

2010 D&AD Student: four In Book for SA

LONDON: South Africa has four In Book entries but no Pencil nominations for this year's D&AD Student Awards, three from Vega The Brand Communications School and one from the University of Pretoria, it was announced this morning, Tuesday, 18 May 2010.



"Judges have proven to be tougher than ever," says D&AD Education chairman Greg Quinton. "Entries to the Student Awards continue to grow and our juries have raised the bar to ensure D&AD's high standards remain second to none."

South African student results

Award status	Brief title	Sponsor	Category	Brief ID	College	Student 1	Tutor 1	Tutor 2	Tutor 3
In Book	Advertising - Poster/Outdoor	Metro	Advertising	3	Vega The Brand Communications School	Chad Goddard	Shakera Kaloo		
In Book	Advertising - Poster/Outdoor	Metro	Advertising	3	Vega, The Brand Communications School	Senzo Xulu	Clint Griffin		
In Book	Graphic Design - Packaging	Quaker Oats	Graphic Design	10	Vega, The Brand Communications School	Michelle Ferreira	Carmen Schaefer	Nicci Martin	Shakera Kaloo
In Book	Open Brief - Open Brief	IKEA	Open Brief	25	University of Pretoria	Mcaela Reeves	Jacques Lange		

Eighty-three student teams have been nominated for a Pencil at the D&AD Student Awards in a year that saw juries being more exacting than ever. Final results will be announced on 29 June 2010 at a public ceremony at Spitalfields Market in London.

Just over 3000 teams

Just over 3000 teams entered the Student Awards this year from almost 300 colleges - up 20% on 2009. Two hundred teams made it In-Book, representing the best work of the year, marking a significant drop from last year's results, when 310 entries made it into the *Student Annual*.

student to create a direct response communication for MINI, sponsored by direct agency LIDA, leads the categories with seven nominations for student teams in colleges from the US, UK, Sweden and Italy.

According to organisers, 50% of winners already find a job within a month of picking up a Student Yellow Pencil and many of this year's winners will get an additional chance at a job through work placements in agencies or in-house creative teams.

"Been a tough year"

"It's been a tough year for graduates and professionals alike," adds Quinton. "It's clear there's great talent out there and we all have to work that bit harder to stand out. That can often lead to groundbreaking creative thinking and I look forward to seeing these names crop up at the professional awards in a few years."

Nominated work will be online shortly at <http://studentawards.dandad.org>. Also follow [@baby_pencils](https://twitter.com/baby_pencils) on Twitter. Go to www.dandad.org for results, interviews with judges, and interviews from the ceremony in June.

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