2014 – 2015
Worldstudio AIGA Scholarships
Application instructions

Deadline: March 28, 2014

BACKGROUND

Worldstudio Foundation, in conjunction with AIGA, the professional association for design, provides scholarships to minority and economically disadvantaged students who are studying design and arts disciplines in colleges and universities in the United States. Among the scholarships' primary aims are to increase diversity in the creative professions and to foster social and environmental responsibility in the artists, designers and studios of tomorrow. To this end, scholarship recipients are selected not only for their ability and need, but also for their demonstrated commitment to positive change in the larger community through their work.

Basic scholarships are awarded in the amounts of $2,000–$3,000. One or two top awards may be given in an amount up to $5,000 at the jury's discretion. Each award is paid directly to the recipient's school and applied toward tuition. In addition, honorable mention prizes in the amount of $500 cash are also awarded.

SELECTION AND NOTIFICATION PROCESS

Entries will be evaluated by a jury of creative professionals appointed by Worldstudio Foundation and AIGA. In selecting the winning entries, jurors will consider a number of factors, including: quality of submitted work, financial need, minority status, academic record, recommendations and strength of written statement of purpose. All applicants will be notified about the results via email in late June. Worldstudio AIGA Scholarships will notify schools of financial awards and distribute scholarship monies directly to the institution's financial aid office in September 2014. Students are required to notify Worldstudio AIGA Scholarships of any change in academic status.

REAPPLICATION

All former scholarship recipients must reapply in order to be considered for the next year's competition. Previous recipients who choose to reapply should submit new work and written statement of purpose.

As organizations, Worldstudio Foundation and AIGA act to build a center within the creative community for imaginative and progressive change. As such, we eagerly anticipate the work that our scholarship recipients will accomplish now and into the future. We take our scholarship program seriously and hope that recipients will keep us abreast of their projects as they work toward their goals. Correspondence is encouraged.

ELIGIBILITY

- Applicants must be citizens of the United States or be in possession of a Green Card (formally known as a Permanent Resident Card or Form I-551).
- Applicants must be pursuing an undergraduate or graduate degree in a design or art discipline listed below and intend to pursue that discipline as a career.
- Applicants must be matriculated (or planning to matriculate) at accredited colleges and universities in the United States for the Fall 2014/Spring 2015 academic year and must maintain full-time status for the entire year.*
- Incoming students who have yet to enroll must submit proof of acceptance from schools of choice.
- Though not a requirement, minority status is a significant factor considered in jury decisions.
- Students must have at least a 2.0 GPA.
- Scholarships are only awarded to students who are in financial need; applicants must, therefore, provide complete financial aid information on the scholarship form and have the form signed by a financial aid officer.
- Deadline: All entries must be received by March 28, 2014 for the 2014/2015 scholarship competition; students must be enrolled for the full Fall 2014/Spring 2015 academic year.

* *If you do not know which school you are going to be accepted to or will attend, put your first choice. If you are awarded a scholarship, you will need to submit proof of acceptance in your chosen discipline.*

AREAS OF STUDY

This year we are offering scholarships in the following disciplines:

- Advertising *(art direction only)*
- Graphic design
- Illustration
- Interactive design/motion graphics
- Photography

Note: You must be *majoring* in one of these disciplines to qualify.

We are unable to award a Fine Art scholasrhip this year.

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TO APPLY

The application is online starting **January 13, 2014** at:

http://worldstudio.aiga.org/secure/worldstudioscholarship/application/

This document outlines each step of the process.
Please follow all instructions thoroughly.

You will be able to edit your applications until **March 28, 2014**.

BEFORE YOU BEGIN

In order to fill out an application, you must have an AIGA web account. You have an account if you are or have been a member; entered a competition in the past; or signed up previously for a web pass.

You can log in, check to see if you have an account or create a new account at http://my.aiga.org/vango/core/login.aspx

1 PERSONAL INFORMATION

- Name
- Social Security number
- Date and location of your birth
- Racial/ethnic identity
- Address at school
- Permanent address

2 SCHOOL INFORMATION

- School attending for the academic year 2014/15
- College grade level the student will be in for the Fall 2014/Spring 2015 academic year (i.e. freshman, sophomore, etc.).
- Degree sought
- Expected graduation date
- Area of study – your major
- Schools attended, years in attendance, graduation dates and degree(s)

NOTE: If you have not received an acceptance letter from the school to which you applied, put down your first choice. If you are awarded a scholarship, you will need to provide proof of acceptance from the school. You will only be awarded a scholarship to study the discipline for which you applied. For example, if you applied in photography but decide to study architecture, you will not receive the scholarship.

3 WRITTEN STATEMENT OF PURPOSE

You will need to write a statement of purpose and enter it online. In your statement, please address the following in **no more than 600 words.** *Note: The online form will only accommodate up to 600 words, so prepare your statement in advance to make sure it will fit.*

1. Write a brief autobiography, explaining how your experiences have influenced your creative work and your career plans.

2. In the future, how do you see yourself as a creator contributing to the community at large?

Please keep in mind:
Worldstudio AIGA Scholarships are awarded to encourage social and environmental responsibility and cultural awareness in the next generation of artists and designers. Creativity holds an enormous power to impact change. It is particularly important for us to see how you intend to do this through your design or artwork. Graduate students will not be considered unless their statements and work directly address these concerns.

Examples of a commitment to a social agenda:
- Work that clearly demonstrates positive social change.
- Work that addresses identity politics (i.e., cultural, ethnic, sexual or gender identity)
- Demonstration of a **clear** career path (not just "I hope..."), such as to teach, to mentor, to work with young people, to serve your community, etc.

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4 PORTFOLIO

Requirements
- All work must be in the discipline in which you are pursuing a degree. If you are an incoming freshman you can show examples of any creative work that you have.
- Please submit up to 10 examples of your work. You must include at least 5 examples.
- All students – except those entering Interactive Design/ Motion Graphics – must provide static artwork or images. Please see "Submiting motion, film and animation files" on the top right of this page for instructions
- Do not send duplicate artwork on disk if it is online.
- Please carefully follow the instructions below to insure you provide the best possible portfolio.

File size and format for static images
- Images will be viewed on screen so save as RGB, not in CMYK colorspace.
- You will not be able to upload images that do not meet the specifications.
- Your image must be less than or equal to 500k.
- Your image must be less than or equal to 600 pixels wide.
- Your file formats must be one of the following:
  JPG/JPEG
  GIF
  PNG
- The following file types will not be accepted: DCR, TIF, EPS, PDF.

Proper file labeling
- Label each file with the proper extension (*.jpg, *.jpeg, *.gif, *.png)
- File names must not contain any blank spaces or odd characters such as brackets or apostrophes.
  For example:

NO: "my file's name*.gif"
YES: "my_file_name.jpeg" or "myfilename.jpg"

Tips for presenting an online portfolio
Remember that your work will be viewed on a computer screen;
- Start with good photographs or scans that are properly lit and in focus
- Feature your work as simply and as clearly as possible
- Single images read much better than multiples
- Display boards with multiple images and text do not work, for example, a 30"X40" presentation board is not appropriate because when reduced the images and text are too small.

Submitting motion, film and animation files

If you would like to submit movies, motion graphics or interactive files for your portfolio you may include links (for example; YouTube and Vimeo) in your online application.

5 SELF-PORTRAIT

All students will need to upload a self-portrait. The portraits will be used for archival and promotional purposes. Follow the same instructions outlined for portfolio images.

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6 FINANCIAL INFORMATION

All students will need to complete this section. This information must come from your financial aid officer and be accompanied by the officer's contact information. *We must be able to verify your numbers should you be selected for an award.*

Use the form to the right to prepare your information to be entered online, you can work with your financial aid officer to do this.

Before filling out this section, please complete your online FAFSA application at www.fafsa.ed.gov. If current figures are not available, please use last year's figures or estimate to the best of your ability.

• All information must be filled in or applicant may be disqualified.

• If your financial aid package has not been awarded at the time this application is due, the financial aid officer may list the amount of aid received last or an estimated award expected for this year.

• If, and only if, you are an incoming student, you are not required to obtain the information of a financial aid officer, but it is preferred; those unable to obtain this information must check off the "incoming student" box on the online form. As an incoming student fill out the financial information to the best of your ability, in the event that you receive an award this information will be verified and must be accurate in order for you to receive any funds.

A Note about Taxes:

For the most part, scholarship money is not considered income and is therefore not taxed. According to the IRS (specifically, IRS Publication 970) scholarships are tax-free under the following circumstances:

• The candidate is at an eligible educational institution.
• The scholarship money is used for qualified expenses, which include tuition and fees, books, and course- or degree-related costs (like supplies required for specific classes).

This is important: Room and board, travel, or other expenses associated with a college education are not considered qualified expenses and are therefore taxable.

If receiving an award winners are responsible for spending scholarship money according to IRS regulations.

Financial Information Worksheet - DO NOT send this in.
Use this to prepare your information to enter in the online application.

EXPENSES

A Cost of tuition only
Check one: ◯ Estimated ◯ Actual $

B Annual cost of living and other school expenses
Check one: ◯ Estimated ◯ Actual $

C Total expenses   will total automatically

INCOME

D Total amount of family and personal
contributions toward total expenses
Check one: ◯ Estimated ◯ Actual $

E Financial Aid 2013/14 in the form of
scholarships, grants, etc.
Check one: ◯ Estimated ◯ Actual $

F Financial Aid 2013/14 in the form of loans:
Check one: ◯ Estimated ◯ Actual $

G Total amount of funds available   will total automatically

TOTAL

H Student's unmet need   will total automatically

Please note: an unmet need of $0.00 does NOT disqualify your application.

Financial Aid Officer Information

Name of Financial Aid Officer:

Institution of Financial Aid Officer:

E-mail of Financial Aid Officer:

Financial aid office phone:

Financial aid office fax:

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7 SCHOOL TRANSCRIPTS

You must upload your most recent college or high school transcripts with this application.

You will be prompted to input the GPA reflected in the transcripts you upload.

Online it will explain how to upload your transcripts.

Mailing Transcripts
We prefer that you upload your transcripts, if you are unable to do this you can mail them to us, refer to the right for information about sending in your materials.

Note: We do not support students who have not maintained at least a 2.0 GPA.

8 REFERENCES

You will need to have letters of recommendation from two individuals who know you and your work – teachers, employers, counselors, etc. When you complete the online application, an e-mail link to your application will be provided so that they can do this for you. You cannot upload your own letters of recommendation.
Note: After you send your individuals the link to complete your references, you must follow up with them to confirm that they completed this step.

Mailing references
We prefer that you have your individuals use the link that will be provided to e-mail your letters of recommendation themselves. If they are unable to do this you can mail them to us. Refer to the mailing address to the right.
Note: If you are sending physical letters each letter of recommendation must be sealed in its own envelope and the envelope signed by the recommender across the seal.

You will need to provide the following information online about who will be sending letters of recommendation.

- Name, Title and Phone

9 PREVIOUS AWARDS

Have you previously received a Worldstudio AIGA scholarship?

- Yes
- No
- If yes, what school year?

10 CONSENT

I hereby warrant that all information supplied by me is accurate and truthful. I also hereby grant permission for the financial aid office of my institution to release my personal financial information in conjunction with this application. I further grant permission for Worldstudio Foundation and AIGA to reproduce my work, statements and my self-portrait in promotional literature and communications in the event that I receive an award.

MAILING IN MATERIALS

We prefer that you upload all information. Alternatively you can mail the following materials:

- Transcripts
- Letters of recommendation

Note: any materials you mail must be received by March 28, 2014. This is not a postmark deadline. Late applications will be disqualified.

Important: All materials you mail must have an **ID label** that you will generate online. Paste this label in or on the front of the package. **You must use this label when sending in your materials to qualify.**

Mail your materials in one package to:

Worldstudio AIGA Scholarships
164 Fifth Avenue,
New York, NY 10010
Tel: 212.807.1990

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