

**dad**  
Field Guide

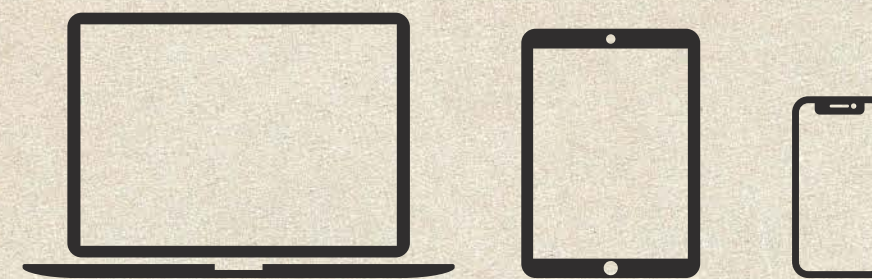


# The Denver Ad School Field Guide

**VOLUME IV**



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



Thoughtfully designed to be viewed on all devices.  
When on mobile, turn 180° for best experience.



The information contained herein should be considered current as of issued date September 2021. © MMXXI Denver Ad School

Out west, nestled up against the Rocky Mountains, sits a lone creative outpost. A rare place for explorers and risk-takers to discover how far their mind can take them. Those who seek us aren't in search of an ordinary advertising school, they're in search of adventure.

Dreamers have always been drawn to Colorado. Our thin mountain air vibrates at a curious frequency, inspiring the bold to discover ideas in places that the complacent dared not look. Should you choose to join us, aspire to the fearless frontiersmen who explored this uncharted territory before you — be curious, be wild, be willing.

While the journey ahead may be onerous, you've never been one to settle for the easiest trail. You know to ignore the paths that lead downhill because the best views are always at the top. So when it comes time to chart your next creative course, set your sights a little higher than before. Because once you start on that path, there's no telling where it may lead...





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# Meet your new DAD.

Denver Ad School (DAD) is the newest major advertising portfolio school and the first to be founded in the digital age. We're here to infuse some modernity, compassion, creativity, and personality into an industry that badly needs it.

We offer fully comprehensive portfolio programs in **Art Direction, Copywriting, and Strategy** and students can choose to **attend either in-person or online.**

Designed to feel like an ad agency, all our classes have the pace, structure, and expectations of a typical agency environment and are led by working agency professionals from the top shops in the country. This isn't like college at all – we're putting you to work from day one.

Our mission is to help the next generation of creatives enter the business more prepared to have a better experience than we sometimes did, who then go on to create ads that are thoughtful, relevant, enjoyable, and a contribution to the greater good.

# num

# bers

Each program lasts  
**15 months**

Which we break into  
**5 quarters**

Each quarter lasts  
**10 weeks**

Classes meet  
**Mon-Thu**

Most classes start  
**Evening**

Some classes start  
**Afternoon**

# \$27,000

**That's it. That's the tuition.** The price you see above is the price you'll pay to attend DAD. No hidden fees, no costs later on down the line. And if this number scares the hell outta you, see our financial aid and scholarship options later in this guide.



# C'mon, why's this shit so 'spensive?

The biggest difference between us and the other joints? Sticker price. Arguably the toughest barrier for entry into advertising is the simple fact that portfolio schools are too expensive – check out that list to the right, it's ridic. And because the biggest agencies in the biggest markets almost exclusively hire their young talent from portfolio schools, if you don't attend one then you're effectively shutout from starting your career in the best possible situation.

That's why DAD has always been and always will be the industry leader when it comes to affordable tuition, because it's our mission to ensure everyone who wants to attend portfolio school can do so. And not only are we more affordable, but we'd argue that our curriculum is better than what you'd get elsewhere – more about that on the next page.

Transparency is a big deal to us, especially when it comes to money. See [denveradschool.com/tuition](https://denveradschool.com/tuition) to learn why we charge what we do.

▼ Brandcenter  
**\$55,502**

 **THE  
CREATIVE  
CIRCUS**  
**\$51,212**

MIAMI AD SCHOOL  
**\$38,800**

denver **ad** school  
**\$27,000**

\$63,000

That big, sexy number is the average starting salary of our DAD Grads. Because you work so hard on your portfolio, we work extra damn hard to get you paid better than every other junior-level candidate.

No one ever said DAD was easy. You'll learn more in 5 quarters at DAD than you did in 4 years at college – like, for real.

Because our programs are so comprehensive, advertising agencies view our students as above-average candidates who they trust to step into creative roles and contribute right away. Look below to see a short list of the great places that have been eager to hire DAD Grads.

Since opening in Fall 2019 we have a **100% placement rate**, helping every single one of our students start their careers at some of the biggest and best ad agencies in the country.

# DAD Grads start their careers at the top.



Crispin Porter Bogusky®

David & Goliath



HIGHDIVE 



TBWA\Chiat\Day

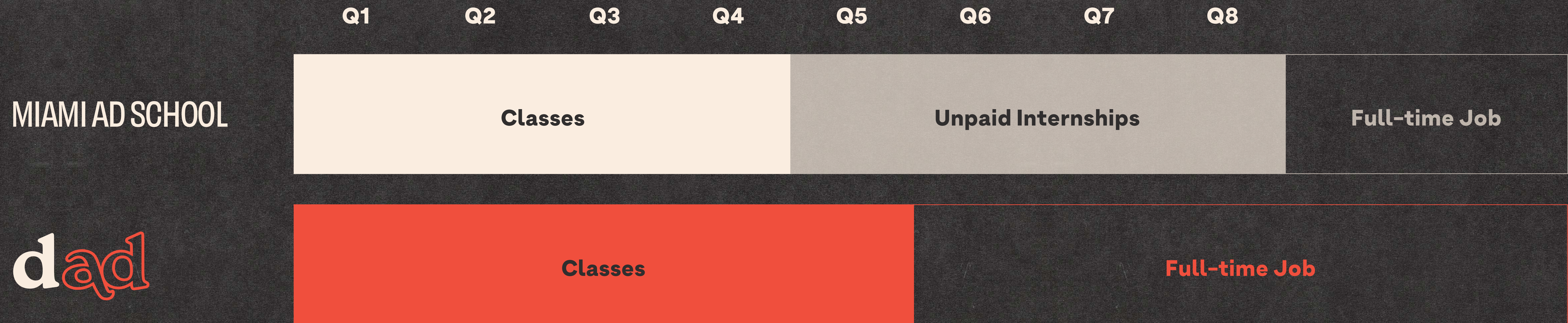


We're all killer and no filler.

Unlike other ad schools that fill their programs with extraneous classes to keep you in class and paying tuition as long as possible, we streamlined our programs to give students a fully comprehensive training in the most efficient time frame possible.

We're not cheaper than the other schools because we're shorter, we're less expensive because we cut out all the bullshit. We actually pack more into a year and a half than they do into two years. The proof is in our student portfolios – they look better here because our students spend their entire time at DAD working on them.

Basically, our model is to **teach you everything you need to know and nothing you don't** so you can get the hell out of here already and start collecting that sweet, sweet agency salary.



Why go to school for 8 quarters, spend 4 of those quarters stuck in unpaid internships, when you could learn all of that and more in 5 quarters at DAD and then be out in the real world making a real salary while those other students are still in school?

# Come learn from the best in the biz.

We're set up to feel a little like a school and a lot like an ad agency. Every class here was designed to have the pace, structure, and expectations of a top ad shop. And along with that, all of your instructors will be active, working agency pros who have killer resumes from big agencies like the ones you see to your right. Plus, unlike other schools, all of our instructors are senior-level creatives with many years of experience which means the feedback you get from them will be raw, honest, and incredibly helpful.

Students can expect to finish the DAD program with industry-ready portfolios showcasing their conceptual and creative abilities, along with the connections and confidence to land their first job in advertising where they show up on their first day (truly) ready to work.

**David & Goliath**

Wieden  
Kennedy<sup>+</sup>



**GREY**

DEUTSCH LA

dro5a

*Leo Burnett*

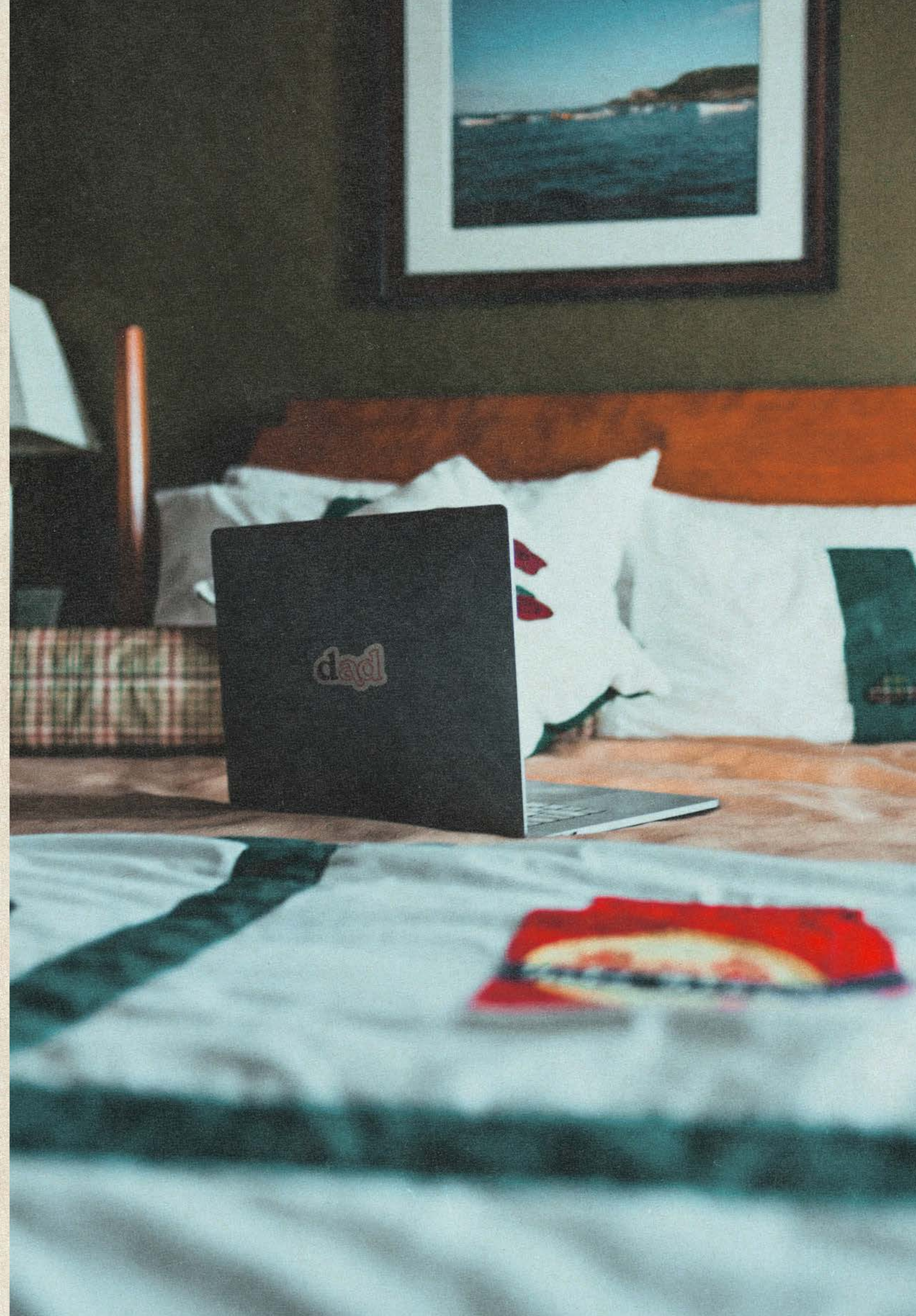
**McCANN**

 **TikTok**

 **VMLY&R**

**FCB**

Crispin Porter Bogusky<sup>®</sup>



# Do you prefer pants on or pants off?

**There are now two ways to attend DAD.** You can either come hang out with us **in-person** here in beautiful Colorado, or you can Zoom in **virtually** from the comfort of your own home.

No matter which option you choose, **both programs are identical.** Same great curriculum, same big agency teachers, same killer portfolio, same exact price. It all comes down to where and how you like to learn and whether or not you wanna put on pants to be around other people.

*(Clothes are not optional for those students attending DAD in Denver – no shirt, no shoes, no portfolio.)*



Programs





# Copywriting

Agency copywriters best express their thoughts using words. They brainstorm lots of ideas, write a ton of headlines, write scripts for tv commercials and digital videos, craft epic brand manifestos, write website and social post copy, and anything else that involves the act of assembling individual letters into words that are then recognized by other English readers as coherent thoughts.

If you have a strong opinion on the Oxford Comma, fly into an unhinged rage when you spot a misspelling, can kill an afternoon hanging out on thesaurus.com, think Olivia Rodrigo lyrics are goddamn poetry, can pen the wittiest of prose on Instagram like some sorta social media Shakespeare, and are able to distill large complex thoughts into succinct and impactful messages that people can easily understand and enjoy then you'd probably make a good writer.



## Q1

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

## Q2

Campaign Development x2  
Adobe II – Layout  
Writing for Tone  
Strategy for Dummies

## Q3

Campaign Development x2  
Adobe III – Motion  
Writing for Screen  
Culture Vulture

## Q4

Campaign Development x2  
Campaign Execution  
The Joy of Experiential

## Q5

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

# Here's why students attend DAD for Copywriting...

We only hire active copywriters to teach at DAD, no retired professors allowed. Our most killer copywriter instructors are from big agencies like **Saatchi & Saatchi** New York and **Wieden + Kennedy** Portland.

DAD's Copywriting program is heavy into conceptual thinking classes, **giving our copywriting grads an edge** over other students when it comes to creating big, strategically-grounded campaign ideas.

And because we forgo the unpaid internship phase, we get you out into the real world and into a real copywriting job quicker than any other major portfolio school.

# Art Direction

Agency art directors best express their ideas visually. They brainstorm lots of ideas, make decisions on typography and color, design layouts for print ads and billboards, help develop a brand's logo and identity, plan out photography, pick commercial locations and wardrobe, and direct the overall visual look and feel of an ad campaign.

If you experience a rage blackout whenever you see someone use the Comic Sans or Papyrus fonts, can match the hues of random objects to colors on Pantone.com, have always wanted to direct a music video, are proud to say your idea of a good book is the 1975 NASA style guide, and can create a visual look and feel that fits with a brand and the story they're trying to tell then you'd probably make a good art director.





## Q1

The Big Idea  
Adobe I – Design  
Design Foundation  
Typography

## Q2

Campaign Development x2  
Adobe II – Layout  
Directing Art  
Strategy for Dummies

## Q3

Campaign Development x2  
Adobe III – Motion  
Building a Brand Identity  
Culture Vulture

## Q4

Campaign Development x2  
Campaign Execution  
The Joy of Experiential

## Q5

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

# Here's why students attend DAD for Art Direction...

We only hire active art directors to teach at DAD, no retired professors allowed. Our most killer instructors are from big agencies like **Goodby Silverstein & Partners** San Francisco and **Publicis** Seattle.

DAD's conceptual Art Direction program incorporates a lot of design-specific and Adobe software classes, **making our grads true art director/designer hybrids that ad agencies absolutely love to hire.**

And because we forgo the unpaid internship phase, we get you out into the real world and into a real art direction job quicker than any other major portfolio school.

Agency strategists best express their ideas with critical thinking. Part anthropologist, psychologist, complexity simplifier, and muse, strategists thrive on solving business problems through creative solutions. They mine for insights and develop creative briefs to give creative teams a launch platform for advertising ideas.

Strategy is the exact intersection of art and science in advertising. They research audience demographics to determine who ad campaigns should target, track trends in business and culture, identify insights into human behavior and how they relate to brands and products, set up focus groups to test hypotheses, write project briefs that inspire the creative teams to create an ad campaign, and then help them sell that ad campaign to a client with reasoning.

If you have a subscription to both PAPER Magazine and the Wall Street Journal, routinely crush even the nerdiest of nerds at trivia night, often hear someone question “why” and respond back with a 10-page Keynote deck, pick which trendy sneakers to wear each day based on the brand’s opening bell valuation, and you enjoy being a cultural anthropologist who strives to find the human truths that fuel big ideas then you’d probably make a good strategist.



## Strategy



## **Q1**

The Big Idea  
Adobe I – Design  
Strategic Planning  
Research Design I

## **Q2**

Brand Architecture  
Adobe II – Layout  
Culture Vulture  
Brief Building  
Research Design II

## **Q3**

Campaign Brief  
Adobe III – Motion  
Brand Storytelling  
Campaign Development  
Comms Strategy

## **Q4**

Campaign Brief  
Campaign Development  
Thought Leadership

## **Q5**

Adobe IV – Portfolio Prep  
The High Art of Selling  
Getting a Job



We only hire active strategists to teach at DAD, no retired professors allowed. Our most killer strategy instructors are from big agencies like **Wieden + Kennedy** New York and **Egg Strategy** Denver.

DAD is one of two comprehensive, project-based strategy programs in the country, the other being VCU Brandcenter, and is **the only program west of the Mississippi.**

And because we forgo the unpaid internship phase, we get you out into the real world and into a real strategy job quicker than any other major portfolio school.

Here's why students attend  
DAD for Strategy...

When you're here,  
you're here.

We pack a lot of work into 5 quarters – we're not here to fuck around. Because of this, **we consider our programs to be a full-time commitment.** Most of our students work part-time jobs, sure, but the workload is such that your schedule needs to revolve around DAD. No students that are working full-time jobs will be admitted to DAD. To get something out of this, you need to put in the effort.

**We cap enrollment each quarter to keep our classes small,** which means everyone depends on each other to help build their portfolio. Copywriters need Art Directors, and Art Directors need Copywriters. So if you're not bringing enough work to class or making yourself available to meet with partners during the week, that's not gonna play here. Give us your complete focus for 15 months and we'll give you a career for the rest of your life.



**Schedule**

# Great, now when can you start?

We do rolling admissions, which means **we admit new students four times a year at the start of every quarter.** So whenever you choose to enroll, that's when your program starts — you're not jumping in midstream or anything like that. Pick the time of year that works best for you and come when you're ready.

Each of our programs consists of five quarters that are ten weeks long, totaling 14 months from start to finish. For example, if you started in the Fall 2019 quarter then you would finish the program after the Fall 2020 quarter.



## Winter 2022

**January 10 to March 18**

Applications Due December 13

## Spring 2022

**April 4 to June 10**

Applications Due March 7

## Summer 2022

**July 11 to September 16**

Applications Due June 13

## Fall 2022

**October 3 to December 16**

Applications Due September 5

# 2022 Schedule

## Winter 2023

**January 9 to March 17**

Applications Due December 12

## Spring 2023

**April 3 to June 9**

Applications Due March 6

## Summer 2023

**July 10 to September 15**

Applications Due June 12

## Fall 2023

**October 2 to December 15**

Applications Due September 4

## 2023 Schedule



# Hit the holiday road.

Our program packs a punch – have we mentioned that yet? When classes are in session, we keep you pretty busy. So what do we want you to do in between quarters? **Get the hell outta here.**

Breaks at DAD should be just that – a fuckin’ break. We don’t do workshops or assign projects in between quarters. That’s your time to go relax, go recharge, and go experience all the west has to offer. You could spend years living in Colorado and still not see all the coolest shit in the state, so there’s plenty here to keep you busy. Or you could head home to see family, friends, and check on your cat.

But one of the coolest things about Denver is you’re just a day’s drive from some of the most beautiful and unique spots in North America.

## Summer Break

**4 weeks off**

## Winter Break

**3 weeks off**

## Spring & Fall Break

**2 weeks off**

## Thanksgiving

**1 week off**

## Memorial & Labor Day

**4 day weekend**

**Aspen**  
*Colorado*  
3 ½ hour drive

**Arches Natl. Park**  
*Utah*  
5 hour drive

**Santa Fe**  
*New Mexico*  
5 ½ hour drive



**Yellowstone Natl. Park**  
*Wyoming*  
8 ½ hour drive

**Zion Natl. Park**  
*Utah*  
9 hour drive

**Las Vegas**  
*Nevada*  
10 ½ hour drive





Classes

## Adobe I – Design

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Whether you're a total newbie or a pro in the making, you'll get personalized instruction from our very own certified Adobe expert, Michelle Graves, in Adobe Photoshop and Illustrator.

## Adobe II – Layout

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Learn the ins-and-outs of Adobe InDesign, from the basics of layout and text on through to more advanced skills and functionalities, as well as design concepts, trends, terminology, workflow efficiency, and file prep.

## Adobe III – Motion

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Get the basics of video/audio editing, color correction, transitions, and effects in Adobe Premiere. Then dive into After Effects and learn best practices for text/object animation, effects, lighting, and more.



## Adobe IV – Portfolio Prep

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Learn how to properly prep your files for production and get one-on-one help with putting the finishing design touches on your campaigns, as well as help setting up your website.

## The Big Idea

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Without a concept, you don't have a great campaign. Learn how to spin a human truth into a big idea and create an ad campaign. Break down famous ads to find their big idea and what made them so successful.

## Brand Architecture

**STRATEGY**

When constructing a brand, you need a solid foundation. Learn about different architecture formats, how you work with clients to develop an architecture, and why this is all important for a brand to really thrive.

## Brand Storytelling

### STRATEGY

Flex your creative muscles to direct and edit your own anthemic brand manifesto video. Use video you shoot yourself and find online, music, and your manifesto script to capture the essence of a brand's platforms.

## Brief Building

### STRATEGY

Discover what makes a good brief, what makes a bad brief, and how they fuel creative work. Get your reps writing briefs and learn how to present them in an exciting way – so your creative team doesn't fall asleep.

## Building a Brand Identity

### ART DIRECTORS

Build a brand system from the ground up. Primary, secondary, and tertiary logos, color palette, typefaces, packaging, merch, and whatever else aligns with the tone of the brand and properly tells its story.



## Campaign Assembly

**ART DIRECTORS | COPYWRITERS | STRATEGY**

You've got all the pieces, let's put 'em together. We'll go through every campaign you made at DAD, pick our favorites to push and refine, then throw 'em on your site in a way that best catches the eyes of recruiters.

## Campaign Brief

**STRATEGY**

Write the briefs that will fuel the creative students' campaigns. Craft a new brief every 2 weeks, present it live in front of the creative students, and then give strategic feedback on their campaigns in progress.

## Campaign Development

**ART DIRECTORS | COPYWRITERS**

Art directors and copywriters work in pairs to identify the insights that will inspire a creative concept or big idea, laying the groundwork for a campaign. The core of your portfolio will be built here.

## Comms Strategy

### **STRATEGY**

Tackle modern media planning with an emphasis on the comms planning method, a building block for all strategic campaigns. Design consumer decision journeys and solve for barriers with strategy, creative, and media.

## Campaign Execution

### **ART DIRECTORS | COPYWRITERS**

Take your big ideas from Campaign Development and bring them to life. Go beyond traditional ads and tell your story in the real world, from social media to experiential events to stunts and whatever else you can dream up.

## The Craft of Writing

### **COPYWRITERS**

Drop the copy for one night and just be a writer. Break down the writing in famous movies, music, literature, (and maybe a few ads) to better learn how to write with conviction, creativity, and really make your words sing.

## Directing Art

### ART DIRECTORS

How do you take words on a page and breathe life into them visually? Learn what's expected of you as an agency AD, what tools/resources you can lean on, and how to start capturing the visual vibe on every project.

## Culture Vulture

### ART DIRECTORS | COPYWRITERS | STRATEGY

Become a cultural anthropologist and expand your knowledge of culture at-large. Then use that new awareness to influence your own POV and find out how to explore other cultures so you can truly listen and eliminate bias.

## Design Foundation

### ART DIRECTORS

Become a Super Art Director that can enhance your work with solid design chops. Dive into design theory, vocabulary, and learn how to evaluate and execute the fundamental elements that make up good design.

## Getting a Job

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Your portfolio gets you the job, but your persistence gets you in the door. Learn how to brand yourself, present your work effectively to agencies, and find interesting ways to connect with the people who will hire you.

## The High Art of Selling

**ART DIRECTORS | COPYWRITERS | STRATEGY**

Creative isn't created until it's first sold to your boss, your agency, and eventually your client. Learn from a master presenter how to capture the attention of the entire meeting room and sell the hell outta your ideas.

## The Joy of Experiential

**ART DIRECTORS | COPYWRITERS**

If you want to really connect with an audience, you need to get experiential. Work with an agency expert to concept purpose-driven work that will touch people on a more personal level and enhance their lives.





# Research Design I

## STRATEGY

Learn the methodologies behind consumer, competitive, and cultural research. You'll gather information using primary, secondary, qualitative, and quantitative methods, then distill it all into meaningful insights.

# Research Design II

## STRATEGY

You can never do too much research, right? This time around you'll dive deeper into common client research and tracking studies, then get a taste of creative concept testing and brand tracking studies.

# Strategic Planning

## STRATEGY

Get an intro into the life of an agency strategist. Learn to ask the right questions during client briefings, develop meaningful problem statements, understand and articulate insights, write briefs, and lead a creative briefing.

## Thought Leadership

### **STRATEGY**

Share your inner most thoughts and opinions with the world. Write white-papers and points-of-view essays that can be used to lead client business, prospect new business, and drive agency clout (along with your own).

## Typography

### **ART DIRECTORS**

Every AD should be a font nerd at heart. Work with the nerdiest font-head we know to learn the fundamentals of type, how to use it properly, and explore the history of typefaces and more modern type trends.

## Strategy for Dummies

### **ART DIRECTORS | COPYWRITERS**

Smart work is what sells, so let's get your creative brain thinking more strategically. Work with a real-life agency Strategy Director to research a brand, their competitors, and gain insights that could fuel a campaign.



## Writing for Screen

### **COPYWRITERS**

Become a script-writing machine. Bang out 15, 30, and 60 second commercials, Spotify spots, and more. Then learn how to properly format your scripts so your boss thinks you're some sorta Hollywood big shot.

## Writing for Space

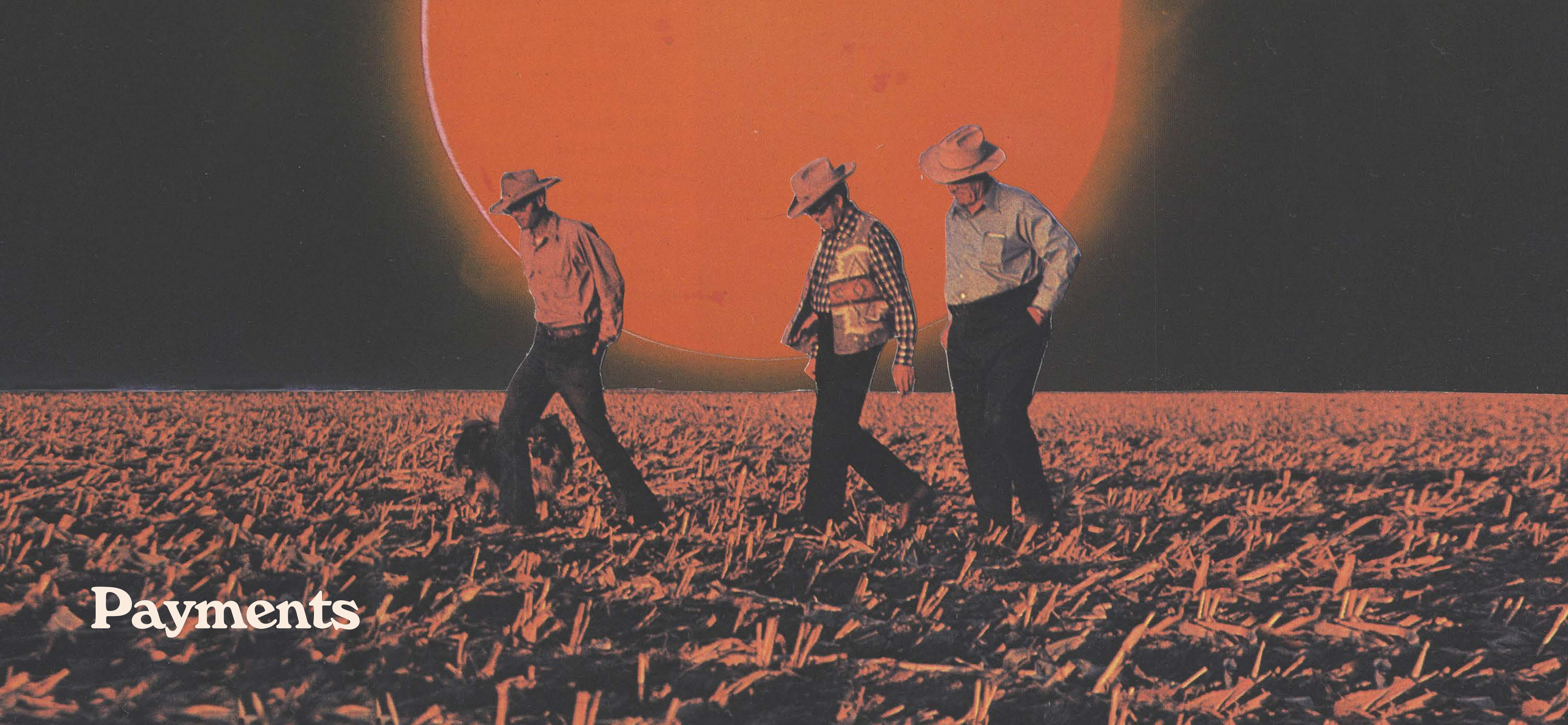
### **COPYWRITERS**

You've got a lot to say and only a little space to say it. Learn the structure and rhythm of all the projects that copywriters are expected to know, from headlines to taglines and every line between, and how to be concise.

## Writing for Tone

### **COPYWRITERS**

You've got the structure down, now it's time to inject more creativity. Start to write in multiple brand voices and tones to become a more efficient and versatile copywriter.



**Payments**

# Here's how we like to secure the bag.

## **Full Payment – \$25,000**

One (1) lump sum payment of \$25,000 payable via check (\$2,000 discount).

## **Quarterly Payment – \$5,200**

Five (5) payments of \$5,200 payable via check, credit card, Bitcoin (\$1,000 discount).

## **Monthly Payment – \$1,500**

Eighteen (18) payments of \$1,500 payable via check, credit card, Bitcoin.

You've got options when it comes to paying tuition at DAD. And like everything else around here, we've made it easy. Simply choose the payment plan that works best for you, we're good with whatever. The price you see is the price you pay – no hidden fees and no extra costs down the line, because we're cool like that.

Financial Aid



If you can't afford it,  
we'll find a way.

Our tuition was priced very specifically at \$27,000 because we wanted to be the most affordable, fully-comprehensive advertising portfolio program in the country. But we know for some of you that's still a daunting number.

**No one will ever, ever get turned away over money.** If you belong here, we'll get you in here – simple as that. To help break down the barriers that are preventing people like you from finding a more creative career, we currently have two big scholarship options that are aimed at helping a certain segment of students, while a third in-house option helps everyone else.

To achieve real diversity in advertising, we need to dismantle all the barriers that have long prevented diverse talent from entering the ad industry. Portfolio schools and ad agencies need to show the world that we think Black creativity matters.

In 2020 we launched Black Creativity Matters, a scholarship fund that allows all Black students to attend DAD at a heavily discounted tuition rate. To learn more, visit [denveradschool.com/bcm](https://denveradschool.com/bcm)

**Black  
Creativity  
Matters**

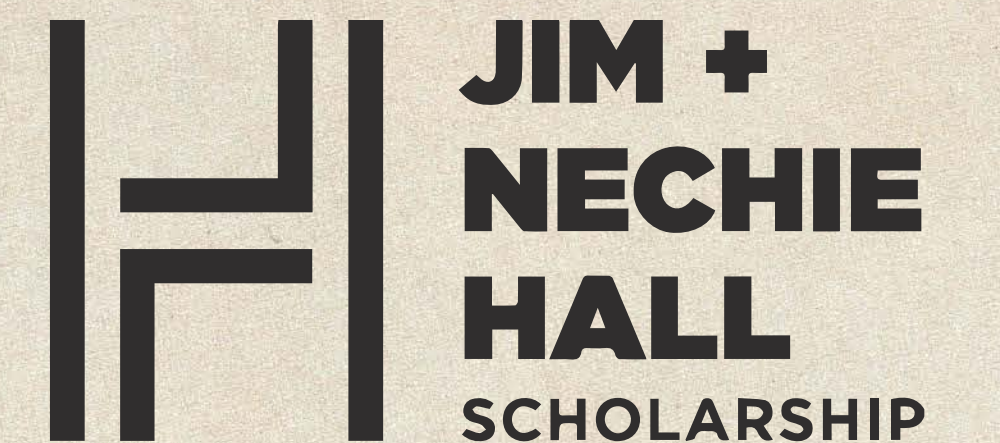






Many people think they're not cut out for advertising, that the only way to break in is if you major in advertising at college and then attend a pricey portfolio school. The founders of Vladimir Jones, Denver's most storied ad agency, followed a different path 50 years ago and now they want to make it possible for one student every year to follow in their footsteps.

Every year, Vladimir Jones will select one student to receive a full-ride scholarship to attend DAD. To learn more and apply, visit [denveradschool.com/scholarships](https://denveradschool.com/scholarships)



**d**ad

Go ahead, ask your  
**DAD** for money.

Even though our tuition is between \$11,000 and \$28,500 less than the other major ad schools, we recognize there are still deserving students who can't quite afford to attend DAD. Unlike the other joints, our goal here is not to make a gigantic profit off of your hopes and dreams, our goal is to give the best portfolio school training to any and all who want it.

If you're worried about our tuition price being a barrier for you, hit us up! For real, don't just assume you can't afford this. We're creative people (duh) and are always willing to get creative with personalized payment options to ensure that you can attend portfolio school without the dark cloud of debt hanging over your head.

We enroll students every single quarter who are on **unique payment plans**, we can do the same for you!



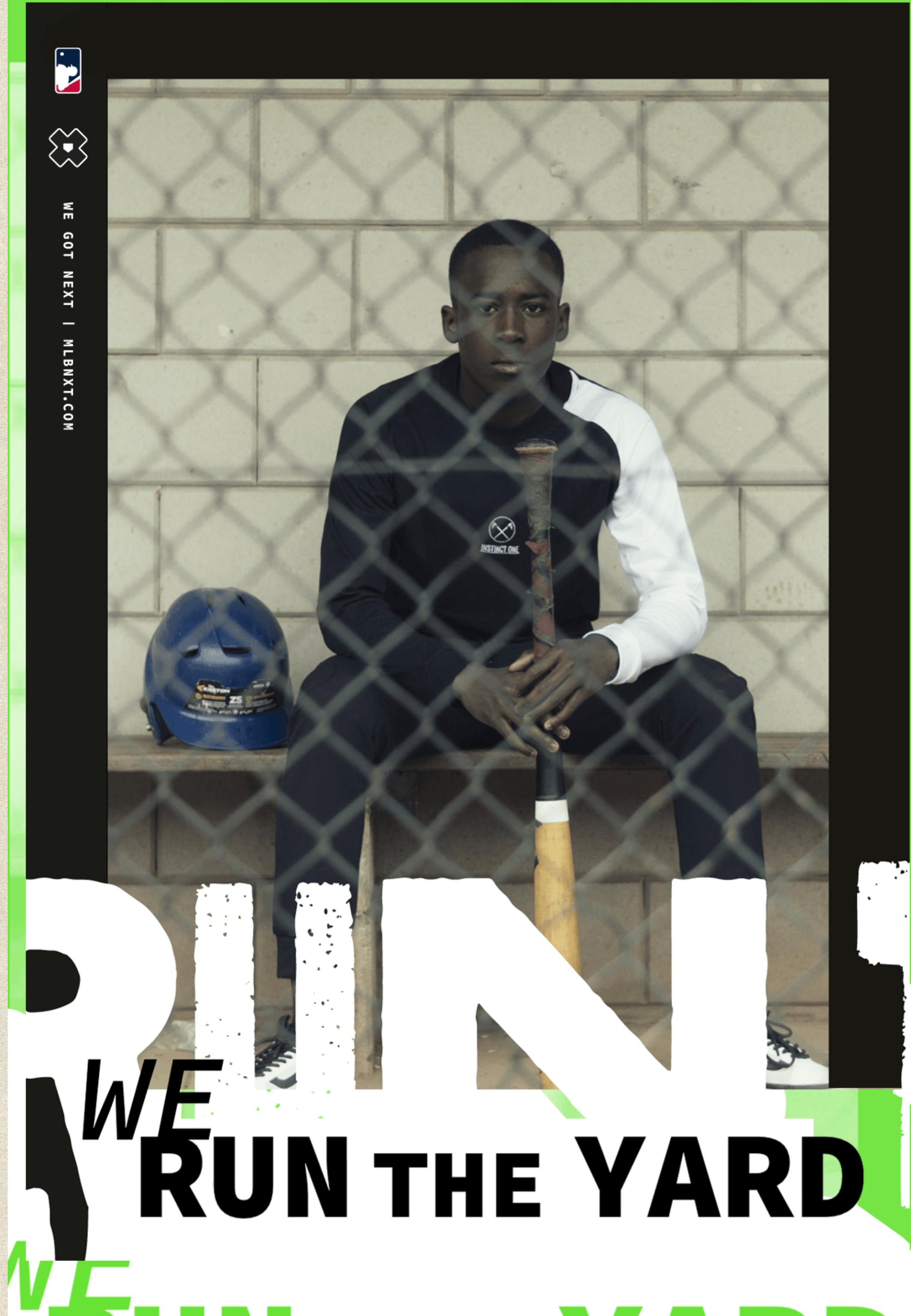
**Student Work**

# The work, the work, the work.

**We don't do student work, we do agency work.** It's how ad agencies know our students are ready to come out of DAD and crush it in this business from day one, because our standards for success are higher. That's probably why our student's work is regarded as some of the best around. Compare our portfolios to the work that comes out of the other schools and it's easy to see we dig for deeper insights, shoot for bigger ideas, and go bolder with the way we bring those stories to life.

The student portfolios aren't hidden on our site (*like some other schools*) because we're proud of every single one of the portfolios that come out of DAD. And not only that, we're totally confident every incoming student can get to that same level. Because like we tell people all the time, we're not in the business of making shitty portfolios.

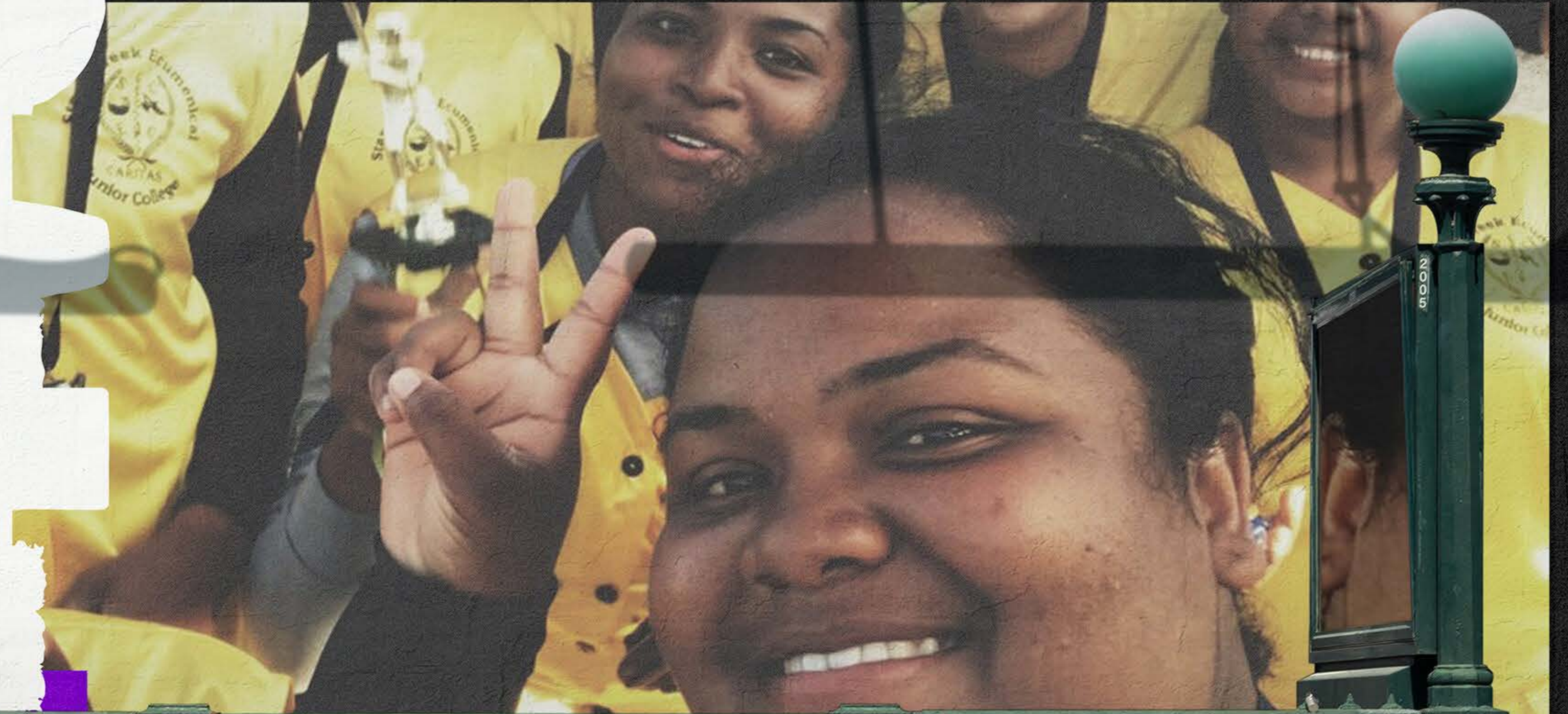
Check out just a small sample of what our students make here on the next few pages, then check out the whole collection at **[denveradschool.com/portfolios](https://denveradschool.com/portfolios)**.





WE GOT NEXT | [MLBNXT.COM](http://MLBNXT.COM)

# BALL OUT



MORGAN AV

## Subway

New York City Transit

Bicycles or other property attached to these railings will be removed and delivered to the Lost Property Unit located at 34 St & 8 Av  
Tel.# (212) 712-4500/4501

New York City Transit

OUT NOW | OUT NOW

S U P E R S U P  
N A T U R A L N A T U R

DANNY L H  
EAT. CARLY RAE  
T NOW DANNYLH

AURICE F  
(Bubbletease Communic

LOWING-I  
(Ruf Kutz)

KZ + Hawaii  
(Fade to Zaire)

tember / Ba

DOLLAR TREE

Maybe for tomorrow?

Yasss!

# EAT LIPSTICK FOR BREAKFAST

Get Doll'd Up

L504A

JCDecaux

DOLLAR TREE

Mood

# NO ONE MAKES ME BLUSH = IT MYSELF

Also mood

Get Doll'd Up



# DOLLAR TREE® BEAUTY

EYES

FACE

LIPS

Virtually try on your next look  
with our new Face Fill-ter technology

Get Doll'd Up

ACCESSORIES

FACEFILL-TER

Once you're set on your new look,  
post & share on your stories.

Tag us for a chance to be featured.



Touchez l'écran pour accéder  
à notre catalogue produits





STREET NI

151  
M'night - 8am  
6.30pm - M'night

ILLINGTON  
J C  
299  
Lamp Posts 7  
1927 5000

medela



**GO FOR A RIDE WITH THE LADIES**

FREE THE NIPPLE FREE THE NIPPLE  
FREE THE NIPPLE FREE THE NIPPLE  
FREE THE NIPPLE FREE THE NIPPLE

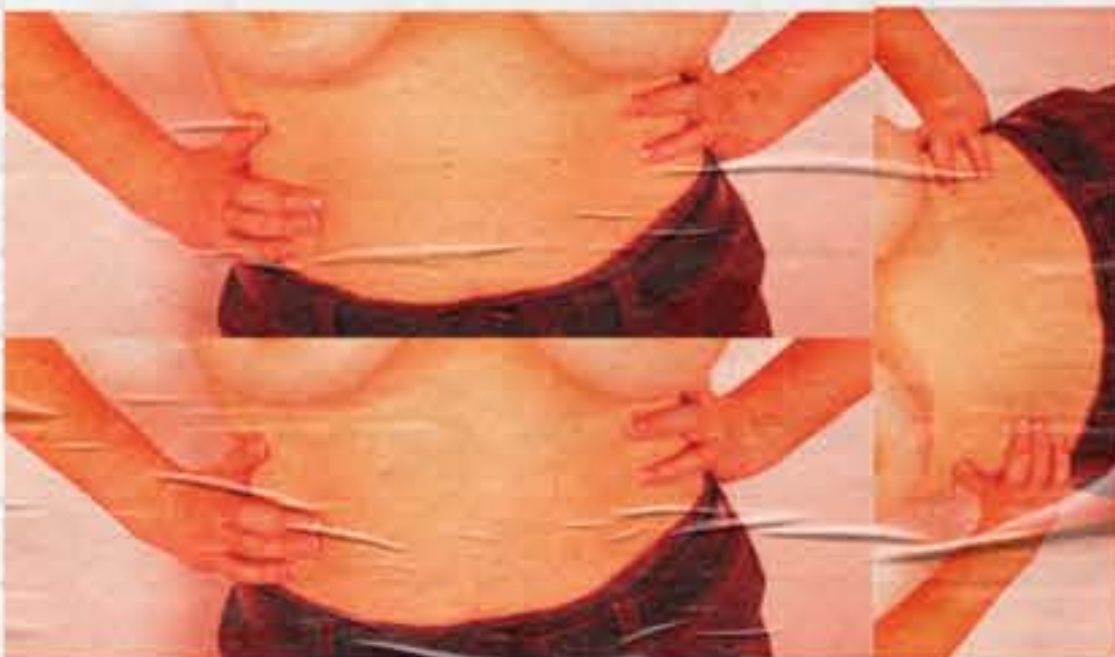
medela



medela

FREE THE NIPPLE FREE THE NIPPLE  
FREE THE NIPPLE FREE THE NIPPLE  
FREE THE NIPPLE FREE THE NIPPLE

**SPEND TIME WITH THE ONES CLOSEST TO YOU**

**medela**  
FREE THE NIPPLE





# Soak in Silence



Our entire life  
we are expected to  
be somewhere.

RETREAT FROM NORMAL  
RETREAT FROM NORMAL

UNDER CANVAS®  
undercanvas.com

ZION NATIONAL PARK | VIRGINIA, UT | 37.2148272, -113.2707146



ZION NATIONAL PARK | VIRGIN, UT | 37.2148272, -113.2707146

# Dream in Daylight

RETREAT FROM NORMAL

UNDER CANVAS  
UNDERCANVAS.COM



GREAT SMOKY MOUNTAINS  
**The Whispers of the Woods**

GSM 002C

SIDE 1

30 MIN

Recorded entirely at Under Canvas Great Smoky Mountains,  
Copyright © 2021. All rights reserved.

PEOPLE MATTER MORE  
PEOPLE MATTER MORE  
PEOPLE MATTER MORE  
PEOPLE MATTER MORE



TVS  
HAVE  
WARRANTIES,  
LIVES  
DO NOT



[ IN ORDER ]  
TO RESTORE

[ IT MUST ]  
BE ABOUT  
MORE THAN  
A STORE

Change starts from the inside out.

In our ethics, stores, and how we do things. At Target, we're known for stuff, but it's time we've known for our humanity. We're putting our money where our mouth is, and you should too.

Let's restore together.  
#PeopleMatterMore



PEOPLE  
MATTER  
MORE

Change starts from the inside out.

In our ethics, stores, and how we do things. At Target, we're known for stuff, but it's time we've known for our humanity. We're putting our money where our mouth is, and you should too.

STUFF MATTERS.  
PEOPLE MATTER MORE.

TARGET

CLEAN UP  
ON AISLES  
HUMANITY  
CLEAN UP  
ON AISLES  
HUMANITY

CLEAN UP  
ON AISLES  
HUMANITY

CLEAN UP  
ON AISLES  
HUMANITY  
CLEAN UP  
ON AISLES  
HUMANITY  
CLEAN UP



OUR PRACTICES

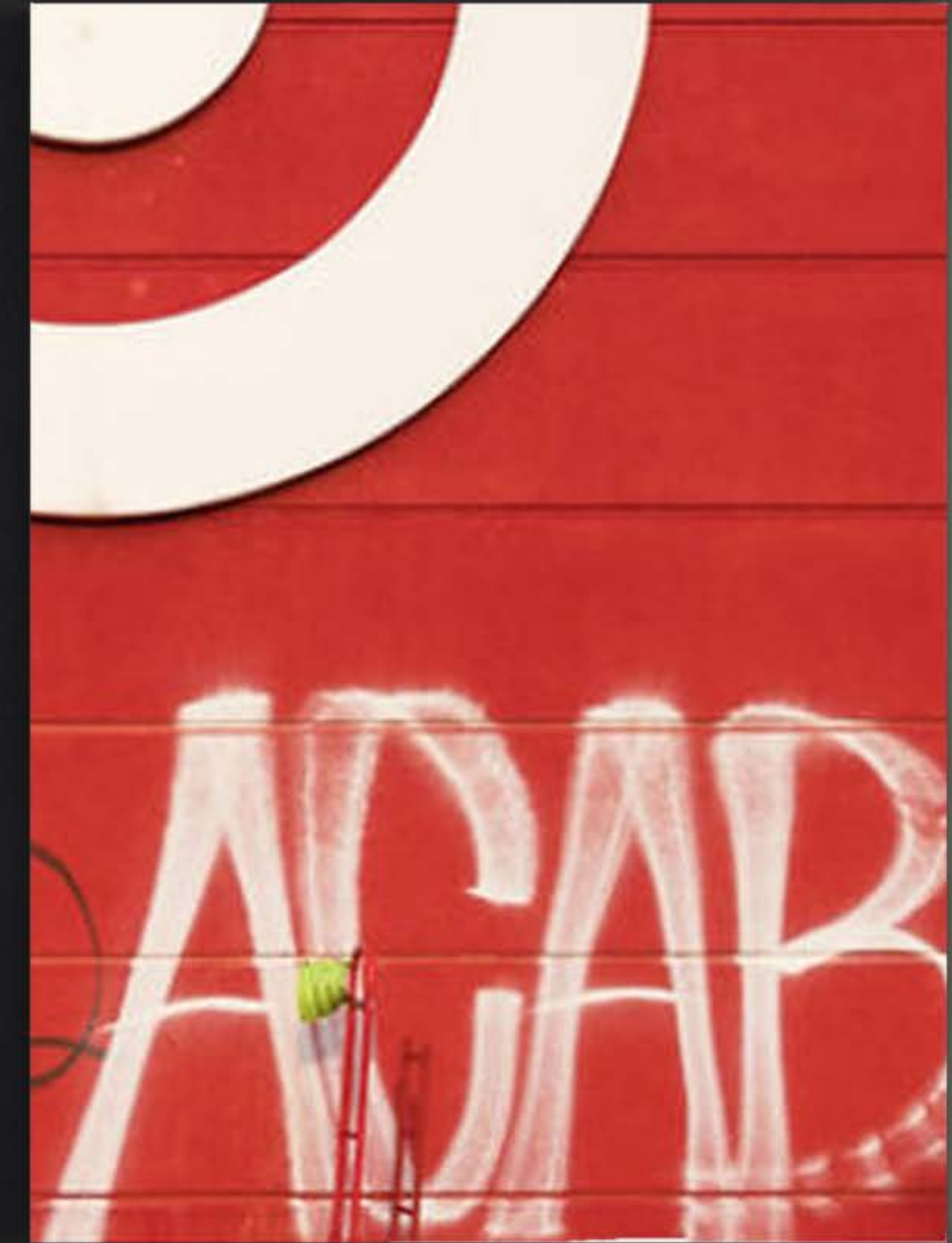
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Let's restore together.  
#PeopleMatterMore



**THOSE WHO FAIL TO LEARN FROM HISTORY**



**ARE BOUND TO REPEAT IT**

# It's up to us to fix this **BULLSHIT**

There have been 231 school shootings in America since Columbine. Since when did that become a right of passage? We've normalized deaths in school shootings when we should be changing laws. Now's our time. We're young, powerful, and pissed off. And it's up to us to change this shit. Register to vote now. Read about laws on the ballot now. Figure out how your vote matters no. Vote for our lives.


**VOTE  
FOR YOUR  
LIVES** 

**VOTE  
FOR YOUR  
LIVES** 

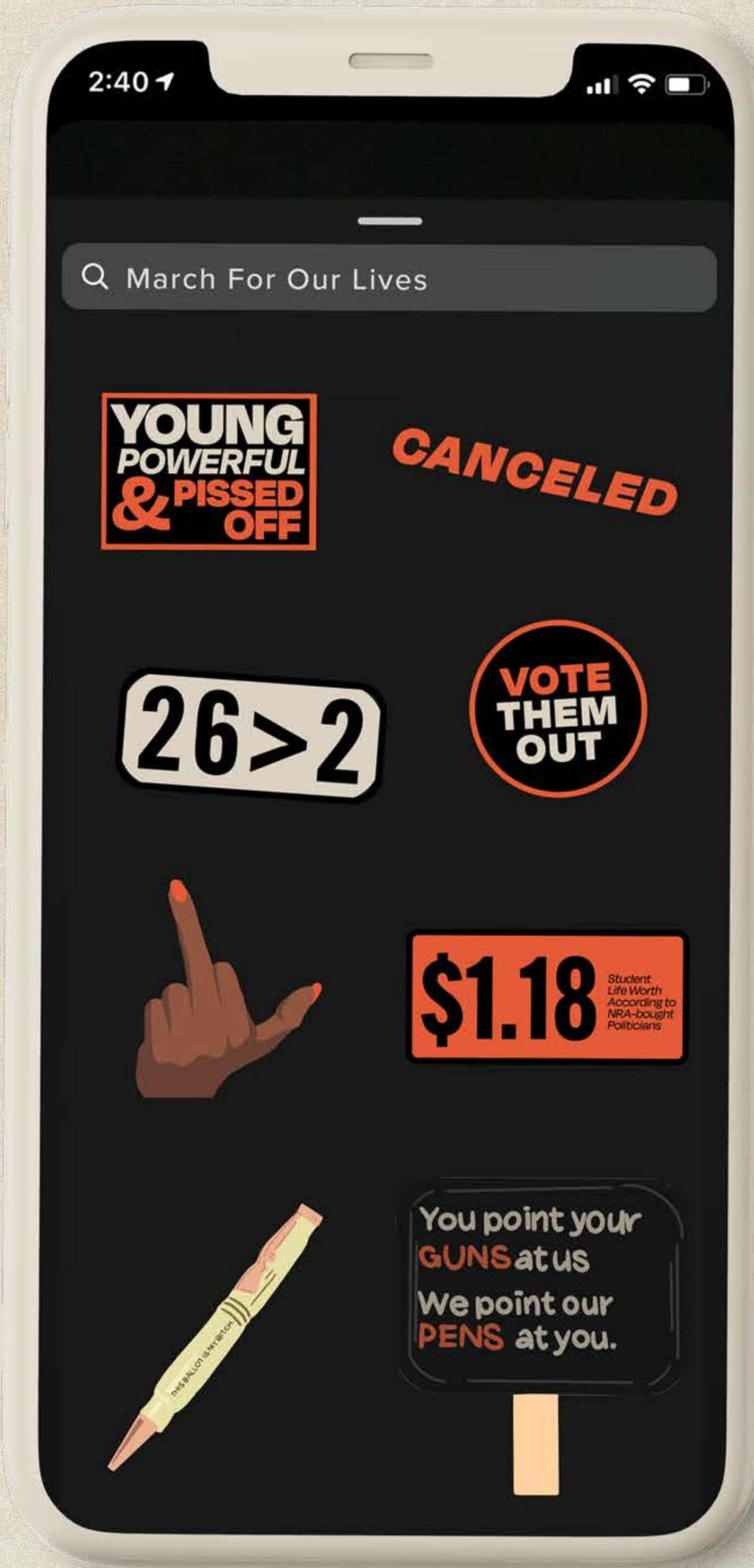
The 26th amendment allows 18 year olds to exercise their right to vote. The 2nd amendment gives us the right to bear arms. But bearing arms shouldn't be for everybody. We're fucking tired of being the aftermath of that. That's why we're using our right to vote to pass laws that protect us and throw out elected officials who have not passed the vibe check. Involved with the NRA? Gone. Support loose gun control. Bye. Take matters into your own hands and vote for your life on November 3rd.

# 2026 > 22

# SENIOR SKIP DAY + VOTE NOV 3

**VOTE FOR YOUR LIVES**  We're tired of dying at the hands of gun violence. We're tired of not being taken seriously. We're tired of money mattering more than our lives. We're tired of being scared in school. We're fucking tired. So we're voting. We're voting to change gun laws. We're voting out elected officials who suck at their job. We're voting because we have to take care of this shit ourselves. We're voting for our lives.

## YOUNG POWERFUL & PISSED OFF







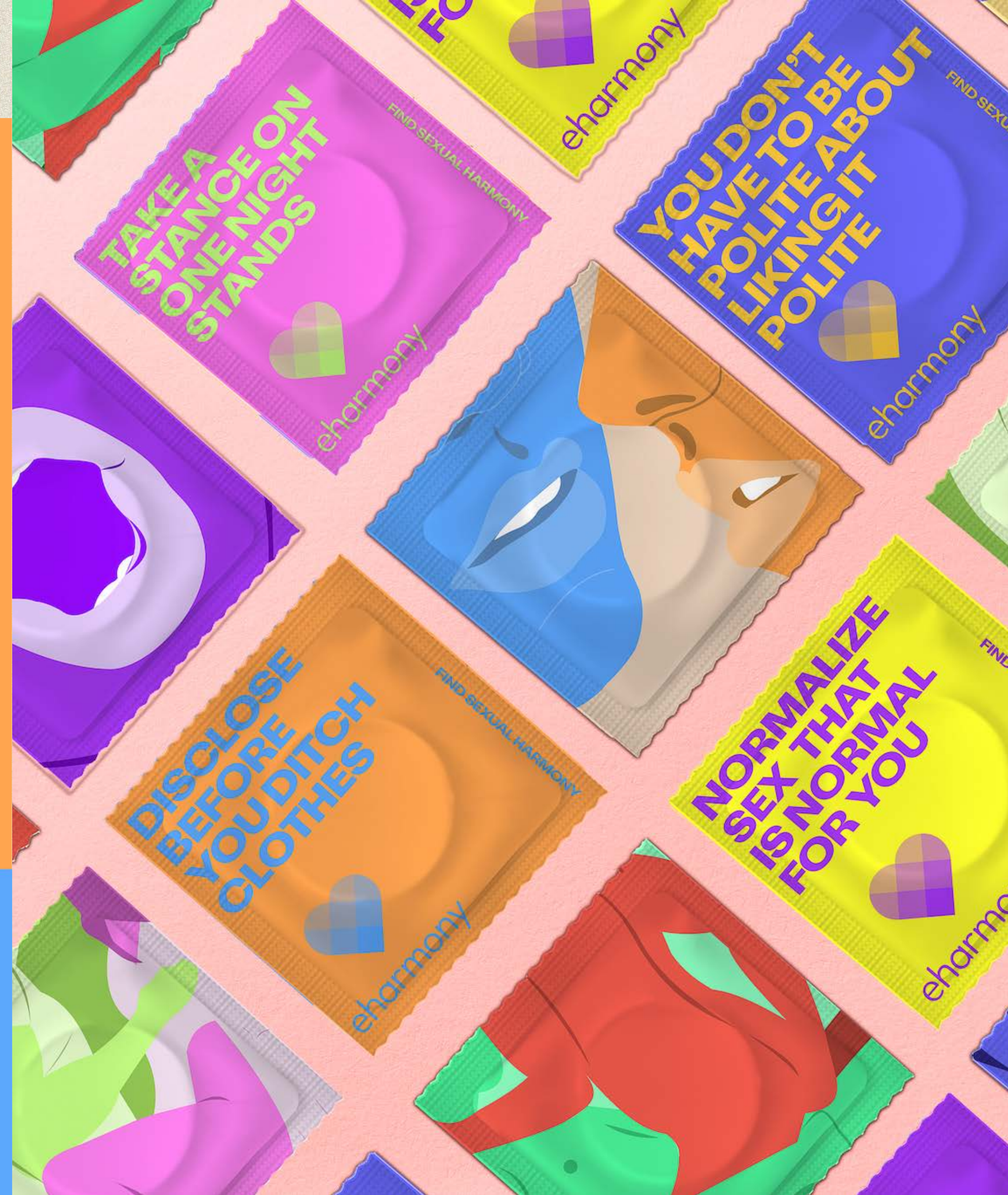
Missionary only  
All positions

**Get on Top of Always  
Being on Top**

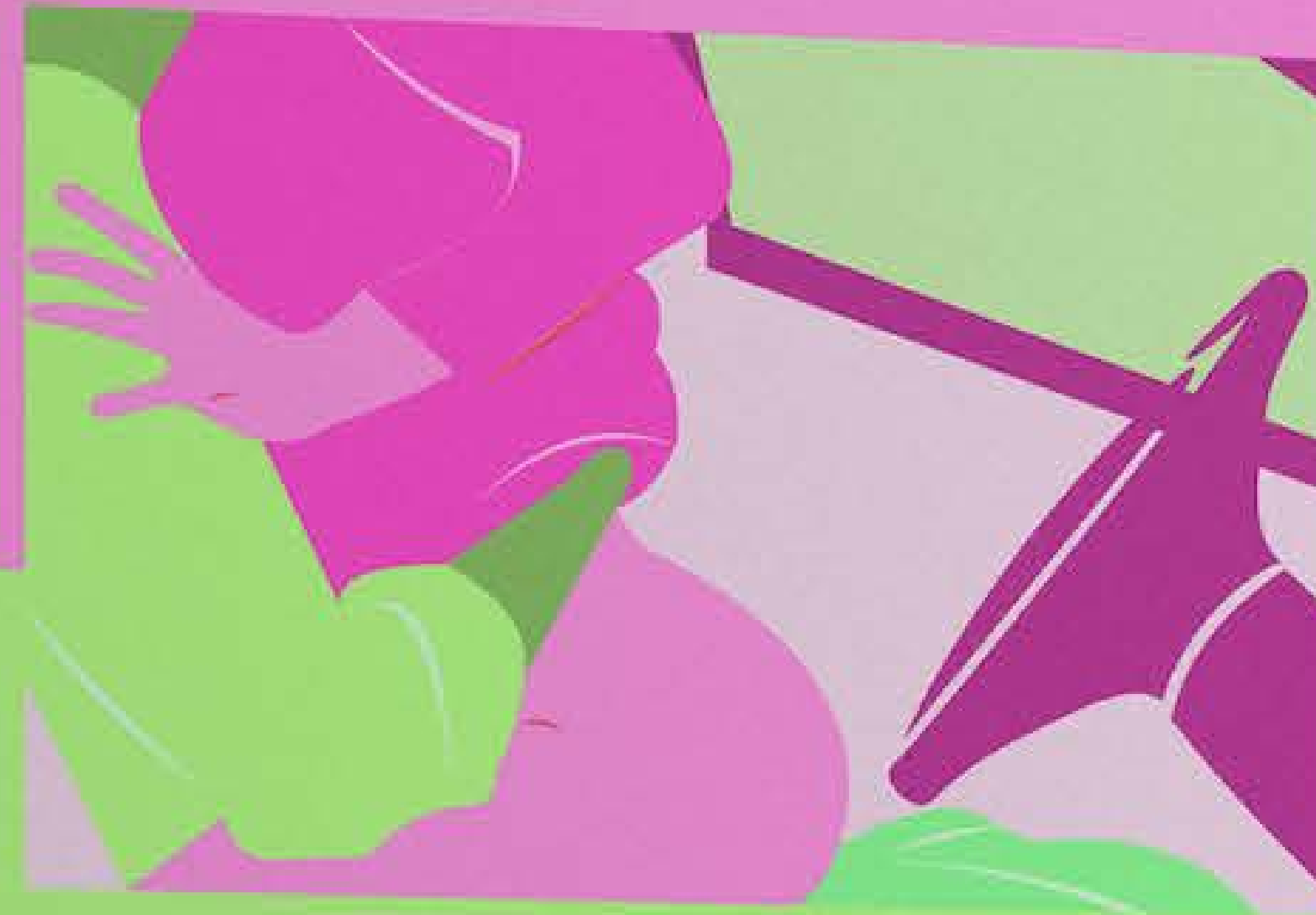


Cuddling After Sex  
Intimacy Just During Sex

**Liking It Rough Shouldn't  
Be Rough to Find Out**



  
Find sexual harmony



Put it in Reverse. Do it in Reverse

*You*  
**SUCK**  
*at*  
**FISHING**

**OCEANBOX**  
FRESH SEAFOOD DELIVERED

**ONLY THING  
I'M CATCHING  
IS A BUZZ**

*You suck at fishing.*  
**OCEANBOX**  
FRESH SEAFOOD DELIVERED



**YOU CAN TELL THEM  
YOU CAUGHT IT.**

*Your secret  
is safe with us*

FOR SALE

*You suck at fishing.*  
**OCEAN BOX**  
FRESH SEAFOOD DELIVERED

The advertisement features a central illustration of a man in a red jacket and hat fishing with a boy in overalls. A sign on the fishing rod says "FOR SALE". The background is a dark, rippling water surface.



Contact

# New ad school phone, who dis?

Got some more questions? Need to chat about something? Wanna drunk text us some memes? Here are all the spots you can hit us up in order from quickest response time to slowest response time.

Email

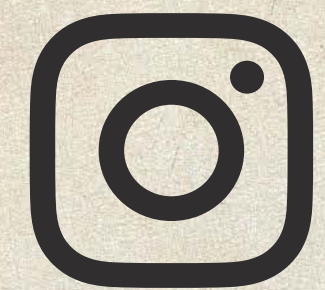
**explore@denveradschool.com**

Call or Text

**(303) 335-9840**

Mail

**2301 Blake Street  
Denver, CO 80205**



# Stalk us, we don't mind.

We're on a lot of the socials, some more than others – you can blame your parents for driving us away from Facebook. But we're pretty active on all the rest, so connect with DAD on the platform of your choice and we can chat, answer questions, or you can just enjoy our content like all the other good little consumers.

# Here's some stuff to show your lawyers.

Denver Ad School is independently owned and operated because we're cool like that. DAD was founded in Fall 2019 and is a registered corporation with the state of Colorado.

We are an approved school by the Division of Private Occupational Schools of the Colorado Department of Higher Education. DAD meets the requirements for Certificate of Approval pursuant to the Private Occupational Educational Act of 1981, Title 23, Section 101 et seq., C.R.S.

DAD willingly chose not to become nationally accredited because we kinda think that whole process is bullshit and actually doesn't mean anything. We're regulated by the Colorado Department of Higher Education, as stated above, and that's enough for us.

## **Staff Leadership**

**Jesse Alkire**

*Co-Founder & Creative Director*

**Heather Vanisko**

*Co-Founder & Recruiting Director*





