

AWARD School Application Brief 2018

HANDY HINTS

Some useful advice to help you with your submission.

- Simplicity is paramount. Don't complicate your ideas.
- There's no need to do polished and finished layouts for your concepts. You will be assessed on your ideas - not your layout skills. Neatly hand drawn ads will suffice. If you'd like to include an image that you can't draw then simply trace it.
- Before you start your thinking it's worth looking at various advertising books that are filled with award-winning creative work. They'll give you heaps of advertising examples of lateral thinking. Books to look out for are AWARD, D&AD, and ONE SHOW annuals. Most of these books are available at TAFE or Uni libraries, or specialty bookstores.
- When it comes to putting together your work for entry, remember that the judges will be reviewing hundreds of submissions. So keep your entry simple and easy to read. Don't add any unnecessary material or detail just to impress.
- Try and show a few people your work before you submit it. They'll provide you with a fresh perspective, and it might help improve what you've done. You must be open to criticism, and you must not fall in love with your work.
- You can only apply for one state, so we strongly recommend that you apply for the state that you live in.

GOOD LUCK.