

A letter for ISIB future students

Dear Student

Congratulations on your success in Chinese National Examination. You are warmly welcomed to join SIVA (Shanghai Institute of Visual Art).

We are so excited to inform you that there is a new innovative program – Brand Strategy and Management, as a new major in College of Cultural Creative Industries Management of SIVA. Branding program is very new to China, but the market is needing new specialized and professional graduates. Strong brands bring enterprises more revenues. The program will give you an opportunity to start your own business in the most fashionable field. As a SIVA student, you are qualified to apply Brand Strategy and Management program.

Please submit following materials to complete the application:

- **Please fill out the attached application form with your latest passport-size photo** (send to: bsm@detaoma.com)
- **1-minute short and precise video** to let us know you better. It should include:
 - Short self-introduction in English
 - Motivation for applying our program in English
 - Presentation of one favorite brand in either English or Chinese (students can talk about it from multiple angles: associated stories, design, use, emotion, etc)
- **Deadline: 8am on 4th Sep 2014**

Please send the attached application to bsm@detaoma.com.

If your video file is larger than 150M, it shall be uploaded to www.wetransfer.com. Receiver's email is: bsm@detaoma.com.

We kindly suggest you to submit your application **before 24th Aug 2014**, which would also give us enough time to make a selection.

After you submit the application, you will be invited to attend a 2-day admission exercises. The exercises test creativity, critical thinking and problem solving skills, communication skills and people skills as well as their teamwork awareness. At the end of the admission exercises, we will make final decisions on student admissions.

To know ISIB more, please visit: <http://www.gongkai.asia/ISIB/ISIB.html>

Looking forward to receiving your application soon.

Best Regards

亲爱的同学，你好！

祝贺你成功被上海视觉艺术学院录取！

我们很高兴的告知你，学院即将推出创新课程 – 品牌战略与管理，为上海视觉艺术学院文化创意产业管理学院新增的专业方向。尽管市场急需品牌专业人才，国内品牌教育却是非常稀缺的。强而有力的品牌能为企业带来巨大的价值、收益。通过选择学习该课程，你将在引领世界前沿的行业里开始你的事业。

申请该课程，请提交以下材料：

- 请完整填写附件里的申请表，并附上一张护照尺寸的照片，寄至：bsm@detaoma.com
- 1分钟短小精致的视频，展示你的个人风采。视频内容需包括：
 - 简短自我介绍（要求英文）
 - 申请该专业方向的初衷和动机（要求英文）
 - 讲述你最喜欢的一个品牌（英文或中文）
（可从不同的角度阐述，比如：相关的故事，设计，情感，等等）
- 截止日期：2014年9月4日上午8点

请将以上申请材料通过邮件发至：bsm@detaoma.com

若视频文件超过 150M，可通过 www.wetransfer.com 上传。收件人：bsm@detaoma.com

申请材料要求在 2014 年 8 月 24 日前提交，以便我们更充分的了解你。

之后，你将受邀参加 2 天的入学选拔测试。该测试主要考察创新能力、批判性思维、处理问题的能力、沟通技能、管理能力以及团队意识等方面。测试结束后，我们将尽快公布选拔结果。

想要更多了解 ISIB，请看：<http://www.gongkai.asia/ISIB/ISIB.html>

期待收到你的申请！

祝好！