

Creative Advertising Application Task Sheet

To apply for a place at The AdSchool at Media Design School, please complete the following set of four tasks. All of the tasks can be submitted by post or email (admissions@mediadesignschool.com).

Task 1:

Here's an ordinary everyday hole puncher. What we want you to do is to imagine this hole puncher has a 'secret life' and to roughly sketch out twenty different ideas of what you imagine the hole puncher's secret life to be. Feel free to be completely silly and fanciful about this, there are no correct answers to this task, just gloriously incorrect ones. Don't worry if you can't draw, just do the best you can. We want you to try and do it without using any words, however if your drawing skills are truly appalling then feel free to write a brief description of what your drawing is meant to depict underneath it.

Once you've finished your twenty ideas then choose your best idea and present it in more detail.

Task 2:

We'd like you to write 300 entertaining but informative words about why we should accept you onto this course. You must begin your three hundred words with the phrase "It looks like I just pulverized my hamster with a spatula ..."

Task 3:

Find an ad that you really love and in 200 words tell us why you like it. In your discussion of the ad you must talk about:

1. What you think the ad is saying about the product, service or idea that it is advertising.
2. The type of person you think the ad is talking to.

Task 4:

Find an ad that you really hate, and again tell us in 200 words why you loathe it. In your discussion of the ad you must talk about:

1. What you think the ad is trying to say about the product, service or idea that it is advertising.
2. The type of person you think the ad is trying to talk to.