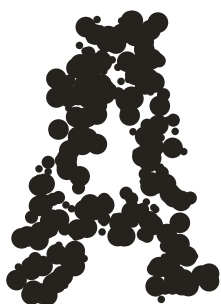


WA / QLD / SA / NT

# 2019

## APPLICATION PACK

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



**AWARD**  
**SCHOOL**

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# APPLICATION BRIEF

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## 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

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## SUBMISSIONS

Applications for Perth, Brisbane, Adelaide and Darwin will be accepted via an electronic platform. We recommend Tumblr [www.tumblr.com](http://www.tumblr.com)

Note: Tumblr is available 24/7, however, there may be an occasion when the site is interrupted for maintenance, upgrades and repairs or due to failure of telecommunications links and equipment. So please ensure you have a copy of your work saved elsewhere as a back-up to avoid disappointment.

IMPORTANT DETAIL FOR UPLOADING YOUR PORTFOLIO:

- upload portfolio submission answers as a jpeg at 150dpi NO PDFs
- each answer must be a separate jpeg
- please include a simple title: eg: Answer to Question 1
- DO NOT include your name or any personal information on the jpeg

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.

## APPLICATION FORM

Please read the following instructions carefully:

Along with your portfolio you are required to complete an application form. Part of this form includes a section for you to "paste" your online portfolio (Tumblr URL). Make sure you remove any passwords. This is how we are able to view your submission.

Click on the relevant link to apply (Applicants can only apply in one state):

Perth, WA - [HERE](#)

Brisbane, QLD - [HERE](#)

Adelaide, SA - [HERE](#)

Darwin, NT - [HERE](#)

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

Should you have any questions please contact the following AWARD School representative in your city:

Perth                    Danielle Norrish    [danielle@communicationscouncil.org.au](mailto:danielle@communicationscouncil.org.au)

Brisbane                Hanns Bergs        [hanns@communicationscouncil.org.au](mailto:hanns@communicationscouncil.org.au)

Adelaide                Micky Grant        [micky@communicationscouncil.org.au](mailto:micky@communicationscouncil.org.au)

& Darwin

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. Please do not contact AWARD to check your result.

## COST

The course fees for 2019 are:

Perth, Brisbane, Adelaide & Darwin \$1,540.00 (incl. GST)

The course fee will be payable on acceptance of your place in March 2018.

More info at [awardonline.com/education/award-school](http://awardonline.com/education/award-school)