

Expectations with... Red & Yellow

In our feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what Patrick Young, Red & Yellow's design lecturer, expects...



1. What's your official job title and how long have you been at Red & Yellow?

Young: I'm a lecturer on our Graphic Design & Art Direction Diploma. I've been here since March 2014.

2. How long has Red & Yellow been attending the Loeries?

Young: For round about fifteen years.

3. What's your biggest Loeries highlight of years past?

Young: Highlights are always students we have taught winning awards and experiencing the night as finalists and the weekend as a whole. It's really fun for them, puts their work into the spotlight and it comes at a great time of year. If a student does well, it gives them and their classmates a huge amount of confidence.

Other than that, as a foreigner, I'd have to say discovering the legend of Riaan Cruywagen would be a major highlight. And what about the Hof!?

4. What are you most looking forward to from Loeries Creative Week 2015, set to hit Durban in August?

Young: Personally, the waves and plenty of local flavour. Not just Bunny Chow though. I've been a fan of Richard Hart's Disturbance studio since I moved here from the UK and I hope we get to hear from him at seminars, which are always on my list during Creative Week. I notice there is a new award category, Service Design and it will be interesting to see how that goes and who is excelling in this area. *[Ed: Watch for next week's Loeries article, which explains exactly what the new category is all about!]*

5. Tell us about some of work that you're entering this year!

Young: We will have entries in most categories that we focus on at the school. From traditional print and advertising media to integrated campaign, packaging, identity and collateral design. We have a long history at the awards and our current students have some big shoes to fill.

6. Who do you predict will win big this year, and why?

Young: Anyone that gets a ticket! Clients, agencies, brands, students and schools who said yes to great ideas.

Lots to look forward to for all attending, it seems. [Click here](#) to visit the Red & Yellow press office.

For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loeries Creative Week](#) section.

ABOUT LEIGH ANDREWS

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