

C H I [^] A G O
P O R T F O L I O
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WHY DOES THE CHICAGO PORTFOLIO SCHOOL'S PROGRAM ONLY LAST ONE YEAR WHEN OTHER SCHOOLS MAKE YOU SIGN UP FOR TWO YEARS?

Our goal is simple: to help you get a job. To get a job, you need a portfolio of 15-18 superior samples. Nothing less will do. (But nothing more is required.) Therefore, we believe a program with the right intensity, the right assignments, and the right instructors, can accomplish our goal in 12 months without cutting corners or sacrificing quality.

For instance, we only give the kind of assignments that will lead to good book ads. We make sure concepts are truly worthwhile before we ask students to comp them into final form. And, we don't believe in spending time on assignments that aren't directly related to improving your book. In other words, we simply don't waste time; yours or ours.

WHEN ARE THE CLASSES HELD?

The portfolio classes meet from 6:30 pm to 9:00 pm because the instructors are working professionals. Some computer classes and seminars meet during the day.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been teaching a full schedule of portfolio classes for more than eight years in Chicago. Many of our former students are now working as art directors and copywriters in agencies around the country (though most are in Chicago). We have listed as many as we can in this package.

DO YOU HELP US GET A JOB ONCE WE FINISH THE PROGRAM?

Yes. Of course, the quality of your book, as we've already mentioned, is the single most important factor in landing a job and it's impossible to overcome a bad book in the job hunt. But, we have an experienced Director of Placement to help plan the job search and to help you make appointments. And we post a mini version of your book online to make it easy for agencies to be introduced to your work.

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