
MINERVA

The creative advertising portfolio program helps concept-churning, strategy-devouring, hustle-and-grind-loving creatives make a killer advertising portfolio. Want in? Answer the big question...

where did they go?

DEADLINE:
MARCH 10 @ NOON

LOCATION:
412 REESE PHIFER

RESULTS:
MARCH 13

INSTRUCTIONS

Visit cis.ua.edu/engage, search for “Minerva” and fill out the questionnaire. Then, on a single 11”x17” sheet of paper, offer us a compelling, wonderful, interesting, remarkable, smart, answer to the question above using visuals and/or words (100-word limit).

Draw and/or write. *DO NOT use a computer.* Make sure your NAME, CWID, and UA email address are included on the BACK of your application (do not identify yourself anywhere on the front).

TIPS

We are NOT asking you for an ad (don’t make one) and although we encourage those with artistic ability to show it off, this is NOT an arts and crafts project, so please no glitter, puff paint, no 3D dioramas. The key here is the strength of the idea that lives in your answer. Make sure that your answer is original. We want YOUR answer. So, don’t base your answer on someone else’s literary quote, a famous painting, or religious text. Make your own statement. Finally, don’t procrastinate. Late applications will not be accepted.

If you’re applying to the graduate program and are not on campus, email a link to your current portfolio and a good photo of your application submission to barry@apr.ua.edu.

Questions? Email barry@apr.ua.edu.