

M.AD
SCHOOL



Art Direction

Portfolio Program

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**We cultivate
unconventional minds.**

**Dreamers, makers, workers,
optimists, and creators of
all kinds come to M.AD to
master their creativity.**

M.AD Is a School Like No Other

6 ways you'll prepare for your dream career.

**Gain new skills
through real-world
practice**

1

**Learn from
working with
professionals**

2

**Win awards
that help you
get a job**

3

**Work with fortune
500 brands while
you're in school**

4

**Intern and
study all around
the world**

5

**Build a global
network of
professional
contacts**

6

Why Kien Chose M.AD



Kien Quan

Art Director, Content Creator,
and Influencer

If I had to describe
M.AD in 3 words,
I'd say creativity,
growth, and personal
empowerment.

Kien's award-winning ideas



Cricket Wireless



Made by Refugee



Featured by Instagram



Oreo



Type with Pride

**To be yourself in
a world that is constantly
trying to make you
something else is the
greatest accomplishment.**

Ralph Waldo Emerson

Your Experience at M.AD

At M.AD, your most important project is you. We apply the design-thinking process to your personal development, as you move from the stages of initial discovery, exploration, definition, and finally implementation, learning crucial hard and soft skills along the way.

Learn from over
100 industry
professionals.

INDUSTRY PROS

Brian Collins - **Collins Agency**
Dave Werner - **Adobe**
Kevin Swanpole - **The One Club**
David Butler - **Kidsll**
Steve Heller - **Author and writer**
Alissa Walker - **Gizmodo**
Beto Fernandez - **Activist**
Marissa Velez - **Mythologie Films**
Jayanta Jenkins - **Disney**
Jeff Jetton - **Oxcart Assembly**
Pum Lebeure - **Design Army**
Ellen Lupton - **Smithsonian**
Margaret Johnson - **Goodby Silverstein**
Rei Inamoto - **I&CO**
Stefan Sagmeister - **Sagmeister, Inc.**
Todd Simmons - **IBM**
Bruce Bildstein - **Best Buy**
Greg Heisler - **Photographer**
Peter de Seve - **Illustrator**
Arem Duplessis - **Apple**
Carin Goldberg - **Time Books**

TOURS

Airbnb marketing department
Sapient digital agency
Pepsi marketing department
BBDO ad agency
Pentagram design firm
Atlanta Hawks marketing department
VMLV&R
Facebook

HACKATHONS

CLIENT PROJECTS

INTERNSHIPS

COMPETITIONS

PORTFOLIO REVIEWS

Netflix
KFC
Lego
Starbucks
UNICEF
Ogilvy
Droga5
Pepsi
TBWA
One Show
IOPP 48-hour repack
Clios
D&AD award
Andy Awards
Future Lions
Addy
Graphis
Archive
Atlanta
Miami
New York
San Francisco

Take courses
that build
your skills.

Gain valuable
real-world
experience.

Ideas First
Video Storytelling
Creative Tools
Idea Presentation
Q1
Thinking Strategically
Visual Impact
Digital Photography
Type Journey
Q2
Digital Imaging
Vector imaging
Everything is Media
Portfolio Preparation
Q3
Digital editing
Copywriting
Content Creation
User Experience
Q4
Voice of Type
Pop Culture Engineering
Interactive Concepting
Motion graphics
Gaming concept
Social Media Marketing
Product Creation
User Experience
Q5
Q6
Pop Culture Engineering
The Brand Called You
Head to Head
Q7
Portfolio Development
Get a Job
Q8

Art Direction Instructors



If you're looking for a creative education, M.AD is the best. The school goes beyond theory and engages the students with real projects, labs, and internships.

Fernando Machado

Global CMO at Activision Blizzard and M.AD Instructor

Our instructors are current professionals at the most exciting creative companies on Earth:

Adrenaline Agency
Alma
Analog Folk
Amazon
Anomaly
Apple
BBH
CNN

David&Goliath
DDB
Droga5
Eat24
Facebook
Golin
GoPuff
Google

Good Work Advertising
Grey Group
Gut
Havas
Johannes Leonardo
Martin Agency
McCann Worldgroup
McgarryBowen

Neko Studio
NoBox
Ogilvy
Pandora
Perez Art Museum
Record Union
R/GA
ROAR

Saatchi & Saatchi
Skyscanner
Snap Chat
That Dog Will Hunt
The Community
TUUCI
Verizon
VMLY&R

West Way Media
WhatsApp
WongDoody



Leading With Top Creatives... The Best Instructors

At M.AD, you'll receive an outstanding education from some of the best instructors in the world. Each instructor is a professional working in creative practice. They bring the most current, innovative, and on-fire-thinking from industry directly into the classroom. In M.AD's high-energy, workshop environment you'll learn how to create pop culture brands and relevant campaigns that make the world better. You'll learn how to turn your art direction into successful communications—and into a successful career.

**If at first an idea
is not absurd,
then there is no
hope for it.**

Albert Einstein

Learn by Doing



Buddy the Bud Light Dog - By Melanie Rankin

Miami Ad School

Melanie Rankin

M.AD Grad and
Designer at Principle

Buddy the Bud Light Dog.

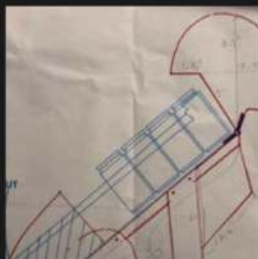
The assignment was to physically build a dog out of unconventional materials and document our process. The kicker was we had to make our dog move in some way. This was a first quarter class! Going into the project, my classmates and I thought, "What the heck are we going to do? What have we signed up for? Creating my Bud Light dog was fun and frustrating at the same time. I learned so much.

M.AD posted the dog on their Instagram and Bud Light contacted the school saying, "This is cool. Can we repost?" I was like, "Yes! Tag me!"

The creative process:



Concept



Sketch



Build



Test



Final



Award-Winning Student Work at M.A.D

World-class
student work
from the
creative stars
of tomorrow.



Share



Watch on  YouTube

Award-Winning Student Work

What an Art Director Creates:

Activations

Apps

Banners

Billboards

Books

Brand Campaigns

Branding

Brochures

Bus shelter posters

Comic Books

Direct Mail

Events

Exhibits

Experiential Design

Facebook Ads

Fashion Design

Games

Google Ads

Guerilla

In-Game Ads

Instagram Stories

Interactive designs

Linkedin Stories

Magazine Ads

Motion Graphics

Newspaper Ads

Packaging

Point of Purchase

Posters

Products

Short Films

Stunts

Tik-Toks

TV Commercials

UX Design

Websites

They work with photographers, copywriters, illustrators, editors, directors, sound engineers, designers and clients.



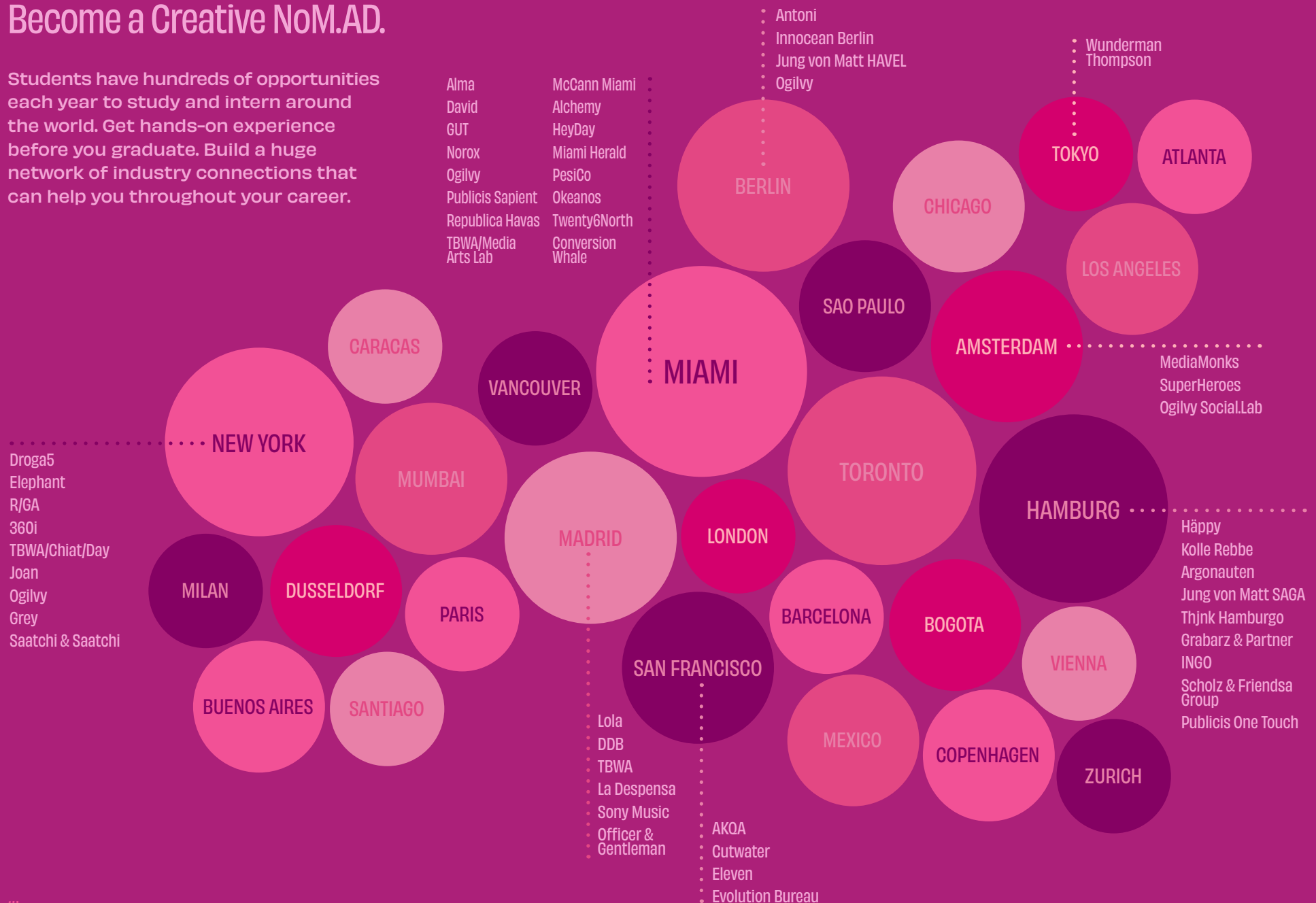
**Experience is
the teacher of
all things.**

Julius Caesar

Intern Around the World

Become a Creative NoM.AD.

Students have hundreds of opportunities each year to study and intern around the world. Get hands-on experience before you graduate. Build a huge network of industry connections that can help you throughout your career.



What Does a Creative NoM.AD Do?

M.AD students get to do incredible things.

- Helped win a new business pitch for Coke.
- Did a social media campaign for Beyonce's US tour.
- Created a promotion for Children's Day for UNICEF.
- Brainstormed a Super Bowl commercial.
- Designed social media posts for Black History Month featuring amazing African-American product/fashion designers that work for the agency's clients.
- Worked on the branding for Popeyes. And the agency hired me!
- Became a Radio Mercury Award Finalist with the spot I wrote.
- Came up with an Easter themed Philadelphia Cream Cheese campaign.
- Directed a photoshoot for one of the agency's clients.
- Worked on the audio recording and mixing of a radio spot I wrote.
- Concepted projects for Little Caesar's and Subway.
- Chose creative talent and edited the studio's reel.
- Worked on a brief for Absolute Watermelon.
- Worked on a project for Jetblue.
- Thought up a collaboration between Miller Lite and reggaeton singer, J Balvin.
- Wrote manifestos for pitch decks. My writing skills really improved.
- Produced a Burger King campaign that used our idea.
- Learned how to make ideas bigger, better and stronger.
- Created a character and animated it for WPP. They hired me!
- Produced key visuals for Heineken's Instagram account.
- Developed a style guide for a brand and the framework for future social content.
- Improved my portfolio with advice from the agency's Creative Director, a M.AD graduate.

**Others have seen
what is and asked why.
I have seen what could be
and asked why not.**

Pablo Picasso



Watch on  YouTube

Placement Process

Networking

Networking starts your first day through the people you meet at orientation to the industry experts who teach classes.

Portfolio Reviews

After graduation come our Portfolio Reviews where top agencies attend to interview and hire our graduates.

Job Leads for Life

For the rest of your career, you'll receive updates on the most current job openings in the industry.

M.AD Grads Start Their Careers at the World's Most Creative Companies



M.AD Network at Work

M.AD grads lead many of the world's most creative companies. Menno Kluin, Chief Creative Officer of 360i (a fully integrated creative and media agency) started his career as an art direction student.

In the school's NoM.AD program Menno interned at three different agencies including Saatchi & Saatchi. He made a great impression at Saatchi and when he graduated the agency hired him. He became the most awarded art director in the Saatchi network.

Over the next decade Menno worked as a creative director for many of the world's most well-known agencies including Y&R, DDB and Deustch. Now, as the top creative at 360i, Menno gives back by providing internships to our advanced students and has hired many M.AD graduates.



Menno Kluin

Chief
Creative Officer
360i



Lance Morales
Senior
Art Director
360i



Piper Hickman

Executive
Creative Director
360i



Taylor Roberts
Art Director
360i



Larry Gordon

Associate
Creative Director
360i



Rachel Dolinsky
Creative Director
360i

M.AD Helped Alex Work Around the World



Alex Ohannessian

Lead Creative at
Wunderman Thompson Tokyo

M.AD has been absolutely
crucial to my career.
All the jobs I keep getting
are related to M.AD.

Some cities Alex has worked in:



Tokyo
Wunderman Thompson



Singapore
Wunderman Thompson



Seattle
Publicis



San Francisco
DDB



New York
Bartle Bogle Hegarty

**The more scared we are
of a work or calling,
the more sure we can be
that we have to do it.**

Steven Pressfield

3 Easy Steps to Apply

1. Complete your profile and create your M.AD account.

You know the drill...name, address, ID, educational history.

STAR YOUR APPLICATION

2. Schedule a meeting with your admissions advisor.

Pick a time to talk about your goals, questions and career opportunities.

3. Select and submit any two of the creative prompts.

Show us who you are as a creative thinker. Have fun!



A Share 5 things you have already created: paintings, photographs, sculptures, videos, cartoons, stories, anything goes.

B Create the first letter of your name out of food.

C Describe an idea for a simple tech product, service or app.

D Create a personal mood board that describes you as a person.

E Walk around your neighborhood and take 5 pictures that tell a story.

F Put a discarded daily object or package to a new use.

Quick Facts

Application Deadlines

Cohorts start four times a year, in the spring, summer, fall, and winter. Applications close a few weeks before. To see the nearest deadline, visit our admissions page.

[LEARN MORE](#)

Length of Program

The Art Direction Portfolio Program is 2 years long, consisting of 8 quarters total.

[LEARN MORE](#)

School Locations

M.AD Art Direction programs are available in New York, Atlanta, Miami, San Francisco.

[LEARN MORE](#)

Financial Aid

If you already have an undergraduate degree, which most Miami Ad School students do, it is most likely your federal loans will generally cover most, but not all, of your entire tuition cost. Alternative funding or private loans are how most students cover the difference in financial aid coverage. For more help, contact our financial aid advisor by following the link below.

[LEARN MORE](#)

Tuition

All fees and tuition are payable via bank transfer. Visit the link below for more details.

[LEARN MORE](#)

Student Visas

For decades, we've helped students from around the world join us here in the U.S. For more help with student visas, visit our website using the link below.

[LEARN MORE](#)

What We Believe

The world needs the absurd, the audacious, the wildly optimistic. Fear and discomfort are hallmarks of growth. Exceptional creativity takes well-honed resilience. Creativity needs cross-pollination to thrive. Remarkable thinking is realized through remarkable craft.

We Are Here to Help

If you have any questions schedule a call with one of us.



Carolann Robinson

Director of Admissions
Miami Ad School

[SCHEDULE A CALL](#)

[EMAIL ME](#)



Tyler Carter

Admissions Advisor
Miami Ad School

[SCHEDULE A CALL](#)

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Monicha Taylor

Admissions Advisor
Miami Ad School

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