



2020 HIGH SCHOOL INITIATIVE SCHOLARSHIP

1ST PLACE AWARD at each Art Institute location: 50% program tuition savings

2ND – 6TH PLACE AWARDS at each Art Institute location: \$5,000 scholarship

Application deadline: **December 2, 2019** (winners notified by January 31, 2020)

Items due by December 2, 2019 include:

- Admissions interview, Admissions application/essay
 - Conditional acceptance decision
 - Financial planning completion & registration in 1st quarter classes
 - Scholarship Entry Form & Project Submission
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GENERAL COMPETITION GUIDELINES

High school students graduating in 2020 who demonstrate ability and commitment in one of The Art Institute campus program areas are eligible to compete for the scholarships.

ELIGIBILITY

This scholarship competition is open to high school seniors applying for degree programs only. You must be scheduled to graduate in 2020 from a U.S. high school or equivalent foreign institution and be enrolled to start in the July, August, or October 2020 classes.

JUDGING

Under the direction of the academic affairs department, faculty, administration, and the department chair of the entrant's program of study serve as judges for the competition. Decisions of the judges are final and non-disputable.

ENTRY MATERIALS

All slides, USBs, and other entry materials submitted for consideration become the property of The Art Institutes upon receipt. The school is not responsible for loss, damaged, or returning of materials. In signing the entry form, all entrants sign a release form permitting The Art Institutes' use of the work for promotional purposes. Finalists and/or winners must be prepared to submit their original work upon request.

ENTRY SUBMISSION

- Entries must be contained in one package, postmarked by Monday, December 2, 2019, and mailed directly to an Art Institutes Campus — Attn: High School Scholarships.
- See www.artinstitutes.edu/our-campuses for campus addresses.
- You may also hand-deliver your entry to a campus by 4:00 PM local time, Monday, December 2, 2019.

PORTFOLIO ENTRY CATEGORY REQUIREMENTS

Advertising: Select a company or product that you would rebrand if you had the chance. Talk about marketing materials, logos/taglines and how to launch a rebranding effort. Write a 500 word essay about how you think this rebrand will impact the company's future success.

Audio Production: Submit a portfolio that includes the following: An original soundtrack at least 60 seconds long; could be a song (yours or a cover), could be a mash up featuring your editing skills, could be a commercial, a film score, or sound design for a game concept; submit on a USB drive as an audio file.

Baking & Pastry: Submit a portfolio containing: a) A photo of a completed celebration cake of your own creation (birthday, wedding, etc.); b) Two or three specific photos featuring cake details; c) Complete recipe break down; d) Itemized cost menu.

Culinary Arts: Submit a portfolio containing: a) A menu (service for four) composed of one appetizer, one soup or salad, and one entree, (must include one protein, one starch, and one vegetable); b) Detailed menu descriptions. Menu will be based on a \$25 spending limit; c) Detailed recipe cards for each menu item (for four portions each); d) Detailed method of preparation descriptions for each item, (can be included as part of recipe cards); e) Itemized and priced shopping list; f) Photos of each menu item.

Digital Film: Submit a portfolio that includes the following: An original video production at least 2 minutes long; could be a mash up featuring your editing skills, could be a commercial, a story, documentary or music video. Submit on a USB drive.

Digital Photography: Submit six (6) photographs featuring your shooting, editing, and/or understanding of lighting. The photographs need to have one theme or tell a story.

Fashion Design: There are many popular young movie actresses known for their style and beauty. Using your favorite movie star as inspiration, submit two (2) original clothing designs or original accessories that complement the ensemble. Design one look for casual wear and design another look for a Red Carpet Event. Submit in illustration format: a) Both design sketches must be mounted on two 11 x 17 black foam-core boards with color story and fabric choices attached; b) A one-page design inspiration describing your concept and inspiration; secure the inspiration sheet on the back of the board with your name.

Fashion Marketing/Merchandising: A new department store is opening at a shopping mall near you this fall. Submit a three-page promotional plan to create public awareness for the grand opening. The goal is to build excitement for the event and generate the highest customer attendance on opening day. Submission requirements: A three-page typed marketing plan. Use marketing techniques within your plan to help build your marketing concept: a) Catch phrases; b) Celebrity endorsement; c) Advertisement ideas; d) Gift ideas; e) Media attention; f) Designer/vendors involvement; g) Visual aids may be included.

Game Art & Design: Submit a portfolio using your knowledge of video games and include the following: a) A game design (on two to three pages) for a new game. The design should include such information as the type of game and style of play, characters (if any); b) One original drawing or digital rendering of a character; c) One original drawing or digital rendering of a set location.

Media Arts & Animation/Visual Effects: Submit a portfolio including the following: a) Four (4) original drawings, including one life drawing and one perspective drawing [8 x 11 color prints]; b) Produce an original character with a character expression sheet with at least ten (10) different expressions.

Interior Design: Submit a portfolio of four (4) to five (5) illustrations and/or digital renderings on a USB drive showing art and creative design ability. Submissions must include sketches or renderings and perspective drawing with hand lettering. Floor plans and room elevations are desirable but not mandatory.

Illustration/Graphic Design: Submit four (4) color prints of original work. Prints should be marked with your name and include: a) One poster design; b) One realistic illustration; c) One pen-and-ink or pencil drawing; d) One illustration that reflects your best talent using any medium.

Visual Arts: Please submit a portfolio of no less than four (4) digital images (jpegs) of original art works you have created in any visual art media or combination of medias, including Drawing, Painting, Photography, Sculpture, Ceramics, Printmaking, or Digital Art. Please clearly label and identify the artworks with your name, media you are using, and size of the original artwork.

2020 ART INSTITUTE INITIATIVE SCHOLARSHIP ENTRY FORM:

STUDENT ID: _____

FIRST/LAST NAME: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____

PHONE NUMBER: _____ EMAIL: _____

PARENT/GUARDIAN NAME: _____ PHONE: _____

HIGH SCHOOL GRADUATION DATE: _____

NAME OF HIGH SCHOOL: _____

ART INSTITUTE PROGRAM INTEREST / SCHOLARSHIP ENTRY:

- | | |
|--|--|
| <input type="checkbox"/> Audio Production | <input type="checkbox"/> Media Arts & Animation/Visual Effects |
| <input type="checkbox"/> Digital Film | <input type="checkbox"/> Interior Design |
| <input type="checkbox"/> Digital Photography | <input type="checkbox"/> Illustration/Graphic Design |
| <input type="checkbox"/> Fashion Design | <input type="checkbox"/> Culinary Arts |
| <input type="checkbox"/> Fashion Marketing/Merchandising | <input type="checkbox"/> Baking & Pastry |
| <input type="checkbox"/> Game Art & Design | <input type="checkbox"/> Advertising |

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 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