

THE CREATIVE CIRCUS



STUDENT HANDBOOK | 2016 - 2017



GREETINGS

Welcome to The Creative Circus!

This handbook is just one way we hope to inform you and help you adapt to our unique educational environment. We want you to feel comfortable here, to participate in school activities and use our facilities for your educational advancement. Please feel free to seek the advice and counsel of the administration and faculty in any matter that concerns you.

We recommend that you keep the handbook on file for future reference.

Our goal is to be the finest creative school in the world. To achieve this goal we offer optimum training and career preparation in Art Direction, Copywriting, Design, Interactive Development, and Image. This training enables our graduates to be recognized as the best-prepared new creatives in the industry. The Creative Circus relies on the expertise, dedication and goodwill of working professionals who teach here to achieve this lofty recognition. Our instructors are dedicated to developing each student's individual abilities to prepare him or her for the competitive work environment that follows graduation.

At The Circus, students are our business. We care about the individual and assist each student in achieving his or her full potential, both academically and personally. We strive to foster an atmosphere of mutual respect, fairness and concern for the individual.

We're glad you're here!

Dave Haan

Executive Director



GREETINGS

Dear Students,

Thank you for choosing The Creative Circus to help you launch your career in Advertising (Art Direction & Copywriting), Design, Interactive Development, or Image (Photography). We're really glad you're here and we look forward to getting acquainted.

Whether you're new to Atlanta or a native, getting oriented to a new environment takes time. How much time is usually an individual thing.

This Student Handbook is meant to try to help you get into the groove of work and play at The Circus. We admit, the language can be daunting. Uh, that means it's kind of stiff in some places. There's a reason for that. Creative people tend not to be good at writing things that might set a legal beagle's heart all a-flutter. But in this case it's necessary for clarity.

So while this may not consistently read like a Hallmark card, just know that we're happy you're at The Creative Circus and we're honored to be working with you.

Sincerely,

Norm Grey

Executive Creative Director



CONNECT

Facebook: <https://www.facebook.com/CreativeCircusFans>

All things Circus. We love to feature current student work and shots of student life. Check out our Facebook Page to connect with your fellow classmates and learn more about what's happening in the creative world.

Twitter: http://www.twitter.com/creative_circus

Tweet tweet tweet. Follow @creative_circus to see how we can give you up-to-date information within the constraints of 140 characters. We like a challenge!

Podcast: <http://balserville.libsyn.com>

Advertising Department Head, Dan Balsler, keeps us in-the-know with interviews of industry folks. It's irreverent and enlightening. Plus, you may learn something.

Instagram: <http://instagram.com/creativecircus/>

We're snapping photos of what's happening around campus, and you can see them all on The Creative Circus Instagram account. Want to share your photos with us? Use the hashtag #creativecircus and we just may share them online.

YouTube: <https://www.youtube.com/users/TheCreativeCircus>

Videos? We've got 'em. Unfortunately, we've yet to make any involving cats with rainbows trailing behind them, but you never know what the future may hold.

Pinterest: <http://pinterest.com/CreativeCircus/>

We're very visual people here, so Pinterest seemed a logical place for Circus-related imagery to live. Don't worry - no recipes or dream wedding boards here.

Circus Catalog:

<http://www.scribd.com/doc/115382808/Creative-Circus-Catalog-2012-2013>

Wouldn't it be cool if there were a place online that held all those policies and procedures and official school rules? We thought so. That's why you can review our catalog online right now.



WHO'S WHO

Executive Staff:

David Haan | Executive Director

Chief Operating Officer and principal administrator of The Creative Circus. Information regarding overall operations of the campus should be addressed to the Executive Director.

Norm Grey | Executive Creative Director

Founder, mentor, and instructor.

Janie Belden | Director of Education

Responsible for description of academic programs, facilities, and faculty, data on student retention, numbers and percentages of students completing programs, academic standards of progress, transfer credits from another institution, and students with disabilities.

Kristin Martin | Director of Career Services

Oversees assistance with securing employment upon graduation including events (Forums, Portfolio Reviews) preparation; preparation for interviews; and information on graduate placement and employment demographics.

Kristin Marshall | Director of Admissions

Oversees Admissions team & training, recruiting and selection of qualified applicants.

Department Heads:

Each discipline has a program director that oversees the program, to include teaching, interviewing, potential teachers, curriculum review and mentoring the students within the program.

Dan Balsler | Advertising Department Head

Chris Silich | Interactive Development Department Head

Paul Korel | Senior Advisor, Copywriting

Jen Mageau | Senior Advisor, Art Direction

Ron Moore | Design Department Head

Greg Strelecki | Image Department Head



WHO'S WHO

Management Team:

James Marcellana | Facilities & Technology Manager

Any facility questions or issues involving security, safety, hardware and software are the responsibility of the Facilities & IT Manager.

Mara Maddox | Marketing Manager

Responsible for all Creative circus online assets, including the website, email, and social media profiles. Oversees development and implementation of all support materials, events, and promotion for marketing communications and public relations.

Finny Moore | Student Services Manager

Responsible for housing and transportation information, student events, community programs assistance with locating part-time employment while in school, and various national and international student competitions.

Andrew Phelps | Financial Services Sr. Officer

Oversees tuition balance payments due and received, refund policy, staffing, and vendor management.

Admissions Department:

The Admissions Department is responsible for recruitment and enrollment of new students from the time they inquire until they start school.

Amber Geoghagan | Admissions Representative

Meredith Lindale | Admissions Representative

Andrea Lapinski | Admissions Coordinator

Support Staff:

Melaney Johnson | Registrar

Bri Lowe | Student Placement Coordinator



School Hours

There are two entrances to The Creative Circus. One is the main door for the administrative offices (through which you probably entered for Orientation), and the other is the student entrance. Each door requires a key card, which will unlock the doors during the following hours:

Administrative Office Hours:

Mon-Thurs	9:00 AM - 6 PM
Friday	9:00 AM - 4 PM

Student Hours:

Mon - Fri	8:30 AM - 11:00 PM
Saturday	2:00 PM - 11:00 PM
Sunday	3:00 PM - 11:00 PM

Exceptions:

1. During the last two weeks of each quarter, the school is open 24/7 to allow students to prepare for Panel Reviews. Security is on site during this time as well as student workers in case someone slices a hand open with an Exacto blade.
2. During breaks between quarters, students' key card access is disabled. If students want to use the labs or facilities, they should show up during business hours and plan on leaving before the staff goes home.

Holidays:

Observed school holidays when the entire school is closed are Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Thursday & Friday, Christmas Eve, Christmas Day, and New Year's Day.

School Closing:

If the institution is closed due to bad weather, or for any other reason determined by the Executive Director, announcements will be made via 11Alive.com, and WXIA-TV, Channel 11. In addition, a notice will appear on our website & our social channels.



Technology & Facilities

Student Email:

All students will need to use their Creative Circus email in order to utilize Lynda.com. Your email will be your legal name, used in the following format: first.last@student.creativecircus.edu.

Lynda.com Accounts:

A benefit you receive as a student at The Creative Circus is unlimited access to training providing via Lynda.com. To set up your Lynda account please go to iplogin.lynda.com and create a profile while on Circus server. This is all you have to do. You should be able to access it anywhere once you've set up a profile on campus.

Parking:

Free parking is available to students in the school parking lot. Please refrain from parking in any area other than a designated parking spot. If you park over Lambert Place (the building next door) or across the street, they will tow you. They like us, but they like their parking spots more.

Snack Area:

Vending machines, soda machines, coffee, microwave, refrigerator, tables and chairs are available for student use. Remember that your mother doesn't work here, and when you leave a mess, it stays a mess. Clear your old food out of the fridge before it gets funky.

Media Services:

The Library is available Monday through Thursday from 1:00PM - 5:00PM.

Photography Equipment:

Students who have completed a basic lighting class may check out photo equipment for use at our discretion. The Photo Equipment Closet is open daily Monday through Thursday from 12:30PM - 1:15PM. A student worker will check out equipment you need. If you know ahead of time that you need something specific, please reserve this item, as some popular items may not be available the day you show up. Items can be checked out for 48 hours at a time. Any damage or loss of equipment is the responsibility of the students who checked it out.

Lost & Found:

The school is not responsible for lost or stolen items. If an item is found, drop it off at the front desk and we will hang on to it for 30 days to see if anyone claims it. Items not claimed will be discarded after 30 days.



WiFi:

The Creative Circus has Wi-Fi for personal computers and handheld devices. The password is located on doorframes around school.

In a creative environment, we understand that you will need access to loads of weird and wonderful websites. Sometimes with questionable content. We are a school, so we limit access to anything obviously offensive. But should you find yourself in dire need of a site for a project that is blocked, simply email our Technology & Facilities Manager and he will consider your request and open up access in most case for the time that you need the access to the site.

We ask that you don't load up the airwaves with streaming content (watching movies, streaming music, etc.) because a lot of that can slow things down for other folks try to use the interwebz.

Printers:

We have two Canon enterprise printers.

1. Black and white prints are FREE.

- Canon ImageRunner 3245 (BWSTUD@CCSERVER2) black/white printer-copier which contains 8.5" x 11" (Letter), and 11" x 17" (Tabloid/Ledger) sizes.

2. Color prints are NOT FREE.

- Canon ImagePress C60 (COLORSTUD@CCSERVER2) color printer/copier which contains 13" x 19" (Super B/A3), 8.5" x 11" (Letter), and 11" x 17" (Tabloid/Ledger) sizes. (Students and faculty will be charged for output on this printer by using a credit card or cash. Payments can be made to the receptionist or the Facilities Manager.)

Instructions for connecting to these printers vary occasionally so please see the instructions located near each printer in room #68 or ask a staff member or the Technology & Facilities Manager. Air printing via cellphone/iPad can be sent using either printer by selecting the preferred printer name with the lightning bolt image.

Printing from the Labs:

All computer labs are setup to allow printing to both Circus printers. Simply choose **BWSTUD** for black and white, or **COLORSTUD** for color prints. Color print files are then stored in the print que and will be released when you choose the job to be printed and make your payment.



Pay to Print:

A fee of \$1 per page (double-sided= 2 pages) is charged for printing and can be made at the front desk or with James Marcellana during hours posted. You may make your purchase via cash or credit card. Should you be in dire need of color prints after business hours or outside of the selling window, your best bet might be to print off site at a print shop. Our advice is to **PLAN AHEAD**.

Flushables:

The plumbing at The Creative Circus is rather delicate and all students need to treat it with a lot of tender loving care. Please note that the ONLY flushable product is toilet paper. It's meant to break down in water. Other paper products such as facial tissue, paper towels, napkins, and baby wipes should not be flushed because, while they may go down out sight, they could be building up in the pipes and can end up causing blockage. And what happens when there is blockage? The whole school smells like sewage and we call the plumber.

What is not Flushable?

Cotton balls, tampons, tampon applicators, sanitary napkins, condoms, baby wipes, booty wipes, paper towels, paper napkins, sweatshirts, socks, q-tips. If it's not toilet paper, **DON'T FLUSH IT!**

ID Key Cards:

We have a secure environment here at The Circus. We do our best to secure your stuff and our people. That's why the doors are locked, and it's why we are strict about the ID badges. Photographs for student IDs/key cards will be taken at Orientation and distributed to all new students during the first week of each quarter for no charge. Every student should have an ID key card. It's what gets you in the secured doors and allows you to check out equipment and media materials. Lost, forgotten or stolen IDs must be replaced with a new ID, which will set you back \$25.

If you show up with a guest, your buddy will need a temporary ID card and photo ID to get one.

If you lose your ID badge, remember it's also a key to our building, so notify the Technology & Facilities Manager right away so it can be deactivated.

Safety/Security:

Although The Creative Circus campus is a secure one, we encourage all students to practice common sense safety measures. Don't leave valuables in your car. Period.

There have been instances of theft in the parking lot and there is little the Atlanta Police Department can do to recover your laptop with all your files or your expensive camera once it's gone.



There are security cameras throughout the parking lot, but they are not a substitute for you own awareness. When working late hours at the school, walk in

groups to and from your car. Pay attention. Please ask security to walk you to your car if needed. Safety first!

Any crime should be reported immediately to our Technology & Facilities Manager. A copy of our annual crime report is on file in the facilities offices.

Computer Labs:

You will not be permitted to use the computer labs or the network until a signed copy of the Computer Lab Rules Accepted is returned. The information acquired from this document will be the basis for login to the server and network services at a future time.

Hours Operation:

The computer labs at The Creative Circus are open during normal school hours. Classes may be held in the labs so, if you notice a large number of folks in the lab, please ask before you begin using a computer. Classes based in a computer lab have priority.

Help!

The Creative Circus has a designated Technology Manager responsible for the functionality of the lab computers, its environment and the student network. Hours of availability are posted on the door of room #74. Any questions, permissions, problems, requests, or issues relating to the computer labs should be directed to this person. He/she will also be responsible for enforcing the guidelines herein.

Use of the Computer Labs:

The computing facilities at The Creative Circus are intended solely for use by students, faculty, and staff, authorized by The Creative Circus in connection with instruction, research and public service activities.

Authorized users shall not use computing facilities for the following:

- ★ Financial gain or any profit-making or commercial activity.
- ★ Any activity that is illegal under federal or state law (including, but not limited to participation in chain letters, obtaining or attempting to obtain unauthorized access to any computing facilities or unauthorized copying of copyrighted and other proprietary material, for any activity that would violate the integrity of the network, or for any activity that is obscene or defamatory.



YOU MAY NOT

- a. Bring food or beverages into any computer lab.
- b. In all cases in which disciplinary suspension or dismissal could result, the student will be notified by certified mail of the nature of the charges and grounds against him/her and the time and date of hearing. The notice shall also inform the student of his/her right to appear at the hearings, to face the accuser(s) and to present applicable evidence on his/her behalf.
- c. Use cell phones in the labs. Use of cell phones disrupts those around you. Please go into the hallway or outside to place or answer a telephone call
- d. Install, copy or configure software without approval of the Technology Manager.
- e. Use the hard drives as permanent storage for your files.
 - i. There is a large amount of free space on each computer to be used at your own risk. The Creative Circus shall not be liable for any data loss on ANY lab computer. The Technology & Facilities Manager may, at his/her discretion, exercise the right to delete any files on any computer at any time that pose a hindrance to normal operation.
- f. Play games or use chat rooms unless assigned by your instructor.
- g. Display, transmit or print sexually explicit images (There's a fine line between art and porn. We trust that by now you can tell the difference.).
- h. Engage in the distribution of copyrighted material such as MP3s, software, etc.
- i. Engage in deliberately wasteful activities such as stealing copy paper from printers/copiers, printing unnecessary output or multiple copies of files.
- j. Generate excessive network traffic by sharing music or transferring an inappropriate volume of data without clearing it with the Technology Manager first.



Code of Conduct (*Refer to Catalog)

In addition to the catalog, there are a few Circus rules to abide by. The following is subject to disciplinary action/or referral for prosecution:

- ★ Cheating, plagiarism and other forms of academic dishonesty. This includes the use of licensed images without permission. Students will also abide by the Fair Use Copyright Act of 1976, 17 U.S.C. 107.
- ★ Knowingly furnishing false information to the institution or alteration or use of school documents or instruments of identification with intent to defraud.
- ★ Physical, electronic (cyber bullying), verbal abuse or harassment of any person on institutional premises or during school-sponsored or supervised functions.
- ★ Theft of school property or theft of personal property as a member of the school community on or off institutional premises; damages to the school property of a member of the school community on institutional premises.
- ★ Failure to comply with directions of school officials acting in performance of their duties.
- ★ Participation in all forms of illegal gambling.
- ★ Any participation in the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance. Possession or use of drugs, including alcohol, on school property could be cause for dismissal.

Inappropriate Behavior:

You agree to conduct yourself within the limits of acceptable behavior that will enable the school to recommend you to prospective employers as a courteous, considerate, and well mannered individual. Behavior that is inappropriate, distracting, or offensive to other students, faculty, or staff will be investigated and may result in suspension or dismissal. Don't be a jerk or no one will want to work with you and you won't get a job. It's that simple.

Weapons:

Weapons of any kind are prohibited anywhere on the college premises and at all school-sponsored activities. Weapons are considered to be items determined by the administration that could cause permanent and/or temporary harm to the individual or to other students and include, but are not limited to, firearms, stun guns, knives, etc., as well as **ANY ITEMS** deemed by the administration to be physically or emotionally detrimental to an individual, other student, the community, or the school. Any student, staff, or faculty member possessing a weapon will be subject to dismissal from the school or termination of employment.



Dress Code:

You are expected to be neat, clean, and dressed consistently with the type of apparel that reflects industry acceptability. This is a pretty casual environment, but we expect you to treat it as you would a job in the industry. If you were wearing clothing that is distracting, offensive, or just plain stinky, we will ask you to go home and change clothes. If you don't adhere to these practices, in the judgement of The Circus administration, suspension, or termination may result.

Bullying Policy:

The Circus expects all students, faculty, and staff to abide by the golden rule, "Do unto others as you would have done unto you." Bullying is a form of emotional, verbal, or cyber abuse and is not tolerant at The Creative Circus. In the event you feel that you have been a target of bullying in any form, a written and dated complaint to the administration. Pending the outcome of the investigation, appropriate disciplinary measures will be taken which may include counseling, suspension, or dismissal.

Drug-Free/Alcohol Free Policy:

We expect you to show up with all your mental and physical faculties in tact. Attending class or school functions or being on school property while under the influence of drugs or alcohol is strictly prohibited (and just plain disrespectful to your classmates and the people who are here to help you learn). Unlawful manufacture, distribution, possession, or use of a controlled substance on the school's grounds is prohibited. Any student violating this policy will be subject to disciplinary action, which may include dismissal.

Social Media Guidelines:

The Creative Circus believes in an open and creative environment. Given the popularity of social media, there are guidelines that all students should abide by while creating or contributing to blogs, wikis, social networks, virtual worlds of any kind of social media. These apply to all students while on campus or at an alternate location. If used properly, engaging in social media helps build strong and successful relationships. If used inappropriately, it can damage one's reputation and potentially prohibit gainful employment.

A few tips for appropriate use of social media:

- ★ Be transparent: Your honesty or dishonesty will be quickly noticed in the social media environment.
- ★ Be judicious: All statements must be true and not misleading.
- ★ Perception is reality: In online social networks, the lines between public and private, personal, and professional are blurred.



- ★ It's a conversation: Talk to the readers like you would talk to real people in a professional situation.
- ★ Your're responsibility: What you write is ultimately your responsibility.
- ★ Be a leader: There is a fine line between a healthy debate and incendiary reaction. Do not denigrate others. Try to frame what you write to invite differing points of view without inflaming others.
- ★ Did you screw up?: If you make a mistake, admit it. Be upfront and be quick with the correction.
- ★ Think twice: If you're about to publish something that makes you even the slightest bit uncomfortable, think twice before hitting the "send" button.

Canines on Campus:

Canines are allowed on premises (this means inside and outside the school building) with some necessary limitations. Each quarter, pet owners must provide the following to the Director of Education:

- ★ **Shot records from the Veterinarian**
- ★ **Proof that the pup has been spayed or neutered (if not already on file)**

Upon approval, students are allowed to bring their canine to The Creative Circus. All dogs and owners must abide by the **"Three Bark Rule"**. Failure to abide by any of these rules will result in Rover being expelled from The Circus.

1. All dogs must be on a leash and in the presence of their owner
2. If the pup has an "accident" it is the owner's responsibility to clean up the mess. If the pup is a habitual offender, we reserve the right to revoke the pup from coming back to school until the dog is house-trained.
3. All pups must behave in an appropriate manner while at The Circus. No rough-housing with other pups, barking, or concerning behavior towards other pups or humans.

The Director of Education reserves the right to ban any dog from The Creative Circus for any reason.

* Refer to Catalog for the following:

- Grievance Procedure



Taking Care

The intensity of The Creative Circus can sometimes be very stressful to students. We are very aware that in our diverse mix of creative students, many will be susceptible to stress, depression, anxiety, and sometimes addiction. For anyone who is under doctor's care and prescribed medication to treat illnesses, we suggest you continue heeding the advice of your doctor.

There may be times that these feelings seem more pronounced and make it difficult to be successful in school or when outside circumstances are difficult to handle. This is very common in any deadline driven, creative environment. For this reason, we have partnered with some very local counselors who have agreed to work with our students at discounted or prorated feed. Many of these counselors work with creative types and understand the unique challenges of a creative mind. Your safety and mental health are more important than any work you produce here. So if you feel either you are in danger, or you recognize a classmate or friend that might be struggling, please speak with someone here immediately and refer to the list below.

Briarcliff Psychological Center, P.C. | 404.329.9977
1777 Northeast Expressway Access Road, NE Atlanta, GA 30329

June Kaufman, PhD | 404.321.6206
1244 Clairmont Road, Decatur, GA 30030

North Atlanta Psychological Association | 770.913.0506
990 Hammond Drive, Atlanta, GA 30328

Atlanta Psychological & Psychiatric Consultants | 404.256.7998
4684 Roswell Road, NW Atlanta, GA 30342

Atlanta Counseling Center | 770.396.0232
6111-C Peachtree Dunwoody Road, NE Atlanta, GA 30328

Atlanta Center for Social Therapy | 404.633.3282
Murray Dabby, Owner, Director
1758-B Century Boulevard, Atlanta, GA 30345



Student Services

Housing:

The Admissions office will provide information regarding housing opportunities in the general vicinity of the school. You can reach out to Finny Moore at finny.more@creativecircus.edu for help with housing as well.

Part-Time Jobs:

These are posted on the bulletin board if you feel you can swing some paid gigs with your schoolwork.

Student Shows & Competitions:

Throughout the year, students at The Creative Circus will have opportunities to enter a variety of student shows to earn recognition and awards for their hard work. We strongly encourage entering these competitions, as these awards are an excellent opportunity to show the industry your work even before you graduate. In addition, the winning pieces get featured on The Circus website and on our social media outlets. Free PR! We will be compiling this work into a quarterly publication that is quite suitable to mail to Mom or that loser who broke up with you so you can regain some self-esteem. Plus, there are CASH prizes awarded to the winners. Dollah bills, ya'll.

Entry fees go to the Norm Grey Foundation, which is not Norm's retirement fund but a non-profit foundation which allows us to accept funds (like when agencies donate money for student show prizes) and give the money back to the students without confusing it with the school's money.

Student Financial Services:

Recognizing that students may require assistance with financing their education, The Creative Circus makes an effort to provide financial aid to those with demonstrated financial need. New students who have qualified for federal financial aid are typically packaged for three quarters. That means that during the registration week for 4th quarter (week 9 of 3rd quarter), returning students will need to reapply for financial aid. This involves filling out some paperwork and working with our Financial Services Manager to be sure you and your family are financially comfortable with your options. We always encourage students and families to ask questions and be very involved in this process.

Your grades and attendance can affect how you qualify (or don't) for financial aid. As you might guess, the federal government has no interest in loaning you money for classes that you fail or ones you don't attend.



Payments for each quarter's tuition and lab fees are due on the day of registration unless other arrangements have been approved by our Business Office Manager.

Living Expense Checks:

If you are eligible for stipend money for living expenses after tuition is covered from financial aid, a living expense check is available 6-8 weeks after the drop/add period. We don't process these checks. The federal government or private lenders do. We process them immediately to prevent any delays, but it still takes some time. You will be notified from the Business Manager as soon as you have a check to come pick up.

Work-Study:

The Federal Work-Study Program provides funds to employ students with a demonstrated financial need. The position will be in a situation comparable to the area of study in which the student is enrolled. Students are paid an hourly rate at least equal to the federal minimum wage and may be awarded up to a maximum of 20 hours per week. Applications for Work-Study should be made to the Financial Aid Office. To be eligible for Work-Study, a student must be enrolled for at least 12 credit hours and be a citizen or resident of the United States.

Academics:

You are here to learn. We are here to teach you. In order for that arrangement to work, we need to abide by some guidelines set forth by the Department of Education and our accrediting body. And you need to adhere to some policies and do your part.

The end result of two years here should be a fantastic portfolio. But in order for us to get you there, you need to act like this is YOUR JOB. Ask questions, participate, show up both physically and mentally and collaborate. If you take advantage of all the resources this place has to offer, you can go far. Our history confirms that. If you need the minimum and don't push your limits, you will reap what you sew. The choice is yours.

Administrative Prerogative:

The Circus reserves the right at any time to make changes as it deems necessary or desirable in its policies and operating procedures, to modify its tuition rates, to add to or to withdraw members from its faculty and staff, to rearrange its courses and programs as teaching policies render it desirable, and to withdraw or resequence subjects, courses and programs as needed.

In an effort to reflect the ever-changing market landscape, The Circus may, on occasion, conduct experimental classes. If students are enrolled in such an



experimented class, please be aware that the work may not produce a “book worthy” piece but is designed to over relevant skills or experience.

Registration:

Students are required to register each quarter for classes offered for the upcoming quarter. Registration for returning students will be held in week 9 of each quarter. Notices will be posted announcing the dates and times for returning students registration, the dates are on the academic calendar (in this handbook and on the website) and an email is sent out the week before as a reminder.

If you are not able to register during that time, a late registration fee of \$50 is charged automatically and you will need to register on the specified Late Registration day. If you know ahead of time that you will not be able to make it to registration, please make arrangements with the Business Office Manger so that an early registration time can be scheduled. Mark your calendars, set our timers, and watch for notices. Same week every quarter. Week 9.

IMPORTANT: All students must complete all registration forms to be considered as registered for the following quarter.

Allowable number of Absences:

In the event of illness or emergency, it is the student’s responsibility to communicate with their instructors and Director of Education before class begins to discuss the situation and to gather assignments so the student may be prepared for the next class session. It is up to the class instructor’s discretion as to whether an absence is deemed excused or unexcused. Students are limited two (2) consecutive absences per class per quarter or three (3) totals per class per quarter. A third consecutive absence or four or more absences in a class in one quarter will equate to an “F” in the class.

Tardiness or Early Departure:

All late arrivals and early departures are recorded and become a part of the student’s permanent record. Accumulation of four or more late arrivals or early departures counts as one absence. Absence from a class that meets for a double session counts as two absences.

Required Core Classes:

There are a number of courses that you must pass with a “C” or higher grade. Financial Aid will cover the cost of one retake of these classes. If you must take any of these classes a third time, Financial Aid will not cover the cost. See the Director of education for the listing of these classes. Or just earn straight “A’s” and you don’t have to worry about it.



Panel Reviews:

A full-time students are required to participate in a presentation of their work at the end of each quarter. These reviews are before a panel made up of instructors and/or outside professionals. The panel reviews and grades the body of work for the quarter to make sure that satisfactory progress is being made. Each panelist judges the students on such things as presentation of the work, craftsmanship and creativity. The panel's comments and grades are recorded and made part of the student's permanent academic file.

Students are expected to be professional in their panel presentations. Appropriate dress and effective presentation skills will be part of the overall score. Students should arrive 10 minutes before their presentation is scheduled to begin with their work in the presentation form specified by the specific instructors.

Withdrawing from School:

A student may find it necessary to withdraw from school. Before deciding on this course of action, you should make an appointment with the Director of Education to discuss your situation. Often, we can develop an arrangement to assist you, thereby preventing early withdrawal. This may enable a student to continue with your program of study as planned.

Creative Comprehensive Lab (CCL):

This course is designed to provide students with a system to document work hours for projects, concept time, photo shoots, team meetings, etc. outside the classroom. All full-time students are required to complete lab sheets verifying a minimum of 10 lab hours per week, or 110 lab hours per quarter. Lab sheets can be printed from the intranet.

Documenting your lab hours is extremely important, as working professionals must document their time, or billable hours, for clients. The Creative Comprehensive Lab is a graded course. The hours you work and record ultimately produce projects. These projects are graded by a panel review at the end of the quarter. The grade for panel review, along with 110 Lab hours completed determines the lab grade. At the end of each quarter, the Registrar collects all lab sheets. Failure to turn in lab sheets will result in an "F" grade for the course. Students will not be allowed to advance to the next quarter until lab sheets are submitted, even if they participate in a panel review and Forum.

* Refer to Catalog for the following:

- Grading
- Dropping Classes/Adding Classes
- Satisfactory Academic Progress



Graduation

To graduate from any program, a student must:

1. Complete an industry-ready portfolio as evaluated by the Graduation Committee
2. Maintain a minimum CGPA of 2.0 while enrolled
3. Satisfactorily complete all current curriculum requirements or their equivalent
4. Fulfill all financial obligations to the institution
5. Complete minimum clock hour/credit hour requirements after consideration of transfer credits or advanced placement.

Once the portfolio is deemed industry-ready by the Graduation Committee and approved, the student's status is changed to Graduate. At this time, the student is eligible for gainful employment.

Early Graduation Policy:

Sometimes, students get hired in a great job prior to their scheduled graduation date and still wish to be considered a graduate of the school. Although this is not a common occurrence, since the student will not meet all of the graduation requirements, special approval is required.

Students who secure employment in the industry and wish to be changed to Graduate status prior to his or her scheduled graduation date, must submit the Early Grad/Exempt from Grad Class form to the Director of Education. See the catalog for all the sign offs that need to take place to be approved.

If approval is granted, the student will receive a certificate dated as of the graduation date of the quarter in which the request was made. If the student wishes to participate in the graduation ceremonies, he/she will have the opportunity to participate in the quarter following the approval.

If approval is denied, the student will have the option to be considered a withdrawal or remain in school until the regularly scheduled graduation date, as stipulated by the current policies and procedures.



Career Services

The whole reason you came to school at The Creative Circus was to get a great job when you graduate. Our Career Service team is here to help you do just that. Starting in your second year, or when the Career Services Director think it makes sense, you will have the opportunities to discuss your book, your job preferences, and what kind of opportunities may be available to you. Of course, you should start thinking about all those things as soon as you start school. But the reality is, the first year of school is just figuring out what you are doing. Allow yourself that time to develop your skills and learn everything you can. Build a reputation so every other student is standing in line to work with you. Be someone who is easy to sell.

The Creative Circus is pleased to offer assistance to graduates seeking employment opportunities. Graduates must realize; however, that the school does not promise employment and cannot be held responsible if a student fails to find employment. To receive the benefit of Career Services, graduates are required to complete all aspects of their program of study. Students may seek counsel of his department as long as they are enrolled in good standing and/or have completed all requirements of their educational program. Some of the services provided by the Career Services department include, but are not limited to:

- ★ Portfolio preparation & review
- ★ Guest speakers
- ★ Graduate industry portfolio reviews
- ★ Personal placement counseling

Placement assistance is only available to The Circus graduates. The portfolios of 8th quarter students that are not industry ready will not be able to utilize the assistance of the Career Services Department. Once the student has re-submitted their portfolio for the re-review and it has been approved by the Graduation Committee, the student will be considered a graduate and now eligible for the services provided by the Career Services Office.

Forum:

The Creative Circus speakers are some of the most talented Photographers, Creative Directors, Designers, Writers, Producers, Musicians, and creatives in the industry. Attendance is mandatory and sign-in is required. The Forum is held Fridays at 1:30PM in the theatre. Dates and times will be posted at the beginning of the quarter in the Forum marquee box outside the theatre as well as on our website calendar. If you are working on Fridays, arrange to take lunch at 1:30PM. If you are not able to attend the Forum, please call the Director of Education so he/she can mark you absence as excused.



Portfolio Reviews:

Twice a year, we participate in a Portfolio Review. One is usually local (in the fall) and one in the spring is a different market (San Francisco, NYC, Chicago, L.A., etc.) This is an opportunity for grad quarter students and recent graduates to show off their work to some of the best in the industry. The spring review usually combines the review with agency tours and an alumni reunion (many of whom are in hiring positions as well. Count on early mornings, late nights, and a lot of networking. Also, plan on a lot of fun. The local review has employers from around the country flying in to arm wrestle over the most highly sought-after students and grads.

Help Us Help You:

The Grad Handbook, received by all graduate quarter students, contains all the requirements for graduation as well as a list of items to be generated for a job search. Advance copies of this handbook can be obtained from the Department Heads or the Career Services Director. Graduate websites are kept on file and posted online. Meeting with the Director of Career Services, prior to graduation for a graduate exit interview, is required.

Items useful during a job search:

- ★ Website
 - Q: How can you get a job without a website?
 - A: You can't. Don't wait until 8th quarter to start.
- ★ Personal Identity system including thank you card, business card and leave behind
- ★ PDF (to be on personal website)
- ★ Resume (to be on personal website)
- ★ Professional portfolio to take to interviews either digital or paper bound

Collaboration:

Because students of The Creative Circus work together in teams, misunderstanding can take place. In an attempt to make sure everyone ends up a winner in every collaboration, we've put down in writing a few thoughts. Hopefully that'll take the guesswork out of what's expected of you.

1. Everything you create in The Creative Circus is owned jointly by you and the institution. Work can be used in ads for the school as well as catalogs and all other collateral.
2. Selected work that that's hung on the wall is and ad or showcase for both you and the school. Recruiters, potential employers and other interested in the school view the work as the school's product, as well as that of the individual who created the work. That's why your teachers try their best to



pick only the best of the best. We ask you to identify your work so we know it's yours if the label falls off. It happens. Or it was never labeled. It happens. You rush. You forget. We want to know it's yours. And we want you to be proud enough to identify your work. The identification line should be no more than 6 point in most cases. It's the kind of thing you have to include when you don't want it to mess up your ad or brochure, poster, etc. Photographers, put your identification on the back. Or under the photo. Not on it. It can go vertically as is often done in magazines. 80% of all ads and other printed matter have some sort of little mandatory line. It may be "printed in the USA" or © copyright, or trademark the artist's name. Sometimes they're long. More than one line. It's what Art Directors and Designers have to deal with.

3. All material created in the school should have the following identification line: year, your name, quarter, and discipline. It should also include the names and quarters of all those who collaborated with you. e.g.: 2009. Norm Grey, 5AD. Ron Moore, 5DES. Greg Strelecki, 5IM. Designers don't need it on logos, package designs and anything that wouldn't have identification in the real world, but please put your name somewhere so we can identify it as your work. The back is acceptable for Designers and Photographers, and should follow the same format.
4. All who collaborate on a piece must be sure that all those involved have a copy of the piece that's as close to the original as possible. A 10th generation black and white copy of a beautiful four color photographed comp is not acceptable. It is absolutely unacceptable for any individual to leave school, after graduation or before without being certain his/her partner(s) has a duplicate sample. That applies to Art Directors, Copywriters, Designers, Interactive Developers and Photographers. Some of you who illustrate well may get "hired" by a Designer or Art Director, or even a Copywriter to do a piece of art for them. If or when you do, your name should be included in the identification line and you should get an excellent color copy of the as or design. And you should get your original artwork back if you want it. This is basically an honor system. But you can be sued for taking another's property if you don't leave that person an agreed-upon duplicate.

A brief explanation of why it's theft: let's say you and your roommate buy a couch together. You may split the costs 50-50. Or let's say you put in 60% and he/she puts in 40%. Either way, you can't take the couch and claim it's yours without paying your partner, or at the very least, getting permission. If you don't get permission or pay your roommate for his/her share, that's called taking another's property. Even if you own part of it. So be good to each other. Or it could be bad for you.



5. In all collaborations. Be certain that you all agree upon the uses of the materials contributed. For example: If an Art Director, Copywriter and a Photographer agrees to do an ad together for, let's say, baby food, they can't turn around and use the photo as the cover of a magazine or book, or an ad totally unrelated to the baby food client, without the Photographer or all those involved in the original execution agreeing to it. It could be confusing and embarrassing if the ad is in the Photographer's book and the magazine is in the Designer's and the shot shows up in the Art Director's/Copywriter's books for the unrelated client. If they are shown to the same client, it looks like someone is not really creative, unless you call stealing creative. And once again, it can be considered theft by the law, and it could even lead to a lawsuit.
6. If you are working with a Photographer or Illustrator or anyone and you feel the job isn't working out, you cannot walk away from the work unilaterally. You have to get an agreement to abandon a project with the people working on it. You must remember that time and/or money have been spent and if one person walks away without discussion and an agreement, with all concerned, then one or two people are left holding the bag. That's just not fair. And it's not always money that matters. The other person might've been counting on the piece as an important addition to his/her portfolio. If you can't reach an agreement, discuss the issue with your teacher and the other person's teacher and/or the Department Head.
7. When you're working on something and someone from outside your group suggests an idea that you agree is better, it's ok you use that idea. Having the sense to know a better idea when you see one is an attribute. It is even considered a talent. And people pay big bucks for that talent. The fact that it comes from someone else is not stealing. Stealing is when you take someone's idea without that person's knowledge. Or, if they know you want to use their idea but don't want you to, and you use it anyway- that's stealing. Don't do it.
8. Remember, there's nothing new under the sun. Creativity is when you nail two things together that have never been nailed before. The Wright Brothers took wood, fabric, parts of an automobile, parts of a bicycle and some metal wires and nailed them together in a creative way. The end result was something no one had ever seen before. It made humans fly. That's what your work at The Creative Circus is all about. Making hearts and minds fly. What the Wright Brothers did is not stealing, it's creating. And it's ok to create with existing parts. Heck, we've all been using the same 26 letters for a long time. It's how we arrange them that make us creative.



Just don't rearrange someone else's possessions unless you've got their agreement to do so.

9. Using photographs or illustrations that are cut from magazines and other publications, including stock libraries, is necessary part of your school and professional life. Technically, it is considered using another's property without that person's knowledge and agreement. But it seems reasonable to believe it's acceptable practice as a student. It is important, however, that you identify the source of your photograph or illustration. Make your instructors aware that you're using artwork not of your own making, and unless you change or alter the artwork significantly, credit the source. If you sell your comp for publication without paying the originator of the visual, that, again, is stealing. Don't do it.
10. Anytime you're in doubt about what is right and proper thing to do, please discuss the issue with your teacher and/or the Department Head. if you are unable to meet with your Department Head, Please see David Haan or Janie Belden.



Stay Informed!

Suggested Reading List:

- Communication Arts Magazine
- Creativity Magazine
- British Art Direction and Magazine
- CMYK
- Hey Whipple, Squeeze This, by Luke Sullivan
- Adcult USA: The Triumph of Advertising in American Culture, by James B. Twitchell
- Advertising: Concept and Copy, by George Felton
- Positioning, by Reis and Trout
- Elements of Style, by Strunk and White
- I Can See You Naked: A Fearless Guide to Making Great Presentations, by Ron Hoff
- Bird by Bird, by Anne Lamont
- Where the Suckers Moon, by Randall Rothenberg
- Writing Down the Bones, by Natalie Goldberg
- The Conquest of Cool, by Thomas Frank
- Under the Radar: Talking to today's Cynical Consumer, by Richard Kirshenbaum and Jonathan Bond
- One, the One Club Magazine
- AdAge Magazine
- Adweek Magazine
- Archive Magazine
- Graphis
- Print
- Critique
- I.D.
- The Type Directors Annual
- HO Magazine
- Photo District News
- Select Magazine
- Click
- Alternative Digital Photo Pro



Suggested Website List:

- ❑ Abduzeedo: www.abuzeedo.com
- ❑ Ad Age: www.adage.com
- ❑ Ad Freak: www.adfreak.com
- ❑ Ad Goodness: www.frederksamuel.com/blog/
- ❑ Ad Lab: <http://adverlab.blogspot.com/>
- ❑ Adland: <http://adland.tv/>
- ❑ Ad Rants: <http://adrants.com/>
- ❑ Ad Pulp: <http://www.adpulp.com/>
- ❑ AdverBlog: www.adverblog.com
- ❑ Ads of the World: www.adsoftheworld.com
- ❑ Adworkers: www.adworkers.com
- ❑ AIGA: www.aiga.org
- ❑ AIMA: www.atlantaaima.org (Atlanta Interactive Marketing Association)
- ❑ Artsy Papers: www.artypapers.com/jobpile
- ❑ Ask A Copywriter: <http://askacopywriter.blogspot.com/>
- ❑ Agency Compile: www.agencycompile.com
- ❑ Agency Spy: www.agencyspy.com
- ❑ Beyond Madison Avenue: <http://www.beyondmadisonavenue.com/>
- ❑ Carbonmade: www.carbonmade.com
- ❑ Cherry Flava: <http://www.cherryflava.com/>
- ❑ CMSREMIX: www.cmsremix.com
- ❑ Copyranter: <http://copyranter.blogspot.com/>
- ❑ Cool Hunting: <http://coolhunting.com/>
- ❑ Coroflot: www.coroflot.com
- ❑ Creative Charge: www.creativecharge.com
- ❑ Creative Circle: www.creativecircle.com
- ❑ Creative Hotlist: www.creativehotlist.com
- ❑ Creative Shake: www.creativeshake.com
- ❑ Creativity Online: www.creativity-online.com
- ❑ Deviant Art: www.deviantart.com
- ❑ Digital Thread: www.digitalthread.com
- ❑ Evato Network: <http://envato.com/>
- ❑ Ffffound: www.fffound.com
- ❑ The Fox is Black: www.thefoxisblack.com



- ❑ Future of Gadgets: <http://www.futureofgadgets.com/>
- ❑ Genius Rocket: www.geniusrocket.com
- ❑ Gismodo: <http://gizmodo.com/>
- ❑ Gods of Advertising: <http://godsofads.wordpress.com/>
- ❑ Inspiration Room: www.theinspirationroom.com
- ❑ Instagram: www.instagram.com
- ❑ I Have An Idea: www.ihaveanidea.org
- ❑ Krop: www.krop.com
- ❑ Logo Sauce: <http://www.logosauce.com/>
- ❑ Lovely Package: <http://lovelypackage.com/>
- ❑ Media Bistro: www.mediabistro.com
- ❑ Macrumors: www.macrumors.com
- ❑ Make the Logo Bigger: <http://makethelogobigger.blogspot.com/>
- ❑ Marketing Vox: <http://www.marketingvox.com/>
- ❑ Mashable: www.mashable.com
- ❑ Neatorama: www.neatorama.com
- ❑ Please Feed the Animals: www.pleasefeedtheanimals.com
- ❑ Scary Ideas: www.scaryideas.com
- ❑ Smashing Magazine: www.smashingmagazine.com
- ❑ Smashing Apps: <http://smashingapps.com>
- ❑ Solo Gig: www.sologig.com
- ❑ Spring Wise: <http://www.springwise.com/>
- ❑ Ted: www.ted.com
- ❑ Trend Hunter: <http://trendhunter.com/>
- ❑ Workbook: www.workbook.com
- ❑ Yay Everyday: www.yayeveryday.com
- ❑ Youth Designer: www.youthdesigner.com
- ❑ Zoom Info: www.zoominfo.com



FAQs

My address/email/phone number has changed. Who do I inform?

- Stop by the front desk and fill out a change of info form. We will notify all departments.

I don't understand my assignment. Who do I talk to?

- The teacher who assigned it. And then the Department Head. And then the Director of Education

I lost my school ID? What do i do?

- Report it immediately to the front desk so we can deactivate the key card access. Then get a new one for \$25. No, we will not waive the fee.

Why do I have to provide my dog's medical records?

- We don't want Fifi getting knocked up by Fido, and we don't want Spot getting into a tiff with Rover and ending up with rabies.

Can I get a discount on computers and software?

- YES! See our IT Manager for details.

Why can't I bring my dog/food/drinks into the labs?

- If you had to clean dog pee or diet coke off a brand new computer, you wouldn't ask that question.

How do I get a duplicate copy of my schedule?

- See the Registrar.

I'm sick and can't make it to class. What do i do?

- BEFORE your class, call your teacher. Call the Director of Education. And email both of them. Then notify everyone on your team who is counting on you that day. Arrange to get your assignments and new deadlines.

The printer isn't working. Who do I notify?

- Our Technology & Facilities Manager.

Why do I have to pay a late registration fee?

- Registration is for 2 days. It is well publicized. We stop everything that we are doing for this process. There is a penalty because you neglected to plan ahead causing three departments to modify their workloads to accommodate you. If you can't be here for registration, register early.



I want my work featured on The Circus website/Facebook page/Twitter. How can I make this happen?

→ Email it to the Director of Marketing with all details.

I need a new schedule/to drop a class/ to add a class/ to change my program. Who should I contact?

→ First stop- Director of Education. Second stop- Financial Services and Business Office to see how that change affects your financial aid or tuition payment.

I'm freaking out/depressed/stressed/feeling anxious/can't sleep/have an eating disorder or addiction/just got dumped. How do I deal with this?

→ Go back to the "Taking Care" section in this document. Read that and talk to someone on the Executive Team immediately. We are here to help and are very used to it. Really.

I have a friend who wants to learn more/attend school here/visit. Who should I direct them to?

→ Talk to the front desk and they'll hook you up with the Admissions team or you can give the info to your Admissions Rep.

I heard y'all pay me \$100 when I refer my friend. Is that true?

→ Unfortunately, the Department of Education has nixed that program. As of 7/1/11, we are no longer allowed to give referral fees. But consider it the gift you give yourself. The better the students are coming in, the higher the caliber of work for everyone.