

IAS

PORTFOLIO SCHOOL

CREATE HOT
PORTFOLIOS THAT
WILL GET REAL JOBS



WHAT'S
THE
BIG
IDEA?

The idea is to create a 'school for ideas'. To put students of advertising in direct contact with Singapore's leading advertising professionals. The idea of the course is to help students develop their conceptual thinking through a hands on, interactive, task based course that gives a real rating of their talent, progress and capabilities. It is specifically intended for those to have a career in the creative department of communications companies. The course is only recommended if you are extremely keen on a career in the creative industry. The big idea is to help young people in the industry create hot portfolios that will get them real jobs.

DEVELOP
CONCEPTUAL
THINKING



JUST SOME OF THE MAJOR AGENCIES INVOLVED:
Foote Cone & Belding, Ogilvy & Mather, Saatchi & Saatchi,
DDB Worldwide, Dentsu, Leo Burnett, M&C Saatchi, J.Walter Thompson

IAS Portfolio School, Professional Certificate in Creative Concept Workshops

The IAS Portfolio School ... How It Works

The School takes place over a period of 6 weeks, on 6 evenings. Besides the introductory session, each week you will be given a brief to create ideas. They may be for a television commercial, newspaper advertisement, outdoor poster or even direct mail or internet message. Upon receiving the brief, you then have one week to create your ideas. You then present those ideas at the following week's session at the ad agency where the brief originated.

Now, here's the scary bit. The Agency representative, usually the Creative Director (whose job it is to be brutally frank!) will hold a workshop session where he gives an open and honest evaluation of every idea. This invaluable interaction with the industry's

top names provides the students with rare opportunity to discover how the business works. And a chance for them to gain advice and pointers on how to improve the campaigns for their portfolio. At the end of the course the best-selected work will be displayed at a special show, to which local and leading advertising community will be invited. Again, an amazing chance for students to display their work in front of prospective employers.

Who can/should attend

Anyone who seriously wants to build a better portfolio and get it in front of the cream of the Singapore Ad community. You could be a student at any of the colleges or already within an ad agency or design shop. You could be a butcher, baker or a candlestick

maker. Or even a suit.

What skills do I need?

A brain. The emphasis is on ideas and original and relevant thinking toward realistic briefs. Ideas can be presented in any form, which you think best expresses them. The ability to draw isn't necessary.

Time : 7pm – 10pm

IAS Student Membership - S\$50.00

IAS Members: S\$600.00

Non-IAS Members: S\$800.00

GST not applicable.

Mode of payment : All major credit cards and cheques only - no NETS/cash payment.

To find out more, please call 6220 8382 or fax your enquiries to 6220 7187.

Alternatively you can e-mail us at iasedu@ias.org.sg or adexedu@ias.org.sg. Do visit our website at www.ias.org.sg



PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.

Diploma Courses conducted by IAS

- ■ Diploma in Marketing Communications
- ■ Diploma in Creative Communications
- ■ Professional Diploma in Advertising & Design

Professional Certificate Courses conducted by IAS

- IAS Portfolio School
- IAS Brand Management School
- IAS Media Planning School
- IAS/4As Account Planning School
- IAS Copywriting School
- IAS Corporate Communications School
- IAS Video/Graphics Production School
- IAS Advertising by Design
- Professional Certificate in Advertising & Promotional Design

Awards

- Diploma in Marketing Communications - Institute of Advertising, Singapore
- Diploma in Creative Communications - Institute of Advertising, Singapore
- Diploma in Marketing Communications - International Advertising Association, New York
- Professional Certificate - Institute of Advertising, Singapore
- Professional Diploma in Advertising & Design - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd
- Professional Certificate - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd

Participants from the following organisations have attended the IAS Courses listed at left

Asatsu-DK Spore Pte Ltd
AXN Asia
Batey / Redcell
Caltex International
Clear Channel Singapore
Coda Advertising Pte Ltd, Malaysia
CreAds Advertising Pte Ltd
Dentsu Asia Pte Ltd
Draftworldwide Pte Ltd
International Herald Tribune
Kraftig Pte Ltd
M&C Saatchi Singapore
North Star Design & Communications Pte Ltd
Siemens Pte Ltd
Sime Darby Edible Products Ltd
Spring Singapore
Starcom Media Worldwide
Temasek Polytechnic
The Asahi Shimbun
10AM Communications