

D&AD calls for entries for Student Awards

LONDON, UK: With graduate unemployment at a 15-year high, D&AD is providing creatively ambitious students with what it reckons to be the ultimate platform to launch their careers. The annual D&AD Student Awards are now live, offering a diverse range of real world challenges from across design and advertising.



Entering the awards directly places students in front of the industry; whilst winning provides them with the opportunity of a coveted spot on the D&AD Graduate Academy, including a paid placement or bursary.

As D&AD celebrates its 50th anniversary in 2012, there is no better time for graduates to get their work - and their name - in the spotlight.

A wide range of briefs has been set by some of the best creative and business professionals in the world. Challenges include re-branding the City of London; illustrating the cover of *Little White Lies* magazine; designing the next generation of performance eyewear for Oakley; promoting Spotify's musical conversation on Facebook; creating the hotel room of the future for Intercontinental Hotel Group, and creating a photography story for Rankin's new magazine, *The Hunger*.

This is also the first year that an award is open to New Creatives, anyone aged 26 or under, or who has graduated within the last two years. Make Your Mark challenges graduates to focus on how they present themselves, and their talent, to potential employers.

The awards aim to provide invaluable skills to thousands of graduates worldwide, allowing industry to help shape and support new talent. 81% of Student Award winners attend an interview within three-months of winning. Placements are supported by many leading agencies, including Interbrand, who are offering a three-month internship to one lucky graduate.

The awards are open to those brave enough to face the briefs and the industry, from anywhere in the world. Through the Student Awards and the Graduate Academy, D&AD is striving to bridge the gap between students graduating, and gaining successful employment, ensuring that the next generation of creative superstars are not forgotten.

Key Student Award statistics

- Used by 2100 university and college courses
- 56 000 registered users to dandad.org
- 57 000 unique visitors per month to dandad.org
- 4500 students enter annually
- 82 000 brief downloads (10/11 campaign)
- 180 high profile judges

All 23 briefs are now available to [download for free](#).

Go to www.dandad.org for further information.

Key dates in the D&AD Student Awards 2012 programme:

- Entries deadline: Friday 9 March 2012
- Judging: April
- D&AD Student Awards 2008 Ceremony: 26 June

How to apply

To enter, simply register on the D&AD website, download your chosen brief, work your creative magic, and submit your proposal by 9th March 2012.

For all briefs and to enter, go to: <http://www.dandad.org/awards/student>.

For more, visit: <https://www.bizcommunity.com>