



**VANCOUVER FILM SCHOOL**  
*MARIA KENNEDY MEMORIAL SCHOLARSHIP*  
**Application Kit**

**Download** and save the PDF file to your computer before filling out your application.

# **THANK YOU**

## *FOR YOUR INTEREST IN THE MARIA KENNEDY MEMORIAL SCHOLARSHIP*

Created by Vancouver Film School (VFS) and the Graphic Designers of Canada (GDC), the scholarship was established to celebrate the principle of education-through-mentorship that Maria Kennedy, a thought-leader, visionary creative, and attentive advisor, embodied throughout her career as a professional art director, designer, and creative director, and in her years as a teacher and mentor at VFS.

The successful candidate will be a creative person who demonstrates a strong portfolio of Branding and Identity concepts, with a desire to learn and apply storytelling, problem-solving, design thinking, UX and UI design, and motion graphics principles to better their work, take their career in a new direction, and contribute to the VFS Digital Design program and to the design industry.

### **The Maria Kennedy Memorial Scholarship**

Each year from 2017-2019, one \$5,000 scholarship will be awarded to a new student enrolling in Digital Design at VFS. In addition, the recipient will be given a Student Membership to the GDC during their year of study at VFS, as well as a one-year Professional Membership upon graduation.



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*Please read the following instructions carefully, as incomplete applications will not be processed.*

WE ENCOURAGE YOU TO **SUBMIT YOUR APPLICATION IMMEDIATELY** AS THIS OPPORTUNITY IS ONLY AVAILABLE FOR A LIMITED TIME.

## **/ APPLICATION PROCESS**

Incomplete applications will not be considered. Submit your application via email directly to your Admissions Advisor or to **scholarships@vfs.com**.

You can alternately submit your application in a single, sealed envelope to the following address:

**VANCOUVER FILM SCHOOL, ADMISSIONS**  
**MARIA KENNEDY MEMORIAL SCHOLARSHIP**  
200-198 WEST HASTINGS STREET  
VANCOUVER, BC V6B 1H2 CANADA

## **/ SUBMISSION REQUIREMENTS**

Applying is easy but you must:

- 1.** Complete the online application process and submit all required documents to VFS Admissions.  
**Apply online here: <https://secure.vfs.com/apply/apply.php>.**
- 2.** Complete and sign the scholarship application.
- 3.** Submit a sample of your Branding and Identity work (including showing work-in-progress and process, as well as the end result), along with the completed questionnaire (see page 3).
- 4.** An open letter (500-750 words) addressed to the VFS Scholarship Committee explaining why you think you deserve to win this scholarship. Outline exactly how you intend to leverage this scholarship towards your career in the design industry. Explain why you believe you can be successful in the VFS Digital Design program and in the design industry, and your plan on achieving success if you receive the scholarship.
- 5.** **The deadline to apply for the inaugural scholarship is July 15, 2017.**

For questions or to speak to an Admissions Advisor, please call our Inquiries Department at **604.685.5808** OR TOLL-FREE IN CANADA OR THE U.S. AT **1.800.661.4101**





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**QUESTIONNAIRE**

1. Describe any prior experience you have working in Branding and Identity Design.

2. Discuss the process you took to design at least one piece of Branding/Identity work that you submitted in your application.

3. Describe how studying Motion Graphics and/or Interactive Design in the VFS Digital Design program could help you take your Branding and Identity work in a new direction, and assist you in providing a new solution for this client.



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**/ RULES AND REGULATIONS**

- 1.** We encourage students to submit their scholarship applications as soon as possible.
- 2.** Scholarships will be awarded based on the applicant's talent, creativity, discipline, and focus, as well as the selection criteria outlined for this scholarship. The judging committee will consist of a member of the VFS Digital Design faculty, a representative from VFS, and a representative from the GDC. A representative of Maria Kennedy's family will be consulted in the final stages of selection. The decision of the judging committee is final.
- 3.** Recipients must meet all admissions requirements and be accepted into VFS.
- 4.** While individuals who have previously received scholarships or bursaries are welcome to apply, scholarships and bursaries cannot be combined.
- 5.** Applicants must be at least 19 years old or have graduated from high school.
- 6.** Employees and contractors of Vancouver Film School, scholarship partners, and members of the VFS scholarship selection committee and their spouses or immediate family members are not eligible to apply for this scholarship.
- 7.** Scholarships cover part of the costs for tuition and specific program supplies. The scholarship recipient is responsible for all additional costs necessary to complete the program of study (including remaining tuition, housing, transportation, food, and incidentals). If the recipient cannot commit to attending VFS for any reason within two weeks of being notified that he or she has been selected to receive a scholarship, another scholarship recipient will be chosen.
- 8.** VFS reserves the right to cancel this scholarship initiative at any time, at its sole discretion, in the event of any administrative conflict or error. VFS reserves the right to modify the rules of this scholarship in any way or at any time as long as reasonable notice is given. This program is void where prohibited by law and is subject to all applicable federal, provincial, state, and local laws and regulations.
- 9.** The recipient of the Maria Kennedy Scholarship will be expected to write a blog post about their experience in the VFS Digital Design program and about winning the Scholarship, as well as be interviewed by the VFS Digital Design program and/or Marketing department, and participate in marketing-related activities on behalf of the VFS Digital Design program.



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**THE FINE PRINT**

Vancouver Film School reserves the right to cancel this competition at any time, at its sole discretion, in the event of any administrative conflict or error. Vancouver Film School reserves the right to modify the rules of this contest in any way or at any time as long as reasonable notice is given. This competition is void where prohibited by law and is subject to all applicable Federal, Provincial, State, and local laws and regulations.

Acceptance of a scholarship allows Vancouver Film School to use your name, photograph or likeness and testimonials in print, broadcast or online media in perpetuity, in any manner in which VFS may deem appropriate in connection with promoting this competition or any other competition or promotion sponsored by VFS, without further compensation.

By participating in this competition, you agree that Vancouver Film School, members of the Selection Committee and those involved in the development, production, implementation and distribution of this competition and their respective parent companies, affiliates, subsidiaries, service providers, and agencies and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or this competition (hereafter collectively called the "Sponsors") are not liable for any claims, damages, losses or injuries, including third party claims, arising from or relating to, in whole or in part, this competition, including your entry and participation in this competition, the submission of your application package, the evaluation of your application package, acceptance, use or misuse of the scholarship or any injury to you or any other person's computer related to or resulting from downloading or receiving via return e-mail any part of this competition information.

You further agree that you will not hold Vancouver Film School, their affiliates, subsidiaries, directors, officers, agents, employees, attorneys, and any other person or entity associated with Vancouver Film School liable for any claims, losses, damages or injuries, arising from or relating to their use of your name or address for mailing and any other promotional materials. You also agree that in the event of any third party claims, damages, losses or injuries arising from or relating to this competition, you will indemnify Sponsors from any and all such claims, including the attorney's fees related thereto. Sponsors shall not be liable for applications that are delayed, lost, misdirected, misdelivered, marked postage-due, illegible, mutilated, incorrect or incomplete and such entries will not be eligible for this competition.

VFS Maria Kennedy Memorial Scholarships represent a tuition reduction for eligible one-year programs at Vancouver Film School, and not a monetary award.

**Thank you for taking the time and effort to apply to VFS. The amount of effort demonstrated in submitting this application tells us that you are dedicated. We wish you the best of luck in pursuing a Maria Kennedy Memorial Scholarship!**

Please sign or type your name below to indicate that all information that you have written herein is true and that you have read, understand, and will adhere to the Rules and Regulations, and other conditions noted herein:

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_