



TO OUR NEW AND RETURNING ADVERTISING STUDENTS:

Welcome to the Sheridan Advertising Program. We are pleased you have decided to choose Sheridan and look forward to seeing you in September. Below outlines 2 areas of interest for students studying with us.

COMPUTER SOFTWARE

Included in the tuition for EVERY Advertising student is the Adobe Master Collection CS5 . Students will be able to download the software on campus to your laptop specifying whether you have a PC or Mac. Students will also be able to copy this program to a disk for approximately \$40.00. Some of the programs included in CS5 are: Adobe Photoshop Extended, Illustrator, InDesign, Acrobat Professional, Flash Catalyst, Flash Professional, Flash Builder, Dreamweaver, among others.

You will be using much of this software in the completion of numerous assignments throughout your studies in the Advertising Program. You are not expected to know how to use these programs prior to starting in September, those required for assignments will be taught within the course curriculum. For more information regarding CS5, please connect with our mobile coordinator Ian Fisher ian.fisher@sheridanc.on.ca

THE SHERIDAN ADVERTISING ASSOCIATION

Overview

The SAA is designed to link students in the advertising program for mentoring purposes and the development of professional relationships with members of the Industry. The SAA strives to provide Advertising Students with networking opportunities, social events, industry volunteer opportunities, and communication initiatives that conveys information from the industry to the current student base.

Students participating in the SAA will experience a rich educational opportunity which will expand their involvement within the program and open doors into the Advertising Industry.

Membership

Membership of the SAA is open to any current, full-time student enrolled in the 2 year, 3 year or Post Grad Management Advertising programs. Participation is on a volunteer basis and the success of the SAA and related events are directly dependent upon the commitment of its membership.

Executive Elections

There are 12 elected positions available for the Sheridan Advertising Association:

- President (1)
- Vice-President (1)
- Communications Officer (1)
- Treasurer (1)
- Student Representatives (4)
- Committee Leads (4)

Candidates may only run for one elected position and must be currently enrolled as a full-time or part-time day time advertising student at Sheridan College, in good academic standing with a cumulative GPA of 2.5 or higher. First year

students should have a High School average of 65%+.

Elections for the 2010/2011 SAA executive will begin in August and run through to September. The dates outlining campaigning and voting dates are detailed below:

1. Email candidacy interest to no later than August 27th to receive your SAA Guideline Booklet and Elections package. **These packages contain important information regarding SAA job duties / expectations and election rules.**

Interested students can email either of the faculty advisors below to receive their information:

colin.robey@sheridanc.on.ca

maureen.garbutt@sheridanc.on.ca

peggy.barnwell@sheridanc.on.ca

2. All nominations must be acquired between August 30th – September 10th, 2010. (nomination details are outlined in your election booklet)
3. Campaigning shall not begin until September 13th, 2010 at 8:00 a.m.
4. Campaigning shall cease by September 17th, 2010.
5. Voting will take place Tuesday, September 21st, 2010 between 11 – 3

Please note that all rules and policies surrounding campaigning and voting are outlined in your elections package.

Enjoy the rest of your summer and we look forward to seeing you in September.

Best,

Peggy Barnwell

Professor / Program Coordinator

Sheridan Advertising