

D&AD calls for entries for the 2013 Student Awards

LONDON, UK: D&AD is providing ambitious creative students with the ultimate platform to launch their careers in design or advertising. The annual D&AD Student Awards are now open for entry, offering a range of real briefs set by clients from some of the world's top brands.



Part of D&AD's education programme that includes the New Blood talent fair and the Graduate Academy, the Student Awards offer a genuine opportunity to new creatives to showcase their talent to industry.

Entering the awards gives students direct access to the creative industry, answering live briefs that allow them to demonstrate their skills to employers. 76% of graduating Student Award winners walk into a job or placement within three-months of winning. Winning a Student Award comes with the opportunity to apply for a coveted spot on the D&AD Graduate Academy.

The briefs have been developed by D&AD with some of the best in-house creative, media and brand professionals in the world. The challenges are written by brands including the BBC, the V&A, Unilever and Dazed and Confused; some come with placements or the chance to see their work run as part of a campaign. For the companies involved, the Awards offer an opportunity to cherry pick the best new graduates before they even enter the jobs market.

The D&AD Student Awards are open to any student around the globe brave enough to take on the tough briefs, and the even tougher industry. Through the Student Awards and the Graduate Academy, D&AD strives to bridge the gap between graduates and employers, ensuring that the next generation of creative superstars are not lost.

Tim Lindsay, D&AD CEO, said: "Industry has a duty to nurture new talent - not because D&AD tells it to, but because the creative economy relies on new ideas to thrive. If we want to stay competitive in the global marketplace, the best way to do that is to support our best young minds. Their ideas will become the award winning work of the future."

For more information, please contact D&AD Senior Communications Manager, Liam Fay-Fright | 0207 902 1122 | liam.fay-fright@dandad.org.

Key dates:

Download the briefs for free from:

<http://www.dandad.org/studentawards>

20 March 2013 - entry deadline

2 July 2013 - D&AD Student Awards ceremony at Christchurch, Spitalfields

Twitter - @dandad_talent & #studentawards

Top 20 entering nations

United Kingdom, United States, Germany, Singapore, Spain, Russian Federation, South Africa, Sweden, France, Brazil, Canada, Italy, China, Denmark, Ireland, Australia, Netherlands, Finland, Republic of Korea, Hong Kong

Key D&AD Student Award statistics

- Used by 2,100 university and college courses
- 4,500 students enter annually
- 46 nations entered in 2011/2012
- 76% of winning students gain a placement or job offer within 3 months of graduating

The Brands & Briefs

Ted Baker - Advertising

Introduce Ted Baker to a country of your choice.

Batiste - Applied Graphics

Create a trend-led graphic identity for a limited edition range of Batiste products.

Nissan with Interbrand - Branding

Build a new brand for Nissan's sustainability range.

RAB - Copywriting

Write a radio campaign that sells the power of radio as an attractive advertising medium.

Benefit: Paid placement at a selected agency

BBC - Digital design

What does it mean to be 'alive' online?

Yamaha - Digital Communication

Digitally bring the Yamaha story to life at a live performance event.

V&A - Graphic Design

Explore the 'Albertopolis' and design a hoarding for the V&A's Exhibition Road redevelopment.

D&AD - Make Your Mark

Make your dream job a reality.

Open to new creatives - anyone under 26 or within two years of graduating

Benefit: Month paid placement with a selected agency

Channel 4 with MPC - Moving Image

Create a motion graphic ident for 4seven, Channel 4's new to air channel.

A selected winning entry will go in to production and launch at an industry screening at MPC

Department of Health with Dare - Open

Burning calories should be as fun as eating them.

Benefit: Month paid placement with Dare

Unilever - Open

Exploit a brand's power to make the world a better place.

It's Nice That - Open Craft

Promote It's Nice That to students.

L'Artisan Parfumeur with jkr - Packaging Design

Re-envisage the L'Artisan Parfumeur brand for the 21st Century by creating a design solution for a new unisex range of scents.

Dazed and Confused - Photography

Create a portrait of contemporary youth.

Benefit: Selected winning work will be showcased on Dazed & Confused/Dazed digital

Oakley - Product Design

Take Oakley to the leadership position in everyday cycling performance by designing a range of products for cyclists and urban commuters.

Holiday Inn with IHG - Environmental Design

Design a check-in experience for a Holiday Inn hotel that is positive, welcoming and distinctive.

For more, visit: <https://www.bizcommunity.com>