

## ***D&AD Student Annual goes online***

Not only will D&AD student and professional awards judging coincide for the first time this year, 2009 also marks the launch of the Student Annual Online, which will allow featured students to link to their portfolios.



Over 400 creatives from almost 30 countries will gather at Olympia in West London for one week, 20 - 24 April 2009 to establish just who in the world is worthy of a D&AD Pencil. Almost 150 of the judges will focus on the student work - last year over 3600 entries were received. As each session finishes, nominated work will go on display for everyone attending judging to view.

“In times like this, graduates need to be more visible than ever,” said Greg Quinton, D&AD Education chairman and creative director at The Partners. “At D&AD, we are doing all we can to make sure the best young talent is right under the noses of creative directors who are operating in one of the most competitive markets I've seen in years.”

Previously a hardcopy book was only available to D&AD members, the online version of the *Student Annual* will be available to anyone who wants to see what the creative directors of the future are doing now. Students can still download briefs from <http://dandad.org/studentawards09> - 10 000 students have registered so far. Work can be entered from now until 20 March.

For over 30 years, the D&AD Student Awards have existed to promote the best emerging design and advertising talent. Nominations will be announced at the end of May and the results will be announced online and at the Student Awards Ceremony on 2 July.

D&AD Student Awards 2009 sponsors are: BBC, Blyk, The Brand Union, The co-operative, Create Not Hate, Crisis, Design Council, eBay, Faber & Faber, Formica, Fortnum & Mason, French Connection, Grazia, Homebase, Hewlett-Packard, Hamleys, KPMG, Lloyds TSB, Matthew Hilton, PhotoVoice, PJ Smoothies, Prudential, Science Museum, TAXI, XL Recordings and YouTube.

For more information, go to <http://dandad.org/studentawards09>.