

by **AD PEOPLE**
for **AD PEOPLE**

... Learning is an

ACTIVE

PROCESS... We
learn by **DOING!**

... a community of

PASSIONATE

EDUCATORS and

LEARNERS



Creative Portfolio

DIPLOMA

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*We take advertising
Personally*

Students at Cairo Ad School receive personal attention in a comfortable and inspiring space that was designed to work as a perfect catalyst for learning/teaching with heart and passion.

The Egyptian creative individuals have great untapped potentials, and we believe they can absorb our expertise and come up with a whole new difference that can stand for the challenges. Cairo Ad School has a comprehensive program with one goal in mind; to help you shine both globally and locally.

Depending on your effort, interactivity and creativity you can create your unbeatable formula.

We believe in YOU!



CREATIVE PORTFOLIO DIPLOMA

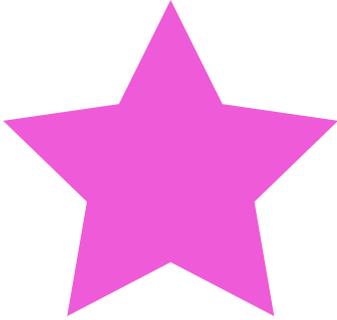
- * Art Directors
- * Copywriters
- * Graphic Designers

Good visual communication must go far beyond eye candy; the Creative Portfolio Diploma teaches how to create artwork that meets strategic goals.

We think the best way to achieve this aim is through understanding of the basics of advertising. Students must get the keys to successful career potentials and learn how to update their knowledge, skills and portfolio in the fast-growing field of advertising.



03 PURPOSE OF THE PROGRAM



CREATIVE PORTFOLIO

DIPLOMA

The purpose of the Creative Portfolio Diploma is to assist students in developing an outstanding portfolio, whether the students are stepping into a career or looking forward to update their knowledge; and whether they want to land a job at the advertising or design fields, the Portfolio Diploma will help them display the necessary skills.

The program provides a professional educational opportunity for students who either have a college degree, or do not wish to take academic courses. Through 800 hours of direct experience students will engage in a hands-on training with the real world of the advertising industry, through creation of actual advertising and valuable portfolio pieces of work.

The program is designed to be realistic, paralleling the actual job conditions in an ad agency.

The Portfolio Program consists of a combination of 360 campaigns and digital interactive solutions that prove the applicant's ability to solve realistic problems typical of those faced in an advertising agency, advertising department, or interactive design

Students are given assignments that - if completed - become portfolio pieces of work. At the end of each quarter students are required to present their body of work in an individual presentation given to their faculty, who review the work and determine if the student has made satisfactory progress for that quarter. This oral evaluation is followed up by the faculty with a written evaluation.

The student acquires integrated skills from this process, the skills taught, include but are not limited to:

- Business practices in advertising and design.
- Working within a team
- Production and pre-press production.
- Art direction for screen
- Copywriting for Screens.
- General advertising techniques.
- Concepts and production of digital work.
- Interactive media.
- Brief making/planning and strategy
- Photography
- New business and presentation skills

For more details next page



CREATIVE PORTFOLIO DIPLOMA

DURATION:

1 Academic year:

4 Quarters / 2 courses per quarter (of total 8 courses)

COURSES:

Creative Thinking Techniques

The first step in the process of creating any creative work or Advertisements, Good starts = good ends, In this Course, you will learn the power, the rules, the process, and the limitations of brainstorming. Students will learn about the raw materials of creativity and how to collect them, will practice many type of tools to produce creative output to open all the doors for creative idea, students will attempt to define "the idea", and will learn how to express an IDEA.

Creative Copywriting

Copywriting is a meeting of art and advertise, like the other creative aspects of making an ad, In this Course student will learn The combination of creative writing techniques you student needs to liberate his/her conceptual thinking, the returning importance of copy in advertising and the necessity of writing clearly, while the other content of the class provide the structure and disciplines you will need to become good practitioners of the copywriting craft, starting from short tagline, header, to long copy,

Design & Communication

When you design to advertise, your goal is to Communicate a message to a specific audience, In this course, you will master the principles and the usage of the elements of design. You will learn how to build the best structure that best conveys your message. You will explore different schools of graphic design and receive the proper training to "think visually" in order to create a killer design that communicates effectively.

Strategic Thinking

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. How to uncover "insights" that will lead to writing a creative strategy statement. To formulate an ideal communications strategy. you'll develop solutions as a creative team.

Art Direction

Art director should master some tools, Yes, but this course will take you deeper, you will learn why advertising needs an art direction and how it could solve a problem, Student will get introduced to the role and responsibilities for art director and how to collaborate with the copywriter to come up with brilliant idea to their brief, and how to choose the best art direction for the campaign strategic wise, the most important part of the class is how to do experimentation to create an original art direction.

Storytelling

There isn't a stronger connection between people Than storytelling! In this course, you will learn the right structure to build a story and how to spice it up! You will master the skills of "telling" your brand's message in a form of a story that hooks your audience in an emotional way. You will learn how to write a story with a clear objective. How to communicate about your brand and engage audiences, how to build a story structure, crafting a narrative and writing a dialogue.

Ad Photography

Photography is a very important skill that creative must have, in this course Student will learn the principles of professional photography, you will learn how to shoot for final Ad, Sculpt light. And prepare your props, you will know every option that your camera can does and you will practice it till you get bonded with it that helps you execute your idea confidently in a click, Also this course will helps you as a creative what type of professional photography that you really need to assign for your big campaigns.

Digital Interactive Concepting

Yes this is nowadays and the future way of thinking, to target your audience through screens and mediums they are digital technology, you will learn how to concept for digital project while learning about the medium on the way to the concept. Students will learn how to come up with digital ideas, and how to take the idea into production. Will learn the latest interactive options in online platforms, and how to get your campaign into everyone's inbox.

05 PROGRAM STRUCTURE



HOW CLASSES WORK

Each quarter is eleven weeks in length. Students take Two classes a week and are required to put in at least 2 hours of lab time each week per class. Lab time can be time spent in the Library, or photo Shooting or time spent writing or executing ads and graphics or concepting with a partner. Courses are 3.025 quarter credits, unless labelled otherwise. Each class is 3 hours in length. The instructor may lecture or talk about a topic, give background information (creative brief) on an assignment, show work that has been done that is relevant to the assignment, and give the assignment with expectations including format and deadline. Students must present their work in a professional manner and their presentation is part of their evaluation.

CLASS SESSIONS/HOURS

The schedules are totally dependent upon the busy schedules of the faculty who are all practicing professionals. Because of this factor, the majority of classes are in the evening.

TEAMING STUDENTS

To parallel the normal job environment in the advertising profession, Same class Students are teamed to concept and execute their Assignments. For projects, Student can team up with any other Students from deferent classes

END OF QUARTER EVENTS

The student receives an end-of-quarter written evaluation, which includes remarks on their presentation. Selected work from their quarter's presentation may be chosen for the student exhibition of work.

Gold and silver medals are awarded to

to exceptional student work by a panel of School faculties presented to the winning students in a student assembly.

AWARDS

Starting from Third quarter, Students are encouraged to participate in regional, national and international student award competitions. We will support our students do remarkably well in these competitions and win.



06 GRADUATION

Before students can graduate, they must demonstrate a final portfolio that, after acceptance by the president of the school, is judged to be of an acceptable level for entrance into the advertising. A diploma is granted upon successful completion of all classes, successful review of the final portfolio, and when all financial debt to the school is met.

QUANTITATIVE REQUIREMENTS FOR GRADUATION

The Portfolio Program student will spend 4 quarters in the program

QUALITATIVE REQUIREMENTS FOR GRADUATION

Portfolio Program students will produce a portfolio of work—15 to 20 pieces—that contains samples appropriate to the student's program. These may include websites, microsite, integrated media campaigns and guerilla, Online campaign, TV commercials, Mobile Applications, Print ads, Photographs, among others. The portfolio must demonstrate a professional level of ability sufficient to gain entry into a design firm, an advertising agency or similar corporate position. To graduate, students must have a minimum GPA of 2.00 on a 4-point scale.

FINAL PORTFOLIO REVIEW

All graduating students receive special assistance to develop their final portfolio including tips on interview techniques and résumé preparation. Upon graduation recruiters from ad agencies and employment search firms are invited to a Portfolio Review (recruiting session) that the school sponsors.

PLACEMENT ASSISTANT

The placement office works diligently with each graduate to find a position that matches the graduates' skills and interests,

Graduates can expect interviews with prospective employers. While it is expected that graduates will be well-received in the advertising profession, the school can not guarantee employment.

Each week the school is contacted by companies looking to hire. To get our graduates' portfolios into the hands of the companies faster, to look at our graduates' résumés and their work.

GRADES, EVALUATIONS

Grades are given on a standard 4-point scale: A (4.00), A- (3.67), B+ (3.33), B (3.00), B- (2.67), C+ (2.33), C (2.00), C- (1.67), D+ (1.33), D (1.00), D- (0.67), F (0.00). During the 5th week of the quarter students receive a mid quarter evaluation from each instructor. During the tenth week of classes, each student meets individually with each instructor for an evaluation of progress for the quarter.

The student receives an end-of-quarter written evaluation, which includes remarks on their presentation. Selected work from their quarter's presentation may be chosen for the student exhibition of work which will remain in the school gallery until the following quarter. Gold medals are awarded to exceptional.

Student work by a panel of distinguished judges, and are presented to the winning students in a student assembly.

CREDIT HOURS PER CLASS

All classes are worth 3.025 quarter credits, Credit hours awarded by this institution might not be transferable to other institutions of higher learning.





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You can tell the ideals of a nation
by its advertisements.

Norman Douglas, *South Wind*, 1917

Registration fee 300 EGP

Tuition
32,000 EGP

*Instalments Facilities

SUPPLIES

Laptop , new is preverbal you will work on big projects / Digital camera

ACADEMIC YEAR

Studies' Quarters Start and end with seasons, two to three weeks between quarters are of studies

ACADEMIC POLICY

WITHDRAWAL

A withdrawal form can be obtained in the school office.

ACCESS TO STUDENT RECORDS

Records of academic progress are permanently maintained by the school and are furnished to the student upon request. No other person may have access to a student record without specified (in writing) permission by the student to do so.

PROGRESS IN THE PROGRAM

As a professional school that closely reflects actual job conditions, Cairo Ad School requires every student project included in the final portfolio to be executed at a professional level. Either work is satisfactory or it is not. As a way for a student to better gauge his/her progress, student evaluation forms are given out at the end of every quarter. On the form the instructors grade the student's performance and attitude using a standard, letter-grade scale. There are also pertinent comments on the student's presentation methods, work habits, diligence, attendance, etc. A failure in any quarter will result in the student being placed on academic probation. Any additional failure, in any future quarter, will result in termination. Students must fulfil credit requirements (96 credits) to be considered for final portfolio review and graduation.

ATTENDANCE

Cairo Ad School demands that all students take their education seriously. Poor attendance will not be tolerated. Students who are habitually absent, come late, or leave early will be terminated from the school. Any student arriving after attendance has been taken will be considered late and will be marked as such unless the instructor considers the reason for tardiness to be legitimate. Three or more absences in a course will result in an automatic failure. The instructor whose class was missed may allow the absence to be made up, but the final decision of whether the student may get credit rests upon the registrar. The school will consider some extenuating circumstances, and may allow some excused absences. However, arrangements must be made with the registrar prior to the absence. If a student is cautioned for excessive absence or tardiness (2 absences, 4 late arrivals or 4 early departures), a second notice will result in failure of the class in question.

PROFESSIONAL BEHAVIOUR

Cairo Ad School is a professional school taught by full-time art directors, copywriters, and creative directors, designers and marketers who are highly respected in their fields, often teaching a class in their own agencies' conference rooms. Therefore, we expect professional behaviour from each student; anything less will result in a reprimand and/or immediate dismissal. No controlled substances. No disruptive behaviour to faculty, staff, students or other persons associated with the school. Theft of property from the school, from any location where a class or field trip is held, or from other students, will result in immediate dismissal. A student who has cancelled or has been terminated and desires to reenter must notify the school and follow the required readmission procedures. A student who is terminated for any reason must have an interview with the registrar and show cause why he/she should be reinstated. The decision of the registrar is final.

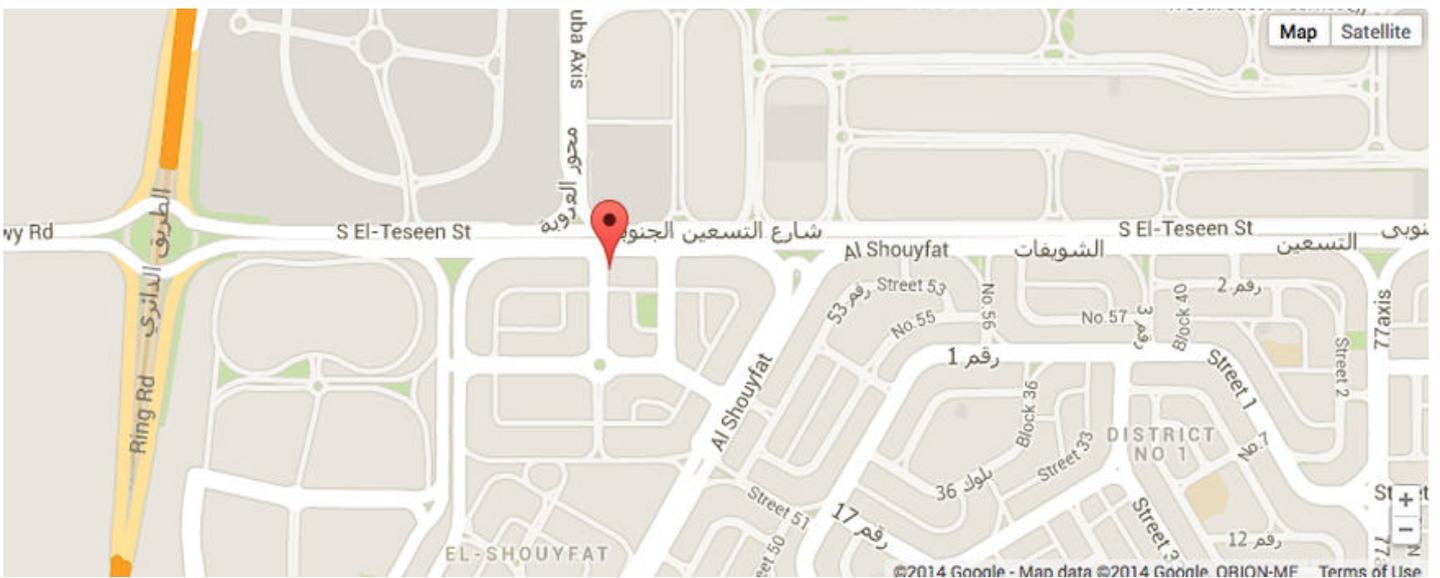
APPLY HERE

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CAIRO AD SCHOOL Meet the real world of advertising