

McCann Johannesburg hosts Portfolio Night in May

McCann Johannesburg has the exclusive rights to host the local 'Portfolio Night', taking place simultaneously on 21 May 2014 in Johannesburg and Cape Town, under the theme 'Blood, Sweat and Tears'.

Portfolio Night takes place in 24 cities globally with up to 1800 students concurrently in each country's respective time zone.



Challenges for young creatives

This global initiative seeks to address the challenges young creatives face when trying to break into the advertising industry. It is made possible through committed sponsorships from global sponsors, which this year include Shutterstock, Twitter and SquareSpace.

Three hundred advertising students in various creative fields, including brand communication, graphic design and illustration and copywriting, will get an invaluable opportunity to present their portfolios and be critiqued by the industry's top creative directors.

Theme reflects effort

"This year's theme reflects the effort young creatives put into their work. We are confident they will bring their A-game and that the judging creative directors will have their work cut out for them when selecting the best portfolios for the evening," says McCann's chief creative officer, Pierre Odendaal. "The agency has released a video interpreting this year's theme which can be viewed at <http://vimeo.com/94983819>."

In Johannesburg, it will be at the Vega School, 444 Jan Smuts Ave, Bordeaux, Randburg and in Cape Town at Vega School Cape Town, 3rd floor, 11 Adderley Street, Cape Town. Registration starts at 5:15pm. Students wishing to participate can visit www.portfolionight.com/12/cities-cds/cities/.

There is a nominal entry fee and students will be accepted on a first come, first served basis.

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