

SCHOOL  
OF  
THOUGHT  
2017 GRADUATE PROGRAMME

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APPLICATION BRIEF

To apply, simply answer the three parts to this brief and submit your application at [schoolofthought.co.uk](http://schoolofthought.co.uk)

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**CRITERIA** Studying or recently graduated from a creative course and not employed in the creative industry.

**PART ONE** The very best creative ideas make us say, "Shit, I wish I'd thought of that."

Tell us about an idea that you wish you'd had.

**PART TWO** Everyone has a favourite TV ad, either current or a blast from the past.

Think of yours and create a print ad version of it.

**PART THREE** Create a simple print ad for the following product.

**PRODUCT:** Extra Cool Breeze Gum

**PROPOSITION:** Chills warm breath

**AUDIENCE:** Young adults

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Deadline for all applications:

**Friday 30 June 2017**

Eight free places available.

£50 deposit for accepted applicants that will be returned after graduation in August.