MIAMI AD SCHOOL



Admissions Guide

MIAMI • NEW YORK • ONLINE


GOAL MET!

We are a creative training ground designed to bridge the gap between school and the real world.

MIAMI • NEW YORK • ONLINE

We build portfolios, work on live briefs, and connect directly with the industry.

Whether you are looking to become an Art Director, a Copywriter, or a Strategist, you learn by doing.

Stop Imagining. Start Doing.



PORTFOLIO PROGRAMS 2 YEARS

Our signature two-year accredited programs are designed to help you build a world-class portfolio and launch a career in Art Direction, Copywriting, or Design.

MASTERS PROGRAMS 18 MONTHS

In partnership with Florida International University (FIU) we offer a Master's degree for those seeking academic accreditation alongside their creative portfolio.



How Miami Ad School **builds your career**

1 **REAL-WORLD SKILLS.**
No busy work. Just the skills that are in demand.

2 **INDUSTRY MENTORS.**
Learn directly from the people doing the work today.

3 **AWARD-WINNING WORK.**
Get the hardware that puts your resume on top of the pile.

4 **LIVE BRIEFS.**
Pitch real campaigns to Fortune 500 clients.

5 **LIFELONG CONNECTIONS.**
Join a network of alumni leading the creative world.



Financial Aid, Scholarships & Visas

Financial Aid

We believe top-tier creative education should be accessible. Federal Financial Aid is available for eligible U.S. citizens and permanent residents enrolled in our accredited portfolio programs. Our team will guide you through the FAFSA process to help fund your future.

Talent-Based Scholarships

We reward creative potential. We offer a Talent-Based Scholarship for incoming students who demonstrate exceptional promise.

- **How it Works:** Scholarships are awarded based on the strength of your application and your performance in the Creative Challenge.
- **The Goal:** To help the most promising creatives focus on their work, not just their tuition.

International Visas

Creativity has no borders. We are authorized to issue student visas for our US campuses, and our team is here to help guide you through the process.

- **Portfolio Programs**
  Eligible for the M-1 Vocational Student Visa.
- **Masters Program with FIU**
  Eligible for the F-1 Academic Student Visa.

Visas are not available for Online programs or short-term Boot Camps.

Our graduates work at the world's most celebrated agencies and innovative companies.

YOU ARE IN GOOD COMPANY

Google



drosa

Wieden Kennedy+

Ogilvy

gut

McCANN WORLDGROUP

R/GA

VAYNERMEDIA

Disney

BBDO



How to apply

The Process: Your application starts with your Admissions Interview (online).

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

Scan the code to book your online interview and start your application.

START DATES

JANUARY • APRIL • JULY • OCTOBER

ART DIRECTION PORTFOLIO

Curate

YOU GOT THIS!



The

Culture.

$4,996 /QUARTER • 2-YEARS • MIA • NYC • ONLINE

As an Art Director, you are the visual architect of the brand story. You transform strategic objectives into captivating content across every medium—from mobile apps to global TV campaigns. Partnering with copywriters, you'll use pop culture and human behavior to build innovative concepts that don't just look good—they solve complex communication challenges.

WHAT YOU'LL LEARN

Concept Development

How to generate big, scalable ideas.

Visual Strategy

Photography, typography, and layout techniques that stop the scroll.

Production

Directing shoots, working with cinematographers, and bringing a storyboard to life.

Collaboration

Partnering with Copywriters to create work that connects.

COPYWRITING PORTFOLIO

Master The Message



$4,996 /QUARTER • 2-YEARS • MIA • NYC • ONLINE

As a Copywriter, you are a professional storyteller and the strategic voice behind the world's most influential brands. Partnering closely with Art Directors, you'll harness humor, narrative, and cultural insights to transform complex client objectives into resonant campaigns across social media, film, and emerging digital platforms. This role is about more than just writing; it's about the art of unconventional thinking

WHAT YOU'LL LEARN

Brand Voice

How to write distinctly for different clients (e.g., how Nike sounds vs. how Wendy's sounds).

Scriptwriting

Crafting dialogue and narrative for TV, radio, and digital video.

Campaign Thinking

Thinking: Writing headlines that anchor a 360-degree campaign.

Pitching

How to sell your ideas to a Creative Director or client.

DESIGN PORTFOLIO

Design



The

Experience.

$4,996 /QUARTER • 2-YEARS • MIAMI • ONLINE

Designers are the architects of the visual world. While Art Directors focus on the campaign concept, Designers obsess over the craft: the typography, the user experience, the packaging, and the brand identity system. You make the brand tangible.

WHAT YOU'LL LEARN

Brand Identity

Creating logos, design systems, and brand guidelines.

Typography

The art of setting type for impact and readability.

Packaging & Spatial Design

Translating brands into spaces and products.

UI/UX

Designing digital experiences that are intuitive and beautiful.


Masters
Program
(with FIU)

$4,996 /QUARTER • 18 MONTHS • MIA

Master of Science in Global Strategic Communications. In partnership with Florida International University (FIU).

WHY THIS PROGRAM?

Designed for the future creative leader, this program blends academic rigor with real-world creative application. You won't just learn how to make the work; you'll learn the high-level strategy, management, and communication skills needed to lead agencies and global brands.

- ART DIRECTION
- COPYWRITING
- SOCIAL MEDIA STRATEGY
- STRATEGIC PLANNING

Degree

Master of Science in Global Strategic Communications.

Portfolio

Graduate with a full professional book in your chosen track.

Outcome

A unique combination of creativity and academic prestige.

FIU


Learn
from the
best.
MIAMIADSCHOOL.COM