

Individual Program Entry Requirements

Advertising (AS/BS)

Submit a portfolio of an ad campaign for a new car:
a) Two magazine ads; b) One billboard; c) One poster;
d) Another advertising medium that reflects your best talent.

Baking & Pastry (AS)

Submit a portfolio containing: a) A photo, sketch, or digitally rendered representation of a completed celebration cake (ie: birthday, wedding, anniversary etc.); b) Two or three specific photos, sketches, or digitally rendered representation featuring cake details; c) Complete recipe breakdown; d) Itemized cost menu.

Culinary Arts (AS)

Culinary Management (BS)

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; garnish optional); b) Detailed menu descriptions. Students should base their menu on a \$50 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 if desired); e) Itemized and priced shopping list; f) Photographs of each menu item.

Fashion Design (BFA)

There are many popular young movie actresses known for their style and beauty. Using your favorite movie star as your inspiration, submit two original clothing designs. 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 an 11 X 17 black foam-core board, with color story and fabric choices attached; b) A one-page design inspiration along with design boards to describe your concept and ideas; c) Secure the one-page inspiration sheet on the back of the board, write your name and contact information on the back of the board.

Fashion Marketing & Management (BS)

A new department store is opening its newest store at San Diego's Fashion Valley Mall this fall 2007. Submit a three-page promotion plan to create public awareness for the grand opening. The goal is to build excitement for the event and to generate the highest customer attendance on opening day. Submission requirements: A three-page typed marketing plan with your name and contact information. Use the following marketing techniques within your plan to help build your marketing concept: a) Catch phrase(s); b) Celebrity endorsement; c) Advertisement ideas; d) Gift ideas; e) Media attention; f) Designers/vendors involvement; g) Visual aids may be included.

Game Art & Design (BS)

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. Designs should include such information as type of game and style of play, characters (if any); b) One drawing or digital rendering of a character; c) One drawing or digital rendering of a set location.

Graphic Design (AS/BS)

Submit a portfolio including the following: 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. Artwork may be on a CD or print.

Web Design & Interactive Media (BS)

Submit a portfolio including the following: a) Five page, interactive website that includes original interface design and content [CD-ROM]; b) Site map flowchart for website [CD-ROM]; c) One 15-second Flash animation short that includes audio and original artwork, saved as a shockwave file [CD-ROM]. [All items should be submitted on a single CD-ROM].

Interior Design (BS)

Submit a portfolio of 8 x10 color prints or a CD 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.

Media Arts & Animation (BS)

Submit a portfolio including 10-15 pieces, which could include any of the following: Drawings from life, digital illustrations, character designs, storyboards, composite images, render stills, paintings, maquettes. All artwork is to be submitted in a standard 8 1/2 x 11 - inch notebook with the work displayed in 8 1/2 x 11 - inch plastic folders/inserts. Photograph or scan pieces in order to make prints that meet these specs. If you have any animations, motion graphics, or videos with special effects, they are to be submitted on DVD. Please submit copies of your artwork, not your original pieces.

Judging

The Art Institute of California–San Diego faculty, under the direction of the Academic Affairs, will serve as judges for the competition. All decisions will be final.

Obligations of Winners

The recipients must begin their programs of study in the summer or fall quarter of 2008. Scholarship awards are evenly distributed over the recipient's program of study. Scholarship winners must complete the 21-month program within 24 months or the 36-month program within 39 months. Scholarship recipients must maintain satisfactory academic progress. Scholarships will be suspended in quarters when the student's cumulative grade-point average falls below 2.5. All scholarship recipients must apply to and be accepted at The Art Institute of California–San Diego.

Entry Materials

All cds, prints, and other entry materials submitted for consideration become the property of The Art Institute of California–San Diego upon receipt. The Art Institute of California–San Diego is not responsible for loss, damage or return of materials. Finalists and/or winners will be asked to submit their original work upon request and sign a release form permitting The Art Institute of California–San Diego to use the work for promotional purposes.

Other Conditions

Scholarships awarded by The Art Institute of California–San Diego may be used only at The Art Institute of California–San Diego. In the event education is terminated either by the student or The Art Institute of California–San Diego, the scholarship becomes null and void. The scholarship is not redeemable for cash and may not be used to finance optional programs sponsored by The Art Institute of California–San Diego. The scholarship covers tuition only and may not be applied against fees, housing, living expenses or program supplies, and may not be transferred between affiliate schools of The Art Institute of California–San Diego.

Other Options

Do not plan to finance your education by anticipating a scholarship. You may want to apply for financial assistance either through The Art Institute of California–San Diego or the federal and state governments. Additionally, many local and national service clubs, civic groups and organizations sponsor scholarships.

International Entrants

All typed entry material and documentation must be submitted in English, including original recommendation letters. When necessary, English translations from a professional service must be attached.

Entry Form and Release

Complete entry form and release, enclose with your entry materials, and mail to the address below postmarked by **Saturday, May 3, 2008**.

Please check one:

- I am graduating in 2008
- I graduated before June 2008

Name

Address

City State Zip

E-mail Address

Home Phone Cell

Parent(s) / Guardian(s) Name(s) (if under 18)

High School Name Grad Year

City State

Applicant Signature

Parent Signature (if necessary)

Indicate which program you wish to enter

- Advertising (BS/AS)
- Baking & Pastry (AS)
- Culinary Arts (AS)
- Culinary Management (BS)
- Fashion Design (BFA)
- Fashion Marketing & Management (BS)
- Game Art & Design (BS)
- Graphic Design (BS/AS)
- Interior Design (BS)
- Media Arts & Animation (BS)
- Web Design & Interactive Media (BS)

BS – Bachelor of Science
BFA – Bachelor of Fine Arts
AS – Associate of Science

See back for rules and regulations.

By signing this Entry Form, I acknowledge that I understand the competition guidelines accompanying this Entry Form and agree to abide by them. I represent that the attached work qualifies for submission into this competition. 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 Education Management LLC ("EDMC") 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 whatever by EDMC except for testimonial and endorsement of product advertising for third parties for which a payment is received by EDMC. EDMC 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. I understand that EDMC is not responsible for unauthorized duplication/use by third parties on the Internet.



Eligibility

You must be scheduled to graduate in 2008 from a U.S. high school or equivalent foreign secondary institution or currently have a high school diploma or GED and not be enrolled at The Art Institute of California – San Diego.

**First Place
High School**
(in each program area)
\$15,000

**First Place
High School Graduate**
(in each program area)
\$15,000

ENTRY REQUIREMENTS

- A. Complete the entry form and indicate the program of study for which you are applying.
- B. Type a 200-word essay indicating your goals and motivation for the scholarship.
- C. Label all cds, prints and other supporting materials with your name and medium used (if appropriate).
- D. Submit a résumé stating your educational background, extracurricular activities, hobbies, work-experience, community involvement, artistic achievements and/or related awards.
- E. Submit the original version of at least one recommendation letter from an instructor, academic/career advisor or supervisor. The letter(s) should be submitted on official school or company letterhead.
- F. Submit an official high school transcript.
- G. Submit a portfolio with all completed individual program entry requirements.
- H. Entries must be contained in one package, postmarked by Saturday, May 3, 2008 and mailed to:

Scholarship Committee
The Art Institute of California–San Diego
7650 Mission Valley Road
San Diego, CA 92108

The Art Institute of California – San Diego Scholarship Competition



Ai The Art Institute
of California™-San Diego

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