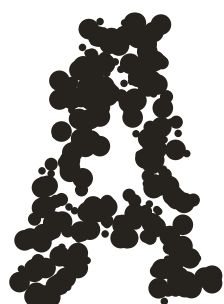


2019

APPLICATION PACK

/Victorian Programs
/Application Brief
/Application Instructions - Melbourne
/Application Instructions - Regional Victoria
/Handy Hints
/Terms
/FAQs



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VICTORIAN PROGRAMS



This year we are running two AWARD School streams in Victoria.

1 / MELBOURNE (application instructions on page 4)

2 / REGIONAL VICTORIA (application instructions on page 5)

You can only apply for one program.

The application deadline is 5pm, Thursday 21 February 2019. No extensions.

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.

APPLICATION – MELBOURNE



HOW TO APPLY

Your work must be presented on A3 sized paper in an A3 black display folio. Answers can be written/drawn on an A4 sheet and scanned or attached to an A3 sheet.

All artwork must be in black and white.

All images must be hand drawn (not computer generated). If you'd like to include an image that you can't draw then simply trace it. Typed text laid over a scanned drawing will also be acceptable.

Applications are judged anonymously. Ensure your full name is written (small) in pencil, on the back of every piece of work submitted. Do not put your name on your folio or work.

You will be given an application number to attach to your folio when you submit your folio. If you submit your folio via post, we will allocate you an application number.

Along with your folio submission, you are required to fill out an online application form.

[Melbourne Application Form >](#)

FOLIO SUBMISSION

You can either hand deliver or post in your folio to:

Attention: Amy Lee
Communications Council
CHE Proximity
9/650 Chapel Street
South Yarra 3141
Opening hours are 9am to 5pm.

The deadline is 5pm, Thursday 21 February 2019.

APPLICATION – REGIONAL VICTORIA



ELIGIBILITY

To be eligible to be part of the Regional AWARD School program, you must reside in one of the following councils:

Alpine Shire Council, Ararat Rural City, Ballarat City, Bass Coast Shire, Baw Baw Shire, Benalla Rural City, Buloke Shire, Campaspe Shire, Central Goldfields Shire, Colac-Otway Shire, Corangamite Shire, East Gippsland Shire, Gannawarra Shire, Glenelg Shire, Golden Plains Shire, Greater Bendigo City, Greater Geelong City, Greater Shepparton City, Hepburn Shire, Hindmarsh Shire, Horsham Rural City, Indigo Shire, Latrobe City, Loddon Shire, Macedon Ranges Shire, Mansfield Shire, Mildura Rural City, Mitchell Shire, Moira Shire, Moorabool Shire, Mount Alexander Shire, Moyne Shire, Murrindindi Shire, Northern Grampians Shire, Pyrenees Shire, Queenscliffe Borough, South Gippsland Shire, Southern Grampians Shire, Strathbogie Shire, Surf Coast Shire, Swan Hill Rural City, Towong Shire, Wangaratta Rural City, Warrnambool City, Wellington Shire, West Wimmera Shire, Wodonga City and Yarriambiack Shire.

HOW TO APPLY

Application submissions will be accepted via an electronic platform. We recommend using Tumblr www.tumblr.com

You are required to fill out an online application form. This form includes a section for you to “paste” your online folio (Tumblr URL).

Regional VIC Application Form >

All artwork must be in black and white.

All images must be hand drawn (not computer generated). If you’d like to include an image that you can’t draw then simply trace it. Typed text laid over a scanned drawing will also be acceptable.

Do not include your name or any personal information on the jpeg.

UPLOADING YOUR FOLIO ONLINE:

- Upload your folio submission answers as separate jpegs at 150dpi. NO PDFs
- Please include a simple title: eg: Question 1
- Remove any passwords from your website. This is how we are able to view your submission

The deadline is 5pm, Thursday 21 February 2019.

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 fee for 2019 is \$2,200.00 (incl. GST)

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

CONTACT

For more information, contact Amy Lee at amy.lee@communicationscouncil.org.au, 0411 732 675, or visit awardonline.com

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

Can I submit my folio before the deadline?

Yes, you can submit your folio anytime between Thursday 7th February 2019 10am, and Thursday 21st February 2019, 5pm.

I will be away on the submission deadline, can I get an extension?

No extension will be provided.

Can I draw on A4 then print to A3?

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

Do you offer payment plans for the AWARD School fee?

No

Can I apply for both Melbourne and Regional Victoria programs?

No

I am an international student, can I still apply?

International Students must provide proof of either a work visa or a tourism visa. AWARD School will not accept applicants on student visas.

What time is CHE Proximity open?

9am - 5pm

Do I need to remember the application number after submitting my folio?

No, we will record this information.

Can I get my folio back after judging?

Yes, we will contact you after the judging to arrange a time to collect your folio.