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**College & University
Guide 2023**

The Denver Ad School College and University Guide

VOLUME I



COLORADO
Department of
Higher Education

DAD is approved and regulated by the Colorado Department of Higher Education, Private Occupational School Board



denver ad school

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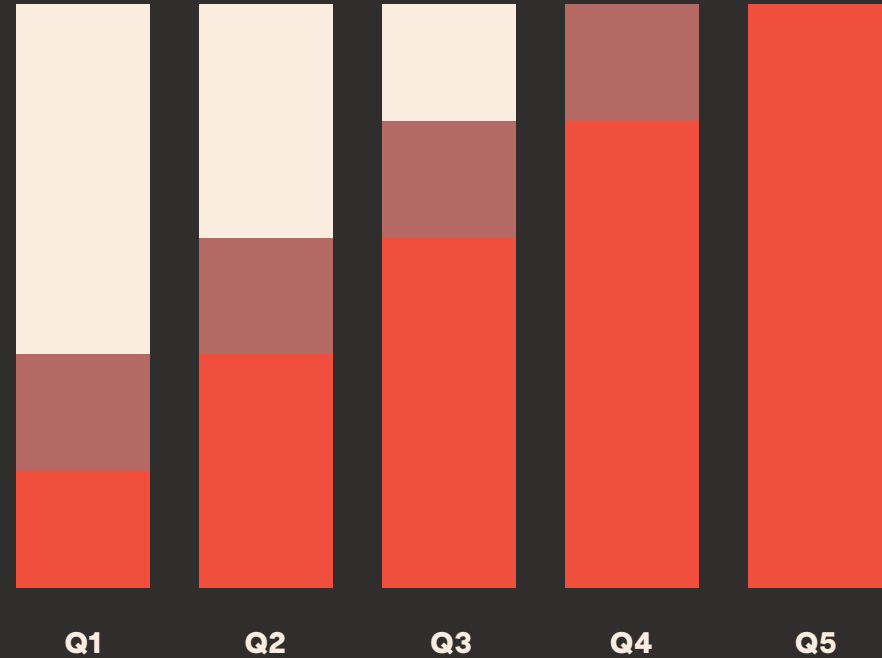
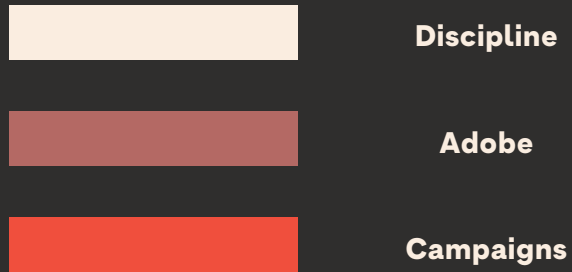
Hi, we're your new DAD.

Denver Ad School (DAD) is the newest major advertising portfolio school in the United States, offering students 16-month-long comprehensive training programs in **art direction, copywriting, and strategy** both **in-person and online**.

Since opening in Fall 2019, we've pushed ourselves to go deeper into a more modern ad curriculum than any school has before. We strive to create portfolios that not only look and sound more realistic but are also more relevant to the real storytelling campaign work that major ad agencies are creating every day.

This is all done with the end goal of **making DAD students the most hireable junior candidates available for hire in the country.**

Students start at DAD mostly by taking discipline-specific classes in copywriting, art direction, or strategy. As that foundation progressively becomes stronger, they get more and more reps in campaign classes where they concept the big idea-driven storytelling campaigns that will ultimately end up in their final portfolio.





Art Direction Curriculum

Q1

The Big Idea
Typography
Design Foundation
Adobe I – Design

Q2

Campaign Development
Directing Art
Campaign Development
Insights and Culture
Adobe II – Layout

Q3

Campaign Development
Building a Brand Identity
Campaign Development
Viral Executions
Adobe III – FX

Q4

Campaign Development
Campaign Execution
Campaign Fire Drill
Campaign Execution
Adobe IV – Motion

Q5

Campaign Assembly
Getting a Job
The High Art of Selling
Adobe V – Portfolio Prep



Copywriting Curriculum

Q1

The Big Idea
Writing for Space
The Craft of Writing
Adobe I – Design

Q2

Campaign Development
Writing for Tone
Campaign Development
Insights and Culture
Adobe II – Layout

Q3

Campaign Development
Writing for Screen
Campaign Development
Viral Executions
Adobe III – FX

Q4

Campaign Development
Campaign Execution
Campaign Fire Drill
Campaign Execution
Adobe IV – Motion

Q5

Campaign Assembly
Getting a Job
The High Art of Selling
Adobe V – Portfolio Prep



Strategy Curriculum

Q1

The Big Idea
Strategic Planning
Research Design
Adobe I – Design

Q2

Brief Building
Insights and Culture
Brand Storytelling
Adobe II – Layout

Q3

Campaign Brief
Campaign Development
Comms Strategy
Adobe III – Motion

Q4

Campaign Brief
Campaign Development
Thought Leadership

Q5

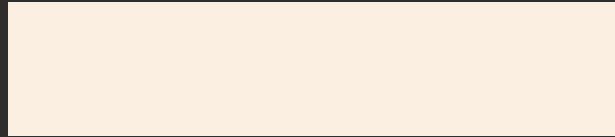
Campaign Assembly
Getting a Job
The High Art of Selling
Adobe V – Portfolio Prep

Trust the process.

Our expectations for the work are high because agency expectations for the work are high. **We run DAD as if it was a real ad agency** because that authenticity is the single best way to prepare our students for the rigors of working in the industry.

In their time with us, **students work on anywhere between 50 to 60 campaign briefs**. Most campaigns don't extend beyond the beginning insight/concept stage before our first "cutdown day" is held where we identify what campaigns are working and cut what campaigns aren't. The campaigns that survive that day are blown out a little further in more executional classes before our final cutdown day after Q4 where we choose their final portfolio campaigns. They then spend the entirety of their Q5 fully completing those campaigns.

Multiple creative directors are on every campaign from the inception all the way through to the final execution, again to mimic the agency process by giving the students ample experience receiving feedback, making refinements, and ensuring their work is as good as it can be.



▼ **Brandcenter**
\$55,502



MIAMI AD SCHOOL
\$38,800



dad[®]
\$27,000

Besides our intensive program structure, the other major difference between us and the other joints is sticker price. Arguably the toughest barrier for entry into advertising is the simple fact that portfolio schools are too expensive.

One big reason agencies are struggling with diversity is that they're all hiring from the same two portfolio schools that only admit students who are privileged enough to attend, effectively shutting out a wide variety of more diverse hiring candidates.

In addition to our industry-leading tuition price, we also work with agencies to provide scholarships every year and have several private lending options to even further ensure that everyone who wants to attend a quality portfolio school can do so.

We started DAD because we saw the portfolio school industry was not keeping up with the changing needs of ad agencies. Not only had the curriculum started to slip but so did the creative standards, which led to portfolios becoming less representative of the actual work that agencies were doing in real life.

While the major ad schools have their flaws, the shorter, less comprehensive programs can also sometimes miss the mark. It takes time to learn how to be creative – you wouldn't show up to a marathon after training for a few weeks, right? Creativity is a muscle that needs a lot of reps, especially in our business, so students feel prepared to handle the rigors of a major ad agency.

At DAD, we believe **we've streamlined our programs to exist in the perfect sweet spot that gives students a fully comprehensive training in the most efficient time frame possible** so they can get to agencies quicker and more prepared than any other junior creative candidate.

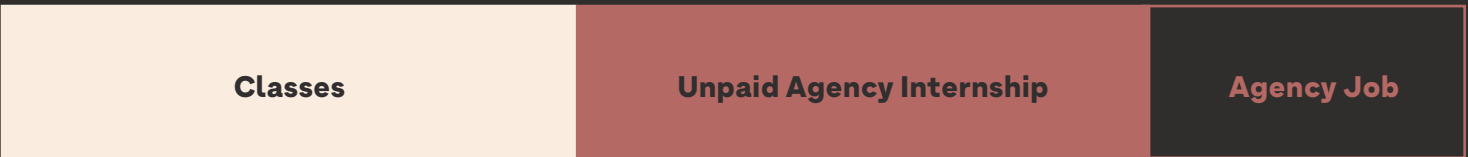
All killer and no filler.

Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8

Shorter and less comprehensive programs



MIAMI AD SCHOOL



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The consistent feedback we get from recruiters, creative directors, and agency leaders is that they trust DAD Grads to step into true creative roles and contribute right away on meaningful work. That might also be why are portfolio debuts are well-attended by the best agencies in the country and they're offering our students an impressive **average starting salary of \$63,000.**

\$63,000

Wieden
Kennedy+

dro5a

G S & P

DEUTSCH LA

O'Keefe
Reinhard
& Paul

HIGH DIVE

VMLY&R

TBWA\Chiat\Day

ARNOLD

David & Goliath

mis
chief.

Doner.

WIP_

360i

gut

CAMPBELL
EWALD

anomaly

MEKANISM

WIP

SAATCHI & SAATCHI

havas

Martin.

Since we opened our doors in Fall 2019, we've held on to a perfect **100% placement rate**, helping every single one of our students start their careers at the biggest and best ad agencies in the country, including the ones to the left.

Our students can also expect more choice after attending DAD, as a majority of **our grads receive multiple agency offers** in the months after finishing with us.

You can always count
on DAD for advice.

We don't need to tell you that the number one worry for college students is whether or not they'll get a good job after graduation. Luckily, that's exactly what we're here for.

Helping junior creatives get jobs is our full-time job and for us that work can start when our future students are still in undergrad. **Consider us an additional free resource to help give your university more access to the advertising industry and prepare college students for their creative career ahead.**

We're involved year-round with college and university partners all over the country by giving **guest lectures** to classes or ad clubs, providing **free portfolio reviews**, participating in class lessons and assignments, **sponsoring university events**, connecting your school with our agency partners for class visits or agency tours, and whatever else you might need help with. Just reach out and let us know what we could do together!

There is something magical about this school right now. The energy of the founders is infectious and you can see it in the students, as well as their killer portfolios.

Zach Canfield

*Associate Partner, Director of Talent
Goodby Silverstein & Partners*



[DAD students] are exactly the kind of talent a creative-first agency like OKRP wants to hire. And we're not the only ones noticing – just look at the list of agencies the grads are joining. It's awesome!

Amy Juel

*Head of Creative Services
O'Keefe Reinhard & Paul*



Greats teaching future greats.

How do we push our students to be the best they can be? We get the best instructors, of course. Everyone who teaches at DAD is an active, working agency pro because they know exactly what it takes to succeed every single day in a big agency. We've got a rotating cast of instructors every quarter from agencies all over the country, including the ones you see below to just name a few.

Plus, unlike other portfolio schools, all of our instructors are senior-level creatives with many years of experience which means the feedback they give will be raw, honest, and just what students need to hear to get better.

Leo Burnett

Wieden
Kennedy⁺

GREY


72andSunny


VMLY&R

FCB

McCANN

TBWA\Chiat\Day

Because our portfolio building process is so scrutinized, we're not lying when we say **we love all of our student campaigns**. If we didn't like something, then it wouldn't go in one of our portfolios.

Which makes it so hard to pick just a quick selection of our favorite all-time student work, but we gave it a shot anyways. And if you wanna see the rest, **every single one of our portfolios is always publicly available for all to see** on our site – something a few of the other schools can't say. Student work is our livelihood and we're not in the business of putting out bad portfolios.

Scope a selection of
our student's stuff.

MEH. JUST PAY IT
OFF LATER.

MEH. JUST PAY IT
OFF LATER.

MEH. JUST PAY IT
OFF LATER.

MEH. JUST PAY IT
OFF LATER.



PAY FOUR
TIMES
BLAH
BLAH
BLAH,

we have no interest

YADA YADA
PAY LATER.

YADA YADA
PAY LATER.

YADA YADA
PAY LATER.

YADA YADA
PAY LATER.

afterpay ↻

afterpay ↻

afterpay ↻



**DRUNK CALLED YOUR EX
WHO WAS NEVER
REALLY YOUR EX?**

FEEL BETTER.



**SHIRT GOT MORE
DRINK THAN
YOUR MOUTH?**

FEEL BETTER.



**BOUGHT \$100 WORTH OF
SHOTS FOR PEOPLE YOU
CAN'T REMEMBER?**

FEEL BETTER.





It was tough.



No one cared.



But you did.



Because you knew.



It would pay off.


ROLEX
It Takes Time.

Honey u
wish u could
bee me.



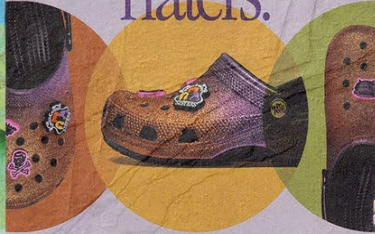
crocs™
COMFORTABLY WEIRD

8 billion people,
and no one
like you.



crocs™
COMFORTABLY WEIRD

Put a spell
on ur
haters.



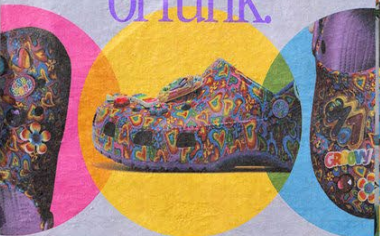
crocs™
COMFORTABLY WEIRD

status quo,
e status
aaahh.



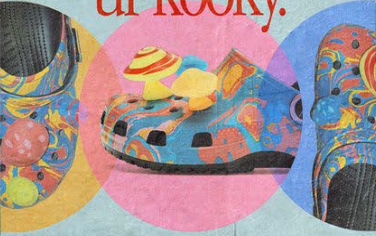
crocs™
COMFORTABLY WEIRD

You are the
renegade
of funk.



crocs™
COMFORTABLY WEIRD

Daily mantra:
max out
ur kooky.



crocs™
COMFORTABLY WEIRD

U don't need
permission to
be urself.



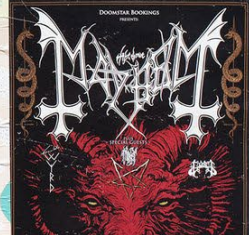
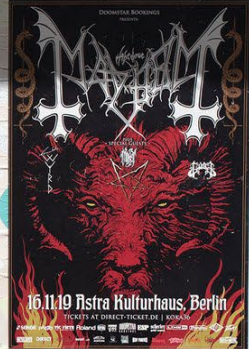
body can
ow in
otstep



crocs™
COMFORTABLY WEIRD



EN UNBEFUGTES BEKLEBEN VERBOTEN UNBEFUGT



HED *Motorcycle Club*

B S M C



build

7003 01



go with
the slow

crockpot

This is BRIDGE 04 433
Old Street Bridge
THE RAILWAY AUTHORITY OR
0207 247 1292

DOMINATE YOUR CLOSET.

Yearning for a well-hung wardrobe?

Yearning for a well-hung wardrobe?



The Container Store
Unleash your inner Neat Freak.

The Container Store

COME, CLEAN.

Indulge your under sink kink.

Unleash your inner Neat Freak. Unleash your inner Neat Freak.



Unleash your inner Neat Freak. Unleash your inner Neat Freak.

Unleash your inner Neat Freak. Unleash your inner Neat Freak.

Unleash your inner Neat Freak. Unleash your inner Neat Freak.

PUT CLUTTER IN ITS PLACE.



Pantries that spark passion.

The Container Store
Unleash your inner Neat Freak.

