



## 2020 FALL INITIATIVE SCHOLARSHIP

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**Initiative Scholarship Award: \$1,000 scholarship**

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**Application deadline: First day of the student's selected start date**

*Items due by the first day of the selected start date include:*

- Admissions interview & application indicating 10/5/20, 10/19/20 or 11/12/20 start date
  - Conditional acceptance decision
  - Initial financial planning appointment completion
  - Scholarship Application Form & Essay Submission
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### GENERAL SCHOLARSHIP GUIDELINES

Students who demonstrate initiative and commitment in a degree program at any Art Institutes location in the Fall 2020 quarter may be eligible to receive a scholarship.

### ELIGIBILITY

- This scholarship is available to students who are a high school graduate (or successfully completed a GED) and are enrolling into a degree program at any Art Institutes location for the Fall 2020 quarter.
- Must complete the Admissions interview, Admissions application and five hundred (500) word essay by the first day of the selected start date. *Please reference the essay category requirements on the following page of this application.*
- Must submit unofficial high school transcripts and receive conditional acceptance decision by the first day of the selected start date.
- Must complete an initial financial planning appointment with the Student Financial Services department by the first day of the selected start date.
- All qualifying students must meet all Admission requirements, as outlined in the academic catalog, be accepted and begin their program in the Fall 2020 quarter.
- Upon acceptance of the scholarship the recipient must review and sign the *Fall 2020 Initiative Scholarship Memorandum of Understanding*.

### APPLICATION SUBMISSION

Students will work with their designated Enrollment Counselor at each Art Institute location to complete the Admissions interview and application form as well as submit required documents for acceptance and financial planning. Students will also submit their application form and essay to their Enrollment Counselor.

## ESSAY CATEGORY REQUIREMENTS

**Advertising:** Select a company or product that you would re-brand if you had the chance. Write a 500-word essay about how you think this re-brand will impact the company's future success.

**Audio Production:** Select a song, film score or commercial and write a 500-word essay with your feedback/critique on the impact of the sound editing.

**Baking & Pastry:** Submit an essay of no more than 500 words: describing a celebration cake you have or would prepare for a special occasion. Be specific about outlining your recipe, design and how your creation will impact the event.

**Culinary Arts:** Submit an essay of no more than 500 words outlining an occasion for your menu (service for four) along with your recipe composed of one appetizer, one soup or salad and one entree (to include a protein/starch/vegetable) with a \$25 spending limit.

**Digital Film:** Submit a 500-word essay giving a review of a commercial, a story, documentary or music video.

**Digital Photography:** Submit a 500-word essay on how photography has impacted the world.

**Fashion Design:** Write a 500-word essay on your vision for a clothing line. Be specific about your inspiration, who are you designing for and how you will create something unique in the world of fashion.

**Fashion Marketing/Merchandising:** Write a 500-word essay about your favorite retail store (storefront or website) and talk about how you would alter the design/layout of the store or web site to increase sales.

**Game Art & Design:** Critique a game of your choice in a 500-word essay, focusing on characters and environment and what you would change if you could.

**Media Arts & Animation/Visual Effects:** Submit a 500-word essay about a character you have developed that you dream of bringing to life; what role would the character play, how would they move, etc.

**Interior Design:** Submit a 500-word essay describing a room in your home and how you would renovate it to not only improve the aesthetic, but the functionality.

**Illustration/Graphic Design:** Submit a 500-word essay describing a specific logo and what elements of the design, font, color, etc. make such an impact on the world.

**Visual Arts:** Submit a 500-word essay describing what medium you would use to create the next great print ad. Describe the product and how you would use one or more design mediums to impact your readers.

## 2020 FALL INITIATIVE SCHOLARSHIP APPLICATION FORM:

STUDENT ID: \_\_\_\_\_

FIRST/LAST NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

HIGH SCH GRAD OR GED DATE: \_\_\_\_\_

NAME OF HIGH SCHOOL: \_\_\_\_\_

PROGRAM OF INTERST (select from above): \_\_\_\_\_

### RELEASE

By signing this Entry Form, I acknowledge that I understand the contest guidelines accompanying this Entry Form and agree to abide by them including the terms and conditions outlined in the Memorandum of Understanding. I represent that the attached work qualifies for submission to this contest. I further represent that I own all rights in the attached work and that the attached work does not infringe any copyright, trademark, trade name, service mark, or patent. I give my consent to The Art Institutes International, LLC and to those whom it may authorize to photograph, film and/or videotape me, and/or to use a photographic/digital reproduction of me or my artwork (with or without my name), to identify me by name and/or with school and employment information, and/or to quote or record statements made by me, for any editorial, promotional, advertising, trade, or other purpose whatsoever by The Art Institutes except for testimonial and endorsement of product advertising for third parties for which a payment is received by The Art Institutes. The Arts Institutes International, LLC and those whom it may authorize shall have the rights to reproduce, distribute, and display

— publicly, including on the internet — photographs, film, videotape, statements, and quotes covered by this release, and to prepare derivative works. Entries are not returned to me. I understand that The Art Institutes are not responsible for unauthorized duplication/use by third parties on the internet.

By signing below, I consent to representatives of The Art Institutes system of schools contacting me about EDUCATIONAL OPPORTUNITIES via email, text or phone, including my mobile phone if provided above using an automatic dialer. I understand that my consent is not a requirement for any purchase. Message and data rates may apply. I understand that I may withdraw my consent at any time.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent or Guardian Signature

\_\_\_\_\_  
Date