



THINK PINK

**COPYWRITING
PORTFOLIO PROGRAM**

9/10

**Miami Ad School
alumni are placed in
an industry position
within 6 months
of graduation.**

You're bursting with ideas. You're hungry to shoot your shot. Maybe you want to make a difference (and earn some money while you're at it).

Miami Ad School is the place for you.

You'll learn through real-world, hands-on projects—not stuffy, dated textbooks.

Your co-creators will be hungry, young creatives—just like you.

It's the world's most effective training ground for creative talent.

Where creativity meets business. And you become the creative you're meant to be.

**MIAMI AD
SCHOOL**

OFFERED IN NEW YORK, ATLANTA, MIAMI

Ready to Become Who You're Meant to Be?

The Copywriting Portfolio Program has one purpose: to help you build a liberating, fulfilling, and lucrative career.



6 ways you'll prepare for your dream career.

Gain new skills through real-world practice

1

Learn from working with professionals

2

Win awards that help you get a job

3



Work with fortune 500 brands while you're in school

4

Intern and study all around the world

5

Build a global network of professional contacts

6

Join Our Elite Alumni at the World's Most Exciting Companies.

Disney
Apple
Endeavor
Mother
Pentagram
Coke
AKQA
R/GA
Droga5
IBM
Starbucks

VML
Tik Tok
Turner
Duckworth
Publicis
David
Adobe
W+K
Leo Burnett
Ogilvy
ForceMajeure

Wolff Olins
PepsiCo
Interbrand
Pearlfisher Siegle & Gale
MTV
SYPartners
Chemistry
I60/90
Futurebrand WPP
Open X Digitas

Vogue
Media Arts Lab
Ralph Lauren
Edelman Frog
Design
Collins
Carré Noire KYU
Collaborative IDEO
Gensler Burrell
Agency
Philips Charlotte

Hornets McGarrah
Jessee
Helms Workshop
I&CO
Dragon Rouge Fuse
Project
Kate Spade
Rag & Bone
Sterling
New York Times
Joan Starcom

McCann
Meta
Havas
Amazon
Majority
BlackRock
YouTube
Google
Microsoft
Mischief
NFL

MAS grads are leading at companies in more than 62 countries around the world

A few of the classes you'll take:

**Top 10
Advertising
& Design
Schools in
2023**

POP 501 IDEAS FIRST

Like no other time in our industry, a great idea must emerge before great work can be created. It's not about creating a single great print ad or tv spot...or even a branded TikTok. It's about solving a communication problem first and then finding the appropriate media for maximum impact.

POP 504 VIDEO STORYTELLING

Tell a story with motion, sound and time. The ubiquity of the video camera and the global stage of YouTube have given the power of the moving image to the masses.

POP 508 THINKING STRATEGICALLY

Strategic thinking fuels the creative process. In this course, you'll learn how to make all creative ideas strategically sound. You'll learn the process—how to uncover "insights" that will lead to writing a creative strategy statement. And ultimately, you'll develop solutions as a creative team based on your own strategies.

POP 505 DIGITAL IMAGING

A comprehensive introduction to two of the tools you'll need to bring your ideas to life: the digital camera and Photoshop. You'll learn how to put this tag team to work for you.

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.

POP 517 USER EXPERIENCE

The science of organizing information. You'll learn 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 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 530 POP CULTURE ENGINEERING

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

POP 534 THE BRAND CALLED YOU

The most fun class you'll ever have...because it's all about Y-O-U. You are a brand. Here, you'll learn to pitch that brand to the world.

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.



**6X
Cannes Lions
School of
the Year**

Tuition

Regular tuition cost is **\$4,850 USD** per Quarter.

Classes run for **8 Quarters** (approximately 2 years), with an expected time commitment of 10 hours each week.

Payment is due on a quarterly basis.

**Interested in
Financial Aid?
SCAN HERE**



Campuses Across the U.S.

The cities we've chosen all boast a special blend of people, places, and energy.

Miami

225 NE 34th St, Suite 203, Miami, FL 33137

Programs available:

Art Direction
Copywriting
Design

Atlanta

1315 Peachtree Street NE, 3rd Floor, Atlanta

Programs available:

Art Direction
Copywriting
Design
Digital Photography & Video

New York

35-37 36th Street 3rd Floor, Astoria, NY 11106

Programs available:

Art Direction
Copywriting

4 starts each year:

January | April | July | October

Steps to apply:

1. Schedule your admissions interview
2. Submit your application form
3. Submit your creative exercises



Scan here to start
your application.

miamiadschool



miamiadschool.com

