School of Advertising
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Program Overview

Learn to mix pop culture with storytelling, art, media, and design. Build a compelling portfolio to get the attention of top creatives in hot agencies worldwide.

OUR MISSION
At Academy of Art University, you will learn to master all media with ideas that intrigue people. You’ll strengthen your technical skills. You’ll be challenged and supported by advertising experts who are as passionate about teaching as they are about their own advertising practices. You’ll develop industry contacts and get on a first-name basis with influential professionals. You’ll put it all to work in a student-run ad agency with real-life clients. And you’ll build a portfolio that will help you towards a successful advertising career.

WHAT SETS US APART
• Learn a comprehensive suite of advertising skills, including the strategic use of photography, illustration, typography, graphics, color palettes, cinematography, UX/UI, and aesthetics
• Gain compelling storytelling skills and strategically manipulate voice, tone, grammar, structure, vocabulary, music and sound effects
• Juggle traditional advertising media—print, TV, radio, and outdoor billboards— with emerging options, such as social media, streaming, and brand experiences to maximize your reach
• Get hands-on experience with real-life clients in the student-run agency Young & Hungry
• Compete for national and global awards such as the One Show, D&AD, Future Lions, Radio Mercury, Clios, and Addy Awards
• Graduate with a competitive portfolio that award-winning agencies love to see
Our Baristas Are Approaching Grandma-Like Perfection
What We Teach

Advertising professionals are problem-solvers, which is why our hands-on degree programs provide aspiring advertising professionals a comprehensive problem-solving toolbox of marketable skills and training. We help you find solutions in branding, copywriting, graphic design, motion graphics, interaction design, packaging, 3D design, web design, information design, unconventional advertising, design in advertising, ideation, and innovation in advertising.
ART
Use photography, illustration, typography, graphics, color palettes, cinematography, UX/UI, and aesthetics in a strategic, thoughtful manner.

PEOPLE
Extract the right information for the challenge. Gain insight into your target demographic by researching the latest trends.
Juggle traditional advertising venues—print, TV, radio, and outdoor billboards—with emerging options, such as social media, streaming, and brand experiences to maximize your reach.
COPY
Manipulate voice, tone, grammar, structure, vocabulary, music, and sound effects to craft compelling stories.

ADDITIONAL TOPICS
Advertising Account Management, Design Elements, Marketing Trends and Strategies, Media Planning, Social Media Management, and Visual Advertising Techniques
Faculty

Our instructors don’t just teach you about the advertising industry, they are the advertising industry. They are nationally recognized professionals who maintain careers on the leading edge of contemporary trends. They will challenge you to reach your creative potential.

Andrea Pimentel  
Co-Director

Andrea is a committed educator and award-winning interactive art director, creative director, and UI designer in San Francisco and Silicon Valley. She has worked for large-scale websites, start-ups, and some of San Francisco’s top advertising agencies developing cutting-edge campaigns as art director and creative director.

Ryan J. Medeiros  
Co-Director

Ryan J. Medeiros has worked for over 15 years as a designer for a variety of technology and design companies in the Silicon Valley and San Francisco. He was recognized at the Moscow Biennale of Graphic Design in 2009 as best of show alongside luminary designer Stefan Sagmeister for his poster “100 Years of Futurism.”
James Wojtowicz
Associate Director

James Wojtowicz has worked as an art director across several disciplines including advertising, feature films, interactive web development, and magazine publishing. He has developed branding campaigns alongside California lifestyle brand specialist Mike Salisbury and for major advertising agencies such as Chiat Day, Foote Cone and Belding, Public Interest, and Ogilvy & Mather.

Mark Edwards
Associate Director

Mark Edwards has been a successful, award-winning copywriter and creative director for more than 20 years. His work has been recognized in shows as diverse as The One Show, the Addys, and the Direct Marketing Association’s Echo Awards. He has contributed to some of the world’s best-known brands, including Apple, Bank of New York, BMG Entertainment, Charles Schwab, Microsoft, and Time Warner.

Fred McHale
Online Director

Fred McHale has over 15 years of experience as web designer, front-end developer, and program manager. He works with numerous high-profile clients in the Bay Area to design and develop web applications and mobile applications and manage teams of designers and developers.
Degree Options

CERTIFICATE ADVERTISING DEGREE
The four-year certificate program provides students with a disciplined approach to the study of Advertising. Student portfolios will demonstrate the variety of skills and creativity developed.

AA ADVERTISING DEGREE
The Associate of Arts degree prepares students for entry-level jobs in advertising agencies through hands-on instruction in art direction, copywriting, and creative strategy.

AA STUDIO PRODUCTION: ADVERTISING DEGREE
The Associate of Arts degree in Studio Production provides students the skills needed to perform the role of production artist in advertising and design studio environments. The curriculum is structured to ensure that students develop the knowledge and skills necessary for studio work.

BFA ADVERTISING DEGREE
Develop the artistic and technical skills you need to enjoy a career in advertising as an art director, copywriter, or creative strategist. Work independently and collaboratively to create a dynamic portfolio.

MA ADVERTISING & BRANDED MEDIA DEGREE
The MA in Advertising & Branded Media Technology teaches students the technical skills that will support their future careers in the art of advertising. It prepares students to solve tomorrow’s problems today.

MFA ADVERTISING DEGREE
By working independently and collaboratively on their unique portfolios, students master advanced advertising principles and concepts.
Our Facilities

Learning to use the software, tools, and equipment used by the industry is essential to preparing you to enter the work force. That’s why we make it a point to keep our facilities as up-to-date as possible with current advancements in technology and equipment.

**COLLABORATIVE SPACES**
Our buildings feature multiple spaces where you can work with fellow students from the School of Advertising. Experience what it’s like to work in a real agency by collaborating on projects using industry-standard resources.

**DIGITAL WORKSTATIONS**
Our MacLab offers the latest digital workstations, software, and new media technology needed to help students from the School of Advertising excel in their creative projects.

**GOOD NEIGHBORS**
Your classes will be steps away from some of the world’s top agencies based in San Francisco. You’ll have ample opportunity to mix and connect with professionals who can provide first-hand industry experience and knowledge.

**FULLY STOCKED LIBRARY**
Our fully stocked library features a DVD theater and varied stock of illustration research databases in books, magazines, and digital files. It is also a source for virtual reference material on many subjects.
Our 50,000-plus Academy alumni are some of the most successful and sought-after professionals in art, entertainment, and design today. But we’re just getting started. Our current pool of creative and innovative students are preparing to redefine the future.
"I chose the Academy because I wanted to see how far I could go. I wanted to challenge myself and break away from the safety bubble of my hometown. It also gave me the chance to live in America’s sweetheart city. I also wanted to be able to work and be taught by instructors who have been and still are working in the creative industry of advertising."

Joey Iamartino-Larson
Content Creator, barrettSF

"I chose the Academy because I wanted to learn the skills necessary to be competitive in my field. I was able to use the student and faculty connections I made at school as a foot in the door to the advertising industry."

Madison Kichler
BFA student

“A few years ago I dropped out of college, unsure what I wanted to do with my life. Then a friend who was getting a Masters in advertising pitched me on what it was. Soon after I enrolled. I guess I made the right choice.”

Ian Blackley
BFA Student

“One thing I loved about the program at the Academy was that all of my instructors were working professionals in the industry. They were creative directors and senior creatives from the top agencies in San Francisco.”

Jeff Fang
Sr. Art Director, Goodby Silverstein & Partners

< Student Work by Ian Blackley & team
Experience Before Graduation

Many of the world’s top agencies operate in San Francisco. Your classes will be mere steps away, so you’ll have ample opportunity to rub elbows with experts from both in and outside the Academy who will mentor you and help you hone your skills. Students often spend summers getting real-world experience with internships at Apple, CP+B, DDB, Eleven, Grey, Publics, and others.

EXPERIENTIAL EDUCATION AT ITS BEST

Young & Hungry is our student-run ad agency that upper level students take for class credit. It has surpassed all expectations and become an important bridge for students between academia and the real world. Students are exposed to the fast pace and intense work ethic of a modern, dynamic agency. They graduate with a solid understanding of the complexities of working on real projects with real deadlines.

Another unique aspect is direct client interaction. Through face-to-face dialogue, student staff learn first-hand that every client is different and that communication is essential. By engaging with clients directly, students begin to understand that even a great idea might not make the final cut. This real-world experience reinforces not only the importance of smart, strategic, creative work, but also the need to deliver articulate, persuasive, and inspired presentations to the client.

The structure of Young & Hungry reflects the conditions students will be thrust into upon graduating. While academically unconventional, it’s an extremely popular and important class that provides real-world experience and valuable lessons for entering the advertising industry.

academyart.edu
Career Paths

As one of the top art and design schools in the country, Academy of Art University ensures advertising graduates are prepared for a range of career opportunities. Our facilities, faculty, and hands-on learning approach are designed to provide you with the tools you need to succeed as an advertising professional.

WHO IS HIRING OUR ALUMNI

Adidas
Amazon
Apple, Inc.
barrettSF
BSSP
DDB
Facebook
Goodby, Silverstein & Partners
Google
JWT
Leo Burnett
Levi’s
McCann
Microsoft
Mullen/Lowe
Nike
Ogilvy
Red Bull
Saatchi & Saatchi
TBWA
Twitter
Wieden + Kennedy
Y&R

ART DIRECTOR
Art directors are responsible for communicating a clear, unique, and interesting idea about a product or a brand. Together with copywriters, they form the creative teams that drive the advertising industry.

COPYWRITER
Copywriters craft messages and develop stories for all media so a product or brand can have an intriguing voice. Together with art directors, they form the creative teams that drive the advertising industry.

CREATIVE STRATEGIST
As a creative strategist, you’ll manage information flow, conduct research-focused projects, and inform and inspire the creative teams. You’ll also help devise business strategies and guide clients to success.

CONTENT CREATOR
Create, edit, and curate compelling work to supplement ads. Content creators work with blogs, streaming videos, magazine articles, books, songs, and movies. The future is limited only by your imagination.
Additional Learning Experiences

Academy of Art University has a hands-on program for every interest at every level. If you are looking to upgrade your career, explore something you have never tried before, or hone existing skills, we have a program for you.
PRE-COLLEGE ART EXPERIENCE (PCAE)
This dual-scholarship program allows current high school students to take art and design courses at no tuition charge. In addition, they earn scholarship dollars towards future undergraduate studies at Academy of Art University.
Visit https://www.dev.academyart.edu/academics/pre-college-art-experience-program or call 415.274.2200 for more information.

STUDY ABROAD
One of the best ways to learn about the world is to see the world. Take advantage of one or all of these exciting Study Abroad opportunities.

The Liberal Arts Seminar in Europe is a three-week intensive traveling course visiting some of Europe’s greatest cities and collections.

The Fine Art Intensive in Italy takes you to Florence, Italy, for seven and a half weeks during Summer semester.

The School of Fashion at awards scholarships to study in Paris with Studio Bercot and L’École de la Chambre Syndicale de la Couture Parisienne.

The Illustration Department also has a summer semester in Florence emphasizing cultural awareness in painting and drawing.

For more information about these Study Abroad opportunities, including cost and visa matters, visit www.academyart.edu/academics/study-abroad

CONTINUING EDUCATION
Time for a career upgrade? Want to follow your passion? Learn, be inspired, and expand your creative potential by taking hands-on courses from industry-experienced faculty. Flexible art and design courses are available online and in San Francisco.
Visit https://www.academyart.edu/academics/continuing-education or call 415.274.2200 for more information.
Academy of Art University is committed to the highest standards of achievement in art and design. Here’s a small sampling highlighting some recent accomplishments of our outstanding students, faculty, and alumni.
FIND YOUR PLACE. MASTER YOUR CRAFT.

#3 BEST ONLINE ART PROGRAMS IN AMERICA

#1 ANIMATION & VISUAL EFFECTS SCHOOL IN NORTHERN CALIFORNIA

RANKED IN THE TOP TEN BEST PHOTOGRAPHY SCHOOLS

8 YEARS WORKING WITH NASA

70+ STUDENT AND ALUMNI ART EXHIBITIONS IN SF EACH YEAR

WHAT WE ARE LOOKING FOR
DEDICATION • PASSION • COMMITMENT • CREATIVITY
Online Education

Take any online course at the Academy, and experience the visual, interactive, and dynamic courses we’re known for. You will have the same quality instructors, the same hands-on learning opportunities, and the same attentive support as our onsite students. The difference? The flexibility to earn your art and design degree on your terms.

ONLINE BENEFITS

- A support staff of over 100 Academy of Art employees offers 900+ online courses and 1,500 instructional videos per semester, spanning 35 online majors, and teaching students from 50+ countries
- Course content is proprietary, created in-house by industry experts, and exclusive to the Academy
- The classes are a mix of lecture content, video, written content, recorded audio, interactive slide-shows, and hands-on work
- The innovative curriculum is created by instructional designers and industry professionals
- A student-run Facebook group, AAUHOO, has more than 4,000 members and invites you to join this thriving online community
- We’re constantly building new courses, reworking old ones and adding features to our LMS based on student feedback

Visit academyart.edu or call 415.274.2200 for more information.

"Taking classes online really benefited me as a student in allowing me to hone in on each of my skills and develop them before I got a job in the industry."

— Mark Cofer
Graduate School of Music Production & Sound Design for Visual Media Alumn 2014
Hollywood Film Composer and Academy of Art University Instructor
A substantial part of an artist’s growth and inspiration occurs outside the classroom or studio. At Academy of Art University, we understand this. Here are some resources and opportunities that are available to all students.
EVENTS
Campus Life is designed to inspire, educate, and promote fun. Our events are created in coordination with student-run groups and organizations. Make the most of your university experience: grow, learn, laugh, and run with us.

Visit https://www.academyart.edu/students/clubs-organizations/events for more info.

URBAN KNIGHTS RADIO
Listen live online to our athletics teams, hear unique talk shows, and dance to your favorite tunes on UrbanKnightsRadio.com, an iHeartRadio partner.

HOUSING
Housing is guaranteed for all new, full-time onsite students. We have 17 different housing options to choose from located in the heart of San Francisco.

DINING
Stay healthy with delicious and filling meals in one of our dining halls with flexible meal plans and Knight Kash. Use the Knight Kash on your student ID for dining on campus and at select off-campus vendors.

ACADEMIC CLUBS
Join students with similar interests to discuss ideas, promote your work, form collaborations, and share information.

FITNESS & RECREATION
Campus Recreation classes and workshops—and access to our free gym, pool, basketball courts, and skateboard ramp—will help you stay active healthy.

VIRTUAL BOOKSTORE
All required textbooks are available at our virtual bookstore.

CULTURAL CLUBS
Everyone needs a break from the studio. With dozens of clubs and organizations, find a new creative outlet and build lifelong relationships.

ESPORTS
Our active gaming community hosts and attends regular gaming events for both casual or competitive players.
San Francisco

One of the world’s great creative capitals, San Francisco has been our home since 1929. Our neighbors include giants in everything from advertising, animation, and architecture to communications, game development, and web design.

Simply put, Academy of Art University is an absolutely amazing place to be a college student.
MUSEUMS
Academy of Art University Auto Museum
Legion of Honor
de Young Museum
Asian Art Museum
San Francisco Museum of Modern Art (SFMOMA)
California Academy of Sciences
Yerba Buena Center for the Arts
Cable Car Museum
Palace of Fine Arts
Theatre Exploratorium
Walt Disney Family Museum
Museum of Performance & Design
Museum of Craft & Design
Museo Italo Americano
Cartoon Art Museum
Museum of the African Diaspora
Museo de la Raza

TRANSPORTATION
MUNI
AC Transit
BART (Bay Area Rapid Transit)
Cal Train
Golden Gate Transit

THEATRES & VENUES
The Fillmore
Bill Graham Civic Auditorium
The Warfield
Bottom of the Hill
Rickshaw Stop
Alamo Drafthouse
Great American Music Hall
The Independent
The Fox Theatre
SHN Orpheum Theater
The American Conservatory Theater
The Castro Theatre
SFJAZZ
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Ballet
AT&T Park
We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Urban Knight Nation is proud to support our fierce student-athletes as they fight on to victory. Go Urban Knights!

We are the Urban Knights—14 varsity athletic teams that represent Academy of Art University in NCAA Division II intercollegiate sports. We are dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

As an artist-athlete in the Academy of Art University Intercollegiate Athletic program, you are empowered to realize your full potential academically, personally, and professionally while on the path to collegiate success. The Academy’s Urban Knights compete as members of the Pacific West Conference.

**MEN’S**
- Baseball
- Basketball
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Track & Field
- Volleyball

**WOMEN’S**
- Basketball
- Cross Country
- Golf
- Soccer
- Softball
- Tennis
- Track & Field
- Volleyball

**NCAA PROGRAM**
Join one of our teams or come out and support your fellow artist-athlete. We play in great venues throughout San Francisco, including Kezar Pavilion, Paul Goode Field, SF Bay Tennis Club, and Presidio Golf Course, among others. Let the Fan Bus take you to the games.

The NCAA is a trademark owned by the National Collegiate Athletic Association.
ARTIST ATHLETES
The Urban Knights have quickly made a name for themselves with numerous conference and national accomplishments including 10+ NCAA championships. We are the first athletic program to win two NCAA National Championships (indoor and outdoor women’s track & field) in our first year of postseason eligibility. We have made over 40 postseason appearances in men’s and women’s cross country, women’s basketball, men’s indoor and outdoor track and field, men’s and women’s golf, and women’s tennis. Go Urban Knights!
Apply year-round, and begin taking classes in Fall, Spring, and Summer semesters. Our Admissions Representatives will help you every step of the way. They want to help you succeed, and are trained to make sure your application best reflects your abilities. Apply today!

Apply Today at academyart.edu

HOW TO APPLY
Apply online at academyart.edu
Or call 1.800.544.2787
Or apply in person in San Francisco
(Monday-Saturday)
79 New Montgomery St. San Francisco, CA 94105

YOUR COMPLETED APPLICATION MUST INCLUDE:
• $50* application fee ($150 international)
• $95* enrollment fee
• International applicants require a $300* international student service fee
• Fees can be paid by MasterCard, Visa, Discover.
  By mail: check or money order
  *all fees are non-refundable, non-transferable

TRANSFER STUDENTS
1. Complete the application
2. Submit electronic transcripts to:
   transcripts@academyart.edu
   Or mail transcripts in a sealed envelope to:
   Academy of Art University
   Attn: Undergraduate Admissions Office
   79 New Montgomery St.
   San Francisco, California 94105
I WAS NO LONGER THAT LONE KID WHO MADE EVERYTHING SURROUND ED & FILMED NOW I WAS BY THEM!

GET STARTED TOWARD A CAREER YOU’LL LOVE

At Academy of Art University, Chase no longer felt like the odd man out. He turned his love for social media, shooting videos, and making flyers into a blossoming career as a top creative in the advertising industry. We can teach you to turn the things you love to do into a career you’ll love—and have a ton of fun along the way. Sometimes it’s not so much about finding who you are, it’s about finding the place where you can be who you are. Find out how your passion can become a creative legacy at academyart.edu

Find Your Place.
Master Your Craft.
The Academy of Art University is located in downtown San Francisco and provides instruction around the world through its online campus. We offer training in many specialized creative disciplines:

- Acting
- Advertising
- Animation & Visual Effects
- Architecture
- Art Education
- Art History
- Fashion
- Fine Art
- Game Development
- Graphic Design
- Illustration
- Industrial Design
- Interior Architecture & Design
- Jewelry & Metal Arts
- Landscape Architecture
- Motion Picture & Television
- Multimedia Communications
- Music Production & Sound Design for Visual Media
- Photography
- Visual Development
- Web Design & New Media
- Writing for Film, Television & Digital Media

The following degree programs are currently not offering online courses: Acting, Auto Restoration, Knitwear Design, and Footwear & Accessory Design.

Visit www.academyart.edu to learn more about total costs, median student loan debt, potential occupations, and other information.