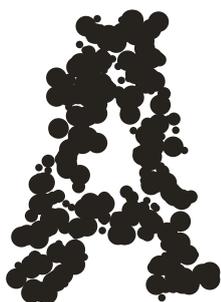


2019

APPLICATION PACK

- / Application Brief
- / How to Submit Your Application
- / Handy Hints



**AWARD
SCHOOL**

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APPLICATION BRIEF



QUESTION 1

Why are you applying for this course?

(If your answer is in writing, please keep it to less than 50 words.

And try to avoid using the words 'passion' or 'dream').

QUESTION 2

Find a bad print ad. An ad so bad that you know you could've done it better.

Now, using pen and paper only - no computer layouts - create a better ad for the same product. Include both the original ad and your improved version.

(Importantly, the ad you create must communicate the same proposition as the original. For example, if the proposition of the original ad is 'Brand X cars are fuel efficient', this must also be the proposition of your new ad.)

QUESTION 3

Using black pen and paper only (no computer layouts) create a print ad for the following brief:

Product: Global Knives

Goal: To make Global Knives the first choice for anyone who cooks.

Proposition: Really sharp knives.

QUESTION 4

Using black pen and paper only (no computer layouts) create a print ad for the following brief:

Brand: Airtasker

Goal: Convince Australians to hire Airtaskers to help with their everyday jobs.

Proposition: Get your to-do list done.

HOW TO SUBMIT YOUR APPLICATION



SUBMISSIONS

Applications for AWARD School Sydney must be submitted in two steps:

- 1 / Complete an online application form
- 2 / Submit a hard copy A3 application folio to The Communications Council

FOLIO INSTRUCTIONS

Applications will only be accepted on A3 sheets in an [A3 folder](#). Your ideas are best displayed on A3, but written work (i.e. question 1) can be typed on A4 then pasted onto A3. These answers are restricted to a maximum of one page per answer.

Images should be neatly hand drawn or traced only, we will not accept computer generated images. Typed text laid over a scanned drawing will also be acceptable. On the back of each piece of work, please write your name (your name must not be visible for judging purposes).

Along with your portfolio you are required to complete an online application form.

Click on the following link to apply (applicants can only apply in one state):

[NSW Sydney Application Form >](#)

The deadline for applications is 5pm, Thursday 21 February 2019 in your state.
NO EXTENSIONS!

WHERE TO SUBMIT YOUR APPLICATION FOLIO

You can either hand deliver or post your folio, as long as it arrives by the deadline.

SYDNEY

The Communications Council
c/- TBWA Sydney
Attention: Simone Goldstein
Level 3, 137 Pyrmont Street
Pyrmont NSW 2009

IN PERSON

The Communications Council is located inside the TBWA Sydney office. We will be collecting submissions in the foyer of the TBWA office during the following dates and times:

20th February: 7am - 6:30pm

21st February: 7am - 5pm

Submissions at the TBWA Reception will not be accepted without a signature. If you wish to submit prior to these dates, please contact Simone or Sinclair at The Communications Council for an in-person submission. Ph 02 8319 8260.

VIA MAIL

Applicants that choose to submit via courier or mail must call Simone or Sinclair to confirm it has arrived (prior to the deadline).

QUESTIONS?

Contact Simone Goldstein on simone@communicationscouncil.org.au

1. Don't stress. It will paralyse you and make you less creative.
2. Be original. Your application portfolio gives us an insight into your personality and the way you think. Don't give us the answers you think we want. Be unique and be original. The only way to achieve that is to be yourself.
3. Don't stop at your first thought.
4. Get a second opinion. Try and show a few trusted 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.
5. Keep it simple. Don't go over the top and do a TV storyboard for a print brief. 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.
6. 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.
7. Before you start your thinking, it's worth looking at various advertising books and websites 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.

You can only apply for one state, so we strongly recommend that you apply for the state that you live in.

GOOD LUCK!

ELIGIBILITY

There are no age restrictions or particular tertiary requirements to be eligible for AWARD School. AWARD School will not accept applicants on student visas.

Refer to [T&C's here](#).

INDIGENOUS SCHOLARSHIP - applicants for the scholarship need to produce proof of Aboriginal and/or Torres Strait Islander origin.

WHAT'S NEXT?

All applicants will be notified by email week commencing 4 March, 2019 on the result of your application. You will also be advised when you can pick up your submission. Please do not contact AWARD to check your result.

COST

The course fees for 2019 are:

Sydney \$2,200.00 (incl. GST)

The course fee will be payable on acceptance of your place in March 2019.

More info at awardonline.com/education/award-school