

New photographic competition for GenerationNext

As part of its GenerationNext Awards, the Sunday Times invites South Africans, aged 8-23, to share photos that tell stories about the cities where they live, in a new photographic competition. Entries close on 31 May 2013 and the winners will be announced on Youth Day, 16 June 2013.



Photographs may be taken on DSLR, digital point 'n shoot, an old school film camera, or even a cellphone. The only guidelines are that the photos are between 2-3MB in size, are not enhanced using photo applications such as Instagram and reflect the young photographer's 'story of his or her city'.

Trevor Ormerod, GM advertising sales & strategic communication for Times Media says, "How we share information about our experiences of the world is becoming more and more visual. With cameras on mobile devices, all young people with access to a cellphone have the technology to show their lives and feelings in pictures. The competition gives our kids the platform to share their creativity with all South Africans."

Judging, weekly draws

Judging will take place across three age categories: Kids & Tweens (ages 8 - 12); Teens (13-19) and Young Adults (20-23). Entries will be judged on originality, authenticity, composition, evocativeness, and the general "wow" factor.

Prior to the main draw, entries will be selected on a weekly basis to stand the chance to be published in leading Times Media newspapers, The Times, Sowetan and Sunday Times. Photos may also be selected to form part of the AV presentation at the prestigious at the GenerationNext Awards event on 30 May 2013.

"The survey traditionally lets us know what the youth say about brands, products, celebrities, sports and music. This new photographic element allows us to see their lives as well," concludes Ormerod.

Photo entries should be submitted via email to photogeneration@timesmedia.co.za. Entries must be accompanied by the name, age and contact details of the photographer. For more, go to www.gennext.co.za.

