

student workshop application

Before we get started, you should know a little bit about the roles you're applying for. All of the descriptions below are applicable for both the digital space and traditional advertising in an agency.

Copywriter — Writes the copy that tells the story of the campaign, capturing the target audience's attention.

Art Director — Establishes the conceptual and stylistic direction for campaign.

Strategic Planner — Acts as the "voice of the consumer" within the agency, guiding the campaign development through use of marketing information and research.

Account Management — Serves as the link between the client and the agency, acting as the client's advocate internally and the agency's advocate externally.

Media Planning — Tasked with finding the most appropriate media platforms (print, TV, online, etc.) for a client's brand or product.

Designer — Responsible for conceptualization and design of graphic applications from concept to completion.

NAME:	AGE:
SCHOOL NAME:	YEAR OF GRADUATION:
WHAT IS YOUR MAJOR/MINOR?	
WHY THAT?	
EMAIL ADDRESS:	MOBILE PHONE NUMBER:
HOMETOWN:	

If you are accepted, will you need help finding a place to stay in Richmond?

Yes | No

If you live in Richmond, would you be willing to house an out-of-town participant?

Yes | No

Will you have access to a car?

Yes | No

