

The Art Institute of Fort Worth High School Scholarship Competition 2010

Scholarships are available this year to qualified students who begin classes in the summer or fall quarter of 2010. High school seniors may compete for scholarships in specific Art Institute of Fort Worth programs.

General Competition Guidelines

The Art Institute of Fort Worth scholarships for 2010 high school graduates are awarded to those students who demonstrate ability and commitment in one of The Art Institute of Fort Worth programs of study. The following scholarships are available:

The Art Institute of Fort Worth will award one first place associate's degree program scholarship in the amount of \$4,000.

The Art Institute of Fort Worth will award one second place associate's degree program scholarship in the amount of \$2,000.

The Art Institute of Fort Worth will award one first place bachelor's degree program scholarship in the amount of \$10,000.

The Art Institute of Fort Worth will award one second place bachelor's degree program scholarship in the amount of \$5,000.

Scholarship monies are awarded in the form of a tuition credit and will be distributed on a quarterly basis throughout the student's program of study.

Eligibility

You must be scheduled to graduate in 2010 from a U.S. high school or equivalent foreign institution.

Deadlines

All entries must be postmarked by May 28, 2010. Winners will be notified by June 11, 2010 and have until June 25, 2010 to supply a written confirmation of acceptance of the scholarship offer or The Art Institute of Fort Worth will rescind the offer.

Entry Preparation

To enter, you must fulfill all general competition guidelines listed below and individual program entry requirements for the program of your choice. Also, a separate application to The Art Institute of Fort Worth is required.

- A. Complete the entry form and indicate the program of study for which you have applied.
- B. Fulfill The Art Institute of Fort Worth's admission requirements, be accepted by the Student Acceptance Committee and fulfill all individual program entry requirements for your indicated program of study.
- C. Submit a typed 300 word essay indicating your goals and motivation for a scholarship.
- D. Label supporting materials with your name and medium used (if appropriate). Artwork is to be submitted as electronic files. Specify the type of system on which it was created (Mac/PC), the software used and

any specific instructions dealing with loading/displaying the files. All essays must be typewritten with your name and program title (Graphic Design, Fashion & Retail Management, etc.) indicated on the title page.

- E. Submit a typewritten resume stating your educational background, extracurricular activities, hobbies, work experience, community involvement, artistic accomplishments, and/or related awards.
- F. Submit the original version of at least one recommendation letter from an art-related instructor or academic/career advisor. The letter(s) should be submitted on official school letterhead.
- G. Submit a letter from a high school teacher or guidance counselor certifying that entry materials are your original creation.
- H. Submit a current high school transcript.
- I. To be considered, all entries must include the 2010 official entry form found on page two.
- J. Assemble materials in a one-inch binder or report cover. Place all documents in protector sleeves. Place slides or photos in slide or photo protector sleeves.

- K. Entries must be contained in one package, postmarked by May 28, 2010, and mailed to:

**Attn: Tim Eatman
Scholarship Committee
The Art Institute of Fort Worth
7000 Calmont Avenue, Suite 150
Fort Worth, Texas 76116**

Incomplete entry packages will be ineligible for judging.

Judging

Faculty from The Art Institute of Fort Worth, under the direction of the administration of Academic Affairs, will serve as judges for the competition. All decisions will be final.

Obligations of Winners

Scholarship winners must complete the 21-month program within 24 months, and 36-month program within 39 months. Scholarship recipients must maintain satisfactory academic progress and full time status. Scholarships will be terminated in quarters when the student's cumulative grade-point average falls below 2.5. Winners must begin their course of study in the summer or fall quarter of 2010.

Entry Materials

All slides, prints, and other entry materials submitted for consideration become the property of The Art Institute of Fort Worth upon receipt. The Art Institute of Fort Worth is not responsible for loss, damage, or return of materials. Finalists and/or winners must be

prepared to submit their original work upon request and sign a release form permitting The Art Institute of Fort Worth's use of the work for promotional purposes.

Other Conditions

Scholarships awarded by The Art Institute of Fort Worth may be used only at The Art Institute of Fort Worth. In the event education is terminated either by the student or The Art Institute of Fort Worth, the scholarship becomes null and void. The scholarship is only valid upon admission acceptance of the student by The Art Institute of Fort Worth. The scholarship is awarded in the form of a tuition credit and is not redeemable for cash. Tuition scholarships may not be used to finance optional programs sponsored by The Art Institute of Fort Worth. Scholarship money awarded will be prorated during the length of the student's degree program. 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 Institutes. If the student changes academic programs, any remaining scholarship monies are forfeited.

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 Fort Worth or federal and state governments. Additionally, many local and national service clubs, civic groups, and organizations, such as DECA and VICA, sponsor scholarships. Contact these organizations for details and application guidelines. Students must make a separate application to The Art Institute of Fort Worth and meet entrance requirements.

International Entrants

The Art Institute of Fort Worth is not currently authorized to enroll nonimmigrant students. Once The Art Institute of Fort Worth is authorized to enroll non-immigrant alien students, all written entry materials and documentation must be submitted in English, this includes original recommendation letters. When necessary, English translations must be attached. Non-immigrant alien student scholarship winners must provide proof of having sufficient funds to financially support themselves. . . Scholarship award letter(s), if applicable, should be submitted in addition to completing the financial affidavit of support form. The letter from The Art Institute of Fort Worth certifying the scholarship, financial documentation, academic records, and all required documentation necessary to be a non-immigrant student should be taken and presented to the U.S. Embassy or Consulate in the student's home country before the U.S. visa officer is permitted to grant the necessary non-immigrant student visa to the non-immigrant student.

2010 Entry Form

Name

Address
Code State Country Zip/Postal

()
Home Phone

Secondary School Name

Secondary School City State Country
Zip/Postal Code

Guidance Counselor Instructor

()
Secondary School Phone

CHECK THE PROGRAM YOU WISH TO ENTER:

- ADVERTISING DESIGN (BFA)
- FASHION & RETAIL MANAGEMENT (BFA)
- GRAPHIC DESIGN (AAA)
- GRAPHIC DESIGN (BFA)
- INTERIOR DESIGN (BFA)
- PHOTOGRAPHY (BFA)
- WEB DESIGN & INTERACTIVE MEDIA (BFA)
- WEB DESIGN & INTERACTIVE MEDIA (AAS)

AAA = Associate of Applied Arts degree
AAS = Associate of Applied Science degree
BFA = Bachelor of Fine Arts Degree

Office Use Only	Source Code School
Date Received: _____	
Department that Received: _____	
Entry No. _____	Place No. _____
ADA# _____	
Accepted: _____	
Date: _____	

Release

By signing the entry form, I acknowledge that I understand The Art Institute of Fort Worth High School Scholarship Competition 2010 rules and agree to abide by them. I represent that my submission qualifies for entry into the competition. I further represent that I own all rights in my submission and that it 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 from which a payment is received by EDMC. I understand that should I receive a tuition scholarship from this competition, it will be applied only at The Art Institute of Fort Worth.

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 or use by third parties on the Internet.

Student Signature

_____/_____/_____
Date

Parent or Guardian Signature (if under 18)

_____/_____/_____
Date

Individual Program Entry Requirements

ADVERTISING DESIGN [BFA]

Submit a minimum of five (5) and a maximum of ten (10) pieces in the form of a CD containing digital images. Digital files should be in either .JPG or .PDF format at a resolution of 72-100 ppi. Include a typed image list, or image key, that contains the following information: 1) student artist name, 2) title of artwork and date work was created, and media in which work was created. The work may be derived from either traditional media (such as paint, pencil, and marker) or using digital methods. For electronically created images, please indicate the program used to create the image such as PhotoShop, Illustrator, Corel Draw, etc. All artwork is to be original to the artist. Submitted work **MUST** include the following five items: one poster design; one color magazine ad, one black & white newspaper ad, one color TV storyboard rendered in marker and one logo or business card utilizing a logo design. All remaining images can be more examples of the above or web design, photography, or three dimensional work such as ceramics, sculpture or packaging. Entry materials will not be returned, and original work will **NOT** be accepted.

FASHION & RETAIL MANAGEMENT [BFA]

Submit a plan for a retail concept that you believe to be a viable means of selling a product and/or service to the end consumer. Product may be anything of personal interest to you. Your plan should include the following: a retail selling avenue such as a store, catalog, internet, and/or direct marketing; visual and written descriptions of retail concept; details about target customer, pricing philosophy, and customer service initiatives; store design and layout; a thorough Marketing Strategy, and any other inventive ideas that help explain your concept.

GRAPHIC DESIGN [AAA] & [BFA]

Submit a minimum of seven (7) and a maximum of ten (10) pieces in the form of a CD containing digital images. Digital files should be in either .JPG or .PDF format at a resolution of 72-100 ppi. Include a typed image list, or image key, that contains the following information: 1) student artist name, 2) title of artwork and date work was created, and media in which work was created. The work may be derived from either traditional media (such as paint, pencil, and marker) or using digital methods. For electronically created images, please indicate the program used to create the image such as PhotoShop, Illustrator, Corel Draw, etc. All artwork is to be original to the artist. Submitted work **MUST** include the following five (5) items: one (1) poster design; one (1) black & white illustration; one (1) color illustration; one (1) print advertisement (magazine or newspaper); and one (1) logo or business card utilizing a logo design. All remaining images can be more examples of the above or web design, photography, or three dimensional work such as ceramics, sculpture or packaging. Please specify if you are interested in seeking a Bachelor's or Associate's degree. Entry materials will not be returned, and original work will **NOT** be accepted.

WEB DESIGN & INTERACTIVE MEDIA [AAS] & [BFA]

Create an interactive Web-based presentation that expresses your passion for the study of interactive media. Create a Web site for your High School or High School Student Organization with HTML. The live Web site URL must be submitted to the review panel. You may also use XHTML, Cascading Style Sheets and/or JavaScript to create your site. Only live Web sites on the World Wide Web will be considered. Create a typewritten narrative that addresses the following questions: Who are the intended users of this site? What are the perceived needs of these users? How does your design address these users' needs? Entries will be judged upon the merits of coding, usability, information design, visual design, and richness of content. Submit this narrative and the URL of your site with the other materials identified under Entry Preparation of the General Competition Guidelines. Please specify if you are interested in seeking a Bachelor's or Associate's degree. Entry materials will not be returned.

INTERIOR DESIGN [BFA]

Submit a minimum of four (4) and a maximum of nine (9) pages of digital images or color photocopies showing an original interior design project of a bedroom. **Models and boards will not be considered.** Pages should include: a color rendering, in any medium, of a bedroom in elevation or perspective; an enhanced floor plan of the same room; a color scheme for the same room with actual fabric samples or color reproductions of wall, window, floor and furniture coverings, with each sample labeled; and a one-page typed chart that identifies the fabric types (specifications) and usage of each sample. Pages are to be bound or presented in a professional manner with a cover sheet and table of contents. General entry requirements may be included as a total package.

PHOTOGRAPHY [BFA]

Submit a minimum of seven (7) and a maximum of ten (10) photographs on a CD containing .jpg images at a resolution of 72-100 ppi and no larger than 10 inches on the longest dimension. The CD should be labeled (permanent marker or printed directly on CD) with the following information: 1) student artist name, 2) phone number, 3) email address, and 4) date work was created. We are looking for students with the potential to become creative leaders. We want to attract students who set themselves apart from the ordinary. Show us your original thoughts and creative expressions. Think about how you are different from the rest of the crowd and send us your most powerful and unusual photographs. Your photographs should make an impact and be memorable. We've already seen plenty of sunsets and cute babies or puppies, so make sure to submit photographs that are going to amaze us. Entry materials will not be returned.

Scholarship Application Checklist:

Use the following checklist to ensure that all scholarship entry requirements are included in your package.

- ❑ Completed 2010 Entry Form that lists the program for which you are applying.
- ❑ Typewritten 300 word essay (500 word essay for Video Production or Digital Filmmaking & Video Production).
- ❑ Typewritten resume stating your educational background, extracurricular activities, hobbies, work experience, community involvement, artistic accomplishments and/or related awards.
- ❑ A current high school transcript.
- ❑ An original version of at least one letter of recommendation on official letterhead from an art-related instructor or academic/career advisor.
- ❑ An original version of a letter on official letterhead paper from a high school teacher or guidance counselor certifying that entry artwork is your original creation.

Submissions are to include a typed image list and meet the following conditions:

- Color prints labeled on the back with your name, medium used, artwork size, and program for which you are applying.
- CD-ROM or DVD labeled with your name and marked as Mac or PC.
- ❑ Assemble materials in a one-inch binder or report cover. Place all documents in protector sleeves.
- ❑ Entries must be contained in one package, postmarked by May 28, 2010, and mailed to

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