

Entrepreneurial Studies / Advertising 2017 Merit Scholarship Awards Guidelines

MERIT AWARDS

MCAD Senior Entrepreneurial Studies or Advertising Merit Scholarship

One award for each ES/ADV Department Major, in the amount of \$4,000 each, will be granted to students majoring within the ES/ADV Department who are Seniors Fall 2017 and graduating either Fall 2017 or Spring 2018.

MCAD Senior Entrepreneurial Studies Merit Scholarship \$4000

MCAD Senior Advertising Merit Scholarship \$4000

MCAD Entrepreneurial Studies Merit Scholarship

Two awards, in the amount of \$2,000 each, will be granted to two Entrepreneurial Studies majors.

MCAD Advertising Merit Scholarship

Two awards, in the amount of \$2,000 each, will be granted to two Advertising majors.

ELIGIBILITY

To apply, students must be enrolled in the Entrepreneurial Studies or Advertising degree program with a cumulative GPA of 3.0 or better. Only students who are planning to be full-time students at MCAD (registered for no less than 12 credits per semester) during the Fall 2016 semester will be considered for these awards.

ENTREPRENEURIAL STUDIES MAJORS

WHAT TO SUBMIT

A written report describing no more than three of your best Entrepreneurial Studies projects. The work you submit should support and spotlight an area of study (sustainability, marketing, business development, etc.), your methodology, and what you learned from the experiences. You will be judged on the quality of:

1. Each project's strategy, intended outcomes, and plan
2. Your production process; if a team project – your role on the team in creating the deliverable
3. A description of the final product or message
4. An evaluation of your work as a solution to your plan and strategy
5. A reflection on what you learned from the projects in regard to your development as an Entrepreneurial Studies major and on future directions that you plan to pursue

Requirements:

- Entries must not exceed a total of 15 pages. All pages should be numbered.
- Create a separate one page Executive Summary of the paper and place it before the full report.
- Your written report must include at least one page that features visual matter; alternatively, you may distribute one page's worth of visual matter as smaller images or figures throughout pages of the report
- Your application package must have a SEPARATE title page with your name on it to identify you as the applicant. The rest of your application **MUST NOT** contain any reference to you that would specifically identify you as the applicant.
- All work must be publication ready (e.g. proofread and cited). You must have a tutor at the Learning Center proofread your entry and sign the cover sheet to validate the submission.

APPLICATION

Sign-up outside Academic Affairs (Main 348) February 1 – 15

Deadline to sign up is Wednesday, February 15.

DEADLINE

Entries are due to the MCAD MERITS SERVER by 1:00 p.m. on

Monday, February 27. *See Merits Server instructions below

ADVERTISING MAJORS
WHAT TO SUBMIT

Up to **eight** examples of work by the student, explanatory notes and/or project assignment may be included. Only work completed as part of coursework or independent projects at the College may be included in order to give everyone equal opportunities. Work for internships or employment (including DesignWorks) is **NOT** eligible. **All work done as part of a series may be included as one work** (e.g., a single assignment that has a solution presented on three boards). Students are encouraged to demonstrate process on one project.

Please note: Because of the nature of the ADV projects being group projects. Advertising Majors or students taking advertising courses can show more than one group project.

Students may, at their discretion, submit a research paper done for a theory or methods class **in addition** to the eight examples of work listed above. Screen based work should be submitted to the Merits server via web link by **Monday, February 27, 8 AM**. Other work not suitable for hanging should be turned submitted this way as well. In any case, the inclusion of such work should be noted with the work displayed. Please see archiving standard on intranet. <http://kb.mcad.edu/index.php?article=166>

Above all else, work should be the best possible work that you have done and shown clearly in the best manner. Excessive or elaborate displays are discouraged; the judging will be done on the quality of the work. Film and video may be included via web link on the Merits server. No personal presentations are allowed.

Students are encouraged to discuss and review their portfolios with faculty members.

APPLICATION

Sign-up outside Academic Affairs (Main 348) February 1 – 15
Deadline to sign up is Wednesday, February 15.

INSTALLATION SPACE

All students participating must sign up for a display location through Academic Services as soon as possible (this sign-up is for installation space only; you must also sign up with Academic Affairs).

Academic Services:

Office: 105

Phone: 612.874.3748

INSTALLATION

Student work must be completely installed and labeled by **Monday, February 27, 8 A.M.** at locations throughout the school. Students are responsible for installing their work. The College or division will make no provision for securing or covering work; students should use their discretion. Your work must stay up through 1 p.m. Wednesday for Merit judging and documentation. You should take down your work between 1 p.m. Wednesday and 8 a.m. Thursday. **YOU MUST REMOVE YOUR WORK BY 8 A.M. THURSDAY.** Any remaining work will be removed by Academic Services and stacked on tables on each floor. You must collect all work by Thursday, March 2 by noon. Academic Services will extend their hours Friday, February 24 until 9 p.m., and Saturday/Sunday from 4 – 9 p.m. For special installation needs, contact Academic Services directly.

SPECIAL NOTE ABOUT EXHIBITIONS AND DOCUMENTED WORK

1. Everyone must reserve a space with Academic Services.
2. Reserve any media equipment needed from <http://equipment.mcad.edu>
 - Reservations should be submitted as early as possible. At least two weeks advance reservation is strongly recommended to ensure availability of preferred equipment. All equipment is first-come/ first-served based on availability.
 - Equipment must be picked up from the Media Center on the first day of your requested check-out period or you will completely lose your equipment reservation in the system.
 - After equipment has been assigned (notification via email), it must be checked out via the Media Center, and arrangements made with Academic Services to secure the equipment in the exhibition space.
 - Technical support can be received by emailing media_center@mcad.edu or for more immediate assistance speak with Alex Bowes (office 310) or Ben Innes (Media Center office) during their scheduled office hours.
3. Exhibition spaces are reserved from 6pm, Thursday, February 23 through 8 a.m., Thursday, March 2.
4. If submitting work digitally, please see archiving standard on intranet. <http://kb.mcad.edu/index.php?article=166>

To access the Merits Server:

***Submission deadline is Monday, February 27, 8 a.m.**

1. *Name your folder, “Last Name, First Name”
2. Connect to “merits.mcad.edu”
3. Locate your department folder and drop your submission.

ENTREPRENURIAL STUDIES & ADVERTISING

JUDGING

The jury consists of program faculty, program alumni, and/or outside professionals. Criteria for selection of winners will include creativity, craftsmanship, professionalism, and breadth of talent. The decision of jurors is final.

NOTIFICATION

Decisions will be announced on **Monday, March 6, 2017**. The winners' names will be posted outside Room 348. A letter from the Financial Aid office will also notify winners.

ADVERTISING EXHIBITION CALENDAR

What	When	Where
Merit sign-up	February 1 – 15 Deadline: Wednesday February 15	Academic Affairs (Main 348)
Installation Dates	Thursday, February 23, 6 p.m. – Monday, February 27, 8 a.m.	
Deadline for installation/ submissions	Monday, February 27, 8 a.m.	Sign up for space in Academic Services (Main 105)
Final Judging	Wednesday, March 1	
Installation Break Down	Starting Wednesday, March 1 at 1 p.m. and ending Thursday, March 2 by 8 a.m. YOU MUST REMOVE YOUR WORK BY 8 A.M. THURSDAY	
Pick up work DEADLINE	Thursday, March 2, by Noon	