



# 2018 Academic Achievement Award Announcement

Now accepting scholarship applications for 2018.

If you are a student during the 2018 academic year,  
you may qualify to apply for this scholarship.

*See eligibility requirements below.*

## About the Academic Achievement Award

The AAF-Inland Empire promotes and encourages academically talented students of advertising related disciplines to apply for the Academic Achievement Award, assisting them in their academic endeavors. Reflective of the competitive world of business, the Academic Achievement Award will be granted on a competitive basis rather than by recommendation.

## Eligibility

- Applicants must be attending an Inland Empire university, college, career college, technical college or trade school at the time the application is submitted.
- Students must be a degree candidate majoring or minoring in a field related to Advertising such as: Advertising, Marketing, Commercial/Graphic Arts, Photography, Communication, Public Relations, Printing, Radio/Television/Film, etc.
- Undergraduate applicants must have an overall GPA of 3.0.
- Applicants must obtain at least one letter of recommendation (no more than three) from faculty in their field of study.
- Applicants must include an essay describing how advertising can contribute to society in a positive way and their reason for wanting to enter the advertising industry. This information may include life experiences, educational and personal goals, significant accomplishments, and unique personal assets. The essay may also include financial need for the award. Please limit essays to 250-500 words. The essay should be typewritten and double-spaced with one inch margins.
- Applicants may also include one piece of creative work. This can be in the form of a print, television or radio advertisement (scripts/storyboard or a fully produced work), interactive media component such as a website, online banner, email/e-card, micro or mini site, online game, online newsletter, podcast, internet commercial or webisode, graphic design piece such as a logo, or illustration; photography, or sound design project.



2017 Academic Achievement Award Application  
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**Personal Information**

Name \_\_\_\_\_

Address  
\_\_\_\_\_  
\_\_\_\_\_

City/State/Zip  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

E-mail Address  
\_\_\_\_\_  
\_\_\_\_\_

Achievements and Accomplishments in your field  
of study  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Academic Information**

School Currently Attending  
\_\_\_\_\_

Address  
\_\_\_\_\_  
\_\_\_\_\_

City/State/Zip  
\_\_\_\_\_  
\_\_\_\_\_

Faculty Advisor \_\_\_\_\_

Major/Concentration  
\_\_\_\_\_  
\_\_\_\_\_

Overall GPA \_\_\_\_\_ Major GPA \_\_\_\_\_

Number of Units completed \_\_\_\_\_

Expected Graduation Date \_\_\_\_\_

High School Attended  
\_\_\_\_\_  
\_\_\_\_\_

City/State  
\_\_\_\_\_  
\_\_\_\_\_

Classification for Summer or Fall 2017:  
(please circle one)

*Freshman*      *Sophomore*

*Junior*          *Senior*

School Attending Next Session  
\_\_\_\_\_  
\_\_\_\_\_



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### **Creative Piece Information**

Creative Piece Category \_\_\_\_\_

Choose from the following: Print, television or radio advertisement (scripts/storyboard or a fully produced work), interactive media component such as a website, online banner, email/e-card, micro or mini site, online game, online newsletter, podcast, internet commercial or webisode, graphic design piece such as a logo, or illustration; photography, or sound design project.

### **FINAL CHECK LIST OF ITEMS TO SUBMIT TO APPLY FOR ACADEMIC ACHIEVEMENT AWARD**

- Application
- Creative Piece (optional)
- Essays
- Nonofficial Transcripts
- Letters of Recommendation

### **DEADLINE TO SUBMIT APPLICATION**

September 30, 2018.  
You can submit your application via mail or email.

*Email:*  
aaf.inlandempire.ca@gmail.com

*Address:*  
American Advertising Federation – Inland Empire  
9668 Milliken Ave, Ste. 104-387  
Rancho Cucamonga, CA 91730