and the issues of discrimination against all peoples in Florida history.



Patricia & Phillip Frost Art Museum
Designed by world-renowned architect Yann Weymouth, it counts nearly 6,000 objects of art in its permanent collection and hosts a variety of exhibitions.



The Wolfsonian
A museum, library and research facility that serves as a resource for students to observe, study and research our impressive collection of art and historical pieces.

FIU | CARTA COLLABORATION HUBS

BISCAYNE BAY CAMPUS (BBC)

3000 N.E. 151 St. North Miami, FL 33181

Lee Caplin Immersive Studio for Altered Reality (iSTAR)

Contact — Elizabeth Marsh, Co-Director, at marshe@fiu.edu

What is it?

An Extended Reality (XR) collaboration space

What does it offer?

A Volumetric Capture Studio—living and inanimate subjects can be captured as digital versions in 3D spaces then imported into virtual environments,— a computer lab (PC & Mac) equipped with Unreal (3D) and Unity (3D, 2D VR & AR), a small conference room, and a 25-seat theatre.

Lillian Kopenhaver Center for the Advancement of Women in Communication —

Contact — Contact — Lillian Abreu, Ph.D., Assistant Director at labreu@fiu.edu
kcenter@fiu.edu

What is it?

National center advancing innovation and diversifying leadership, giving voice to the next generation of female leaders in the field of communication.

What does it offer?

Mentoring and fellows' programs, conferences, virtual workshops, and online seminars and boot camp for students, alumni, professionals, and scholars.

Ratcliffe Art + Design Incubator

Contact — Jacek J. Kolasinski, Ph.D., RA+DI Director, at kolasins@fiu.edu

What is it?

A supportive ecosystem to turn ideas into viable products, services, and businesses within a socially conscious, co-creative, mentorship, and mindset focused environment.

What does it offer?

One to two-year fellowships (15 slots | \$3,750 each semester) to students in the disciplines that compose the College of Communication, Architecture + The Arts (CARTA), communication, journalism, architecture, interior architecture, landscape architecture, urban design, music, theater, art & art history.

INSPICIO ARTS

www.inspicio.fiu.edu

Contact — Raymond Elman, Founding Editor-in-Chief at raymondelman@gmail.com

What is it?

Arts publication platform

What does it offer?

A website, digital archive, and e-Magazines featuring 500+ video interviews with impactful people across all art disciplines.

MIAMI BEACH

Miami Beach Visual Art Gallery

1602a Washington Avenue, Miami Beach, FL 33139

Contact — Jennifer Printz at jprintz@fiu.edu

Colette Mello at cmello@fiu.edu

What is it?

Storefront art gallery and event space managed by the FIU Department of Art + Art History with support from the SOA MBUS.

What does it offer?

Provides students and faculty members and opportunity to exhibit, curate, discuss, and even sell their artworks. Miami Beach Urban Studios

SoA Miami Beach Urban Studios

420 Lincoln Road, Suite 440, Miami Beach, FL 33139

Contact — Jacqueline Thompson at janthomp@fiu.edu

Colette Mello at cmello@fiu.edu

What is it?

A space for learning, exhibition, and innovation in design and the arts.

What does it offer?

Large and small-scale 2D and 3D printers, scanners, a professional-grade laser cutter, class rooms and faculty office space.

WYNWOOD

FIU CARTA | Mana Wynwood

318 NW 23rd Street, Miami, FL 33127

Contact — Elyssa Llanso at ellanso@fiu.edu

Colette Mello at cmello@fiu.edu

What is it?

A space for immersive learning and events

What does it offer?

Soar Stream technology for volumetric capture and use in AR/VR, desktop Macs, conference room, classroom, faculty offices, and event space.

AWARDS/COMPETITIONS TO CONSIDER ENTRY WHILE ATTENDING SCHOOL

Most competitions launch in September, check their website for the latest information.

THE ONE CLUB FOR CREATIVITY



THE ONE CLUB FOR CREATIVITY

Young Ones

ADC + One Show + Portfolio + TDC

The Young Ones competition, dating back to 1986, is one of the most acclaimed advertising, interactive, and design student competitions.

Entries• Creative Briefs/Portfolio/School Projects

Entry fee• \$45

Deadline• March

The One Club Awards Miami

Local One Show award judged by creative leaders from across the country with winners from each category taking home gold, silver or bronze.

Entries• School Projects

Entry fee• \$25

Deadline• October



AKQA FUTURE LIONS (FRANCE)

Celebrates bold and progressive ideas from students all over the world. Winning teams are granted full access to the Cannes Lions International Festival of Creativity.

Entries•Creative Briefs

Entry fee•\$0

Deadline•April

D&AD (UK)

D&AD New Blood Awards

Real briefs, set by real clients, judged by the industry's top creatives. As long as you have less than a year's experience in a creative department, you are eligible for entry.

Entries• Creative Brief/Portfolio

Entry fee• £20

Deadline• March



If you win an award or competition, let us know by sharing the info [here](#). We may publish it on [CARTA News](#) and under the [News & Awards](#).

CLIO AWARDS



CLIOS

Founded in 1959 to honor excellence in advertising, the **Clio Awards** celebrates bold work that propels the advertising industry forward, and fosters meaningful connections within the creative community.

Entries• School Projects

Entry fee• \$150

Deadline• June

AMERICAN ADVERTISING AWARDS

AMERICAN ADVERTISING AWARDS (ADDYS)

The **American Advertising Awards** is the advertising industry's largest and most representative competition, attracting more than 25,000 entries every year in local AAF Ad Club competitions.

Entries• School Projects

Entry fee• \$45-65

Deadline• January



COMMUNICATION ARTS

The most prestigious competition for creativity in advertising for any advertising project printed, published or aired. The winning entries will be distributed worldwide in the **Communication Arts Advertising Annual** assuring great exposure.

Entries• School Projects

Entry fee• \$20-90

Deadline• May



MUSE AWARDS

MUSE Awards (creative and design) is an international competition for creative professionals who inspire others to greater heights. With their concepts, ideas or designs, these creatives light a fire in others to strive further, thus becoming a muse.

Entries• School Projects

Entry fee• \$130-195 (plus \$30)

Deadline• May

NON CREDIT INTERNSHIP OPPORTUNITIES

For guidance purpose only, information may change at any time, check websites for up-to-date info.

ALL FOR CREDIT INTERNSHIPS ARE HANDLED BY MIAMI AD SCHOOL IN YOUR GRADUATING QUARTER

22SQUARED

REMOTE

Date: Summer (9 weeks)

June–August, *apply by March*

Positions: Account Management, Art Director, Business Development, Copywriter, Communications Planning, Strategy, Project Management...
Learn more at www.22squared.com

AD COUNCIL

**THE RAQUEL ZARIN
INTERNSHIP PROGRAM**

REMOTE

Date: Summer

June–August

Pay Rate: \$18/h + overtime

Positions: Campaign Development, Creative Studio, Development/External Partnerships, Digital Product Management, PR: Brand & Thought Leadership, PR: Influencer & Trusted Messenger, Media Partnerships and Strategy & Evaluation.
Learn more at www.adcouncil.org/join-our-team/ad-council-careers/

ALMA

SOUL ACADEMY

Dates:

Summer, June–August

Fall, September–December

Spring, January–April

Pay Rate: \$16/h

Positions: all

Learn more at www.almaad.com/careers/internship/

DENTSU

Date: Summer (9 weeks)

June–July, *apply by March*

Pay Rate: \$15/h, 40h a week

Positions: Media Planning/Buying, Analytics, Software Development, Database/Data Engineering, HR, Finance, IT...

Learn more at www.dentsu.com

PENGUIN RANDOM HOUSE

REMOTE

Date: Summer (10 weeks)

June–August, *apply by March*

Pay Rate: \$20/h, 28h a week

Positions: Marketing & Publicity

Learn more at www.penguinrandomhouse.com

RBB COMMUNICATIONS

ON-SITE, HYBRID, & REMOTE

Dates:

Summer, May–August

Fall, August–December

Pay Rate: \$13/h, 40h a week

Positions: Creative, Digital, Integrated Marketing...

Learn more at www.rbbcommunications.com/join/openings/

THE COMMUNITY

THE COMMUNITY COLLEGE

HYBRID IN NEW YORK, MIAMI, OR SAN FRANCISCO

Dates: Summer (10 weeks)

June–August *apply by March*

Pay Rate: \$20/h

Positions: accounts, strategy, art director, and copywriter

Learn more at <https://community-college.squarespace.com>

THE ONE CLUB FOR CREATIVITY

ONE SCHOOL (Portfolio School for Black Creatives)

REMOTE

Date: (16 weeks)

Spring & Fall

Learn more at <https://oneschoolny.squarespace.com/about>

MENTOR & CREATIVE

REMOTE

Date: Spring (6 weeks)

March–April

Learn more at <https://www.oneclub.org/mentor-creative/>

CREATIVE BOOT CAMP

REMOTE/ON-SITE

Dates: multiple

Learn more at <https://www.oneclub.org/one-id/bootcamps/>

THE TREVOR PROJECT

REMOTE

Date: Summer (10 weeks)

May–July, *apply by March*

Pay Rate: \$20/h, up to 24/h a week

Position: Graphic Designer

Learn more at <https://www.thetrevorproject.org/careers/>

ZIMMERMAN

**INFUZION INTERNSHIP
PROGRAM**

Date: Summer (12 weeks)

May–August, *apply by April*

Pay Rate: \$11/h, 40h a week

Positions: copywriter, account service, designer and more.

Learn more at <https://infuzion.zadv.com>

CAREER OPPORTUNITIES FOR FIU+MAS GRADUATES

ART DIRECTORS

Art Director
Associate Creative Director (ACD)
Chief Creative Officer (CCO)
Creative Director
Creative Manager
Digital Art Director
Executive Creative Director (ECD)
Experiential Designer
Graphic/Web Designer
Visual Arts Director

COPYWRITERS

Advertising Associate
Associate Creative Director (ACD)
Advertising Writer
Chief Creative Officer (CCO)
Communications Specialist
Content Creator
Copywriter
Creative Copywriter
Creative Manager
Creative Writer
Digital Copywriter
Executive Creative Director (ECD)

AFTER GRADUATION

In addition to Miami Ad School placement efforts, we will list your portfolio on the FIU GSC Creative's website. In your graduating semester, reach out so we can add you to [Hire a Grad](#).

DESIGN

Communication Designer
Design Director
Design Manager
Graphic/Web Designer

SOCIAL MEDIA STRATEGISTS

Content Strategist
Social Media Creative
Social Media Manager
Social Media Marketing Coordinator
Social Media Specialist
Social Media Strategist

STRATEGIC PLANNERS

Brand Manager
Creative Strategist
Channel Specialist
Digital Strategist
Engagement Strategist
Insight Planner
Media Planner
Strategy Analyst
Strategy Director
Strategic Planner
Social Strategist

INDUSTRY RESOURCES

LOCAL AGENCIES & RECRUITING COMPANIES

For guidance purpose only, information may change at any time.

ALMA—Kasey Demarr
kasey.demarr@almaad.com

DAVID—Raquel Torres
raquel@davidtheagency.com

GUT—Dawn Astley
dawn@gut.agency

iCreatives—Gwendy Veja
gwendyv@icreatives.com

L'epic—Rebecca Roviroso
rebecca@lepic.miami

The Creative Group—Leah Feiler
Leah.Feiler@creativegroup.com

ORGANIZATIONS

Ad Council—www.adcouncil.org
AIGA—www.aiga.org
American Advertising Federation—www.aaf.com
Association of National Advertisers—www.ana.net
Interactive Advertising Bureau—www.iab.com
The One Club for Creativity—www.oneclub.org

INDUSTRY NEWS

Ad Age—www.adage.com
Ad Exchanger—www.adexchanger.com/
Ad Week—www.adweek.com
Campaign Live—www.campaignlive.com/
DigiDay—www.digiday.com/
Media Post—www.mediapost.com/
The Drum—www.thedrum.com/us

AWARDS

American Advertising Awards—www.aaf.org/amadawards
Cannes Lions—www.canneslions.com
Clio Awards—www.awardsclios.com
Communication Arts Annuals—www.commarts.com/magazines
D&AD—www.dandad.org/en/d-ad-awards/
Effie Awards—www.effie.org
International ANDY Awards—www.andyawards.com
Muse Awards—www.museaward.com
Obie Awards—www.obieawards.org/
Shorty Awards—www.shortyawards.com/
Social Buzz Awards—www.socialbuzzawards.com/
The One Club for Creativity—www.oneclub.org
Webby Award—www.webbyawards.com

REASONS TO PURSUE A MASTER'S DEGREE

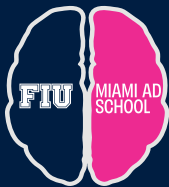
- Demonstrates to employers that you are dedicated to enhancing your industry expertise, credibility and specialized knowledge to advance in your field.
- Can boost your employability and earnings.
- With a higher earning potential, your quality of life can be greatly increased.
- Makes you more attractive as a candidate, if you want to directly with corporations vs agencies.
- Broadens your knowledge beyond your skills, for example, learning how to design and conduct research into niche topics that interest you and apply theoretical knowledge into real-world scenarios.
- It heightens advancement within a corporation or agency by better versed at strategy, research and similar subjects that are in high demand.
- Gives you the academic credentials to teach at higher education such as universities.
- Is the foundation to pursue a Doctorate degree.
- With only between 12-14% of the US population with Master's degrees, it is considered a major accomplishment.
- Is viewed by many corporations as a strong testament to a person's character and capabilities and, as such, they are more willing to trust you with more responsibilities and positions of power.
- Prospective employers are much more likely to give your resume a harder look.
- It may qualify you, not only for the niche field you studied, but for a broader spectrum of careers.
- It gives you access to the resources of a university, for example, libraries, research facilities, employment, housing, health and mental services, food pantries, gyms, events, workshops, scholarship opportunities, experienced faculty members who can provide guidance and support as well as the latest technology hubs for the best college experience.
- Allows you to study with the most diverse, creative, intellectual young talent from all over the US and the world.

- Gives you a chance to be a part of the vibrant student life where your campus life will not only be about academia, but other exciting activities such as sports teams, clubs, volunteering, and many other student organizations.
- It gives you the opportunity to network with alumni.
- Allows you not only learn academic skills but also life skills such as time and money management and work-life balance.
- It may provide greater job security and earn higher salaries than counterparts with only undergraduate degrees.
- It increases your Intellectual Property (IP) which, at the Master's level, developing subject matter expertise is of extreme importance.
- Your financial backers may be more inclined to support you getting a higher education degree.
- For international graduates, the likelihood to obtain a work visa may be higher in a competitive job market.
- For international graduates, the OPT after graduation is one year.

REASONS TO PURSUE IT AT FIU+MAS

The return a student may expect on their educational investment should be an important factor in determining which college to attend. According to ranking website [Degreechoices.com](https://www.degreechoices.com), they rank universities to help prospective students analyze the economic track records of different schools to easily compare colleges and universities. FIU was ranked No. 8 in "Payback", or the cost of a student's education against the earnings they can reasonably expect after graduation and "EarningsPlus", which compares student earnings against a market-wide earnings benchmark, adjusted to account for each college's unique program and student composition. FIU is ranked No. 4 public university and No. 29 university in the nation, according to the America's Best Colleges 2024 rankings published by the [Wall Street Journal](https://www.wsj.com).

Miami Ad School was named, for its 9th time, Future Lions School of the Year at the Cannes Lions International Festival of Creativity 2022. Miami Ad School rank No. 4 in [The One Club for Creativity](https://www.theoneclubforcreativity.com) 2023 college ranking. There is an instant recognition of Miami Ad School graduates in the advertising industry with more than 30,000 graduates out there working in top creative agencies like Droga5, Leo Burnett, Publicis, Ogilvy, VMLY&R, BBDO, ALMA, W&K and top 100 creative companies like Spotify, Google, Amazon, and Nike.



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