

CHICAGO PORTFOLIO SCHOOL

Application for Enrollment

This application is intended to be a stress-free exercise in helping both of us determine if our school is a good choice for you. Before you fill out the applications, take a few minutes and read through some details and information.

Not required: Previous advertising or design experience is not a requirement for admission. (After all, if you had a ton of experience and a great book, you wouldn't need our help, would you?)

Required: High School diploma or GED equivalent is required. The average age of our students is 24 years old and 98% have finished college but a college degree is not required.

Samples

Samples of work in a portfolio are one of the only way agencies judge job seekers. However, samples are not the way we judge prospective students. Some of our students have had no prior ad making or design experience and have not made any student samples before attending. Sometimes, they send us stories, poems, photography or art samples. We don't expect incoming students to have mastered skills -- that's why they are here.

Required: Please submit 5-10 samples of work that best demonstrate your ability and enthusiasm. Candidates are encouraged to submit examples of their best, most professional work that may include (but not limited to) advertising, design, creative writing, photography, poetry, or journalism.

If you do not have any art samples that you feel would be appropriate, please submit any samples that demonstrate examples of your writing or design experience.

Required: Please include a brief resume of your work and educational experience.

Interview

Once you've sent in your application, or at the same time, we'll want to schedule a personal interview. The interview is an informal opportunity to ask questions and talk about the introduction to the school, the program, and the city. While travel to Chicago is suggested, the interview may be completed by phone.

Required: Please fill out the attached application. Include the \$100 (nonrefundable) application fee and send it with your samples to Chicago Portfolio School, 25 West Hubbard Street, Chicago, IL 60654.

25 W. HUBBARD, CHICAGO, IL, 60654

P.312.321.9250 F.312.321.9606

WWW.CHICAGOPORTFOLIO.COM

CHICAGO
PORTFOLIO
SCHOOL

Which quarter are you applying to the Chicago Portfolio School?

Winter Spring Summer Fall Year_____

Which area of study are you most interested in?

Art direction Copywriting Design

Applicant Information

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____

Cell Phone _____

Email Address _____

Date of Birth _____ SS# _____

Are you married? _____

Parent Information

Name _____

Address _____

City _____ State _____ Zip _____

Education

Last School Attended _____ City/State _____

Degree _____

Area of Concentration _____

High School Attended _____ City/State _____

Additional Schooling _____ City/State _____

Area of Concentration _____

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C H I C A G O
P O R T F O L I O
S C H O O L

Just a few more questions: (Feel free to answer on a separate sheet.)

Who is your advertising or design superhero?

Which sample of their work do you find most noteworthy? (Please explain why.)

Story Problem 1: You are in a competition to see who can sell the most lemonade from a card table lemonade stand. You, and the other contestants, are told to set up your tables anywhere you want in the busy, downtown Business District on a warm, sunny afternoon. Everyone must charge the same price, making sure you average 50¢ a glass. Explain your strategy for selling more lemonade than the other contestants.

Also, what would your stand's cardboard sign look like and say?



Story Problem 2: Two students are given an assignment to make an ad campaign. One hour later, the first student turned in a pretty good campaign — remarkably good considering how little time he worked. Two weeks later, the second student turned in a really good campaign — good enough to put in her book. Which student is more creative?

Don't hesitate to call or email if you have questions about the application or the school. We're here to help. Please call us at 312-321-9250 or email us at info@chicagoportfolio.com. Or visit our website online at www.chicagoportfolio.com.

The Chicago Portfolio School does not discriminate on the basis of race, age, color or national origin, sex or handicap with regards to admission, activities or employment.

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