



THE HELLO AMBASSADOR AWARDS FOR CREATIVE EXCELLENCE

BRIEF - CATEGORY 1
STUDENTS AND EMERGING CREATIVES



CATEGORY 1 – STUDENTS & EMERGING CREATIVES

This brief caters for students and emerging creatives from a variety of disciplines. Any registered undergraduate student or emerging creative between the age of 18 and 35 can enter.

STEP 1 – CHOOSE YOUR DISCIPLINE

Category 1 includes fine arts, photography, graphic design, illustration, architecture, interior/industrial/product design, film, animation, fashion and music.

STEP 2 – CHOOSE YOUR BRIEF

Be sure to carefully read the 2 brief options, Submission Specifications and Entry Requirements in this document before you start.

STEP 3 – GET CREATIVE

Be original and remember that innovation and creativity goes hand-in-hand!

STEP 4 – ENTER YOUR WORK

Fill in the ENTRY FORM (available at www.helloambassador/awards) and pay the Entry Fee before 17 August 2015. Email your ENTRY FORM together with your final submission to info@helloambassador.co.za

ENTRY FEE – R150

PRIZES

10 overall finalists will be chosen from Category 1. Each finalist will receive a Hello Ambassador 2015 2-day pass as well as a Hello Ambassador Award certificate. The overall Category 1 winner will receive the Hello Ambassador Award for Creative Excellence, 2 x VIP tickets to the conference, a #HA2015 goody bag and more...

THE BRIEF

Please choose one of the following:

BRIEF 1: A TRIBUTE TO THE AMBASSADOR

Hello Ambassador has commissioned you to pay tribute to creativity and innovation by creating something spectacular in your discipline of choice. You can use any element(s) from the Hello Ambassador logo, 2015 Visual Identity, website, overall concept or branding as inspiration.

OR

BRIEF 2: OPEN BRIEF

Alternatively you can enter any pre-existing or new work, as long as it adheres to the Submission Specifications and Entry Requirements explained in this document. With this option any themes and concepts are welcome.

SUBMISSION SPECIFICATIONS

1. FINE ARTS AND PHOTOGRAPHY

Any paintings, prints, drawings, sculptures, installations, photographs, conceptual or video artworks can be entered. There are no size requirements, but remember that we should be able to exhibit the original work at the Expo. Your submission should include either a scan, photograph or digital composition of your final artwork in jpeg or pdf format. In the case of video art or documentation, the video should be encoded and uploaded to an online platform of your choice and the link sent as entry.

2. GRAPHIC DESIGN AND ILLUSTRATION

Any T-shirt, poster, graphic novel, illustration or packaging designs can be entered. Your submission should include either a scan, photograph or digital composition of your final work in jpeg or pdf format. No corporate identities please.

3. ARCHITECTURE, INTERIOR, INDUSTRIAL AND PRODUCT DESIGN

Any product, object, interior or architectural design can be entered. Your submission should include either a 3D rendering, artist impression, design document or photograph of a scale model in jpeg or pdf format. Plans and elevations can assist your hand-in, but is not compulsory and should be integrated into your final submission. Plans, sections and elevations on their own will not qualify.

4. FILM AND ANIMATION

Any short films, feature films, experimental films or videos, stop frame animations, 2D / 3D animations and music videos can enter. Encode your work in a format of your choice, upload it to an online platform of your choice, and send us the link as entry. All genres welcome.

5. FASHION DESIGN

Any designs, collections, garments or accessories can be entered. Your submission should include either a 3D rendering, artist impression, design document or photograph of the final item(s) in jpeg or pdf format.

6. MUSIC

Any songs, compositions, or music videos can be entered (all genres welcome). Record your track or video, upload it to an online platform, and send us the link as entry. Only original music will qualify, no remixes or covers.

EMAIL ALL ENTRIES TO: info@helloambassador.co.za

CLOSING DATE: 17 August 2015

ENTRY REQUIREMENTS

1. All visual submission must be submitted in jpeg or pdf format.
2. All music and video submission must be uploaded to an online platform and the link sent as entry.
3. There are no size, length or dimensional limitations but all non-digital work should be documented with photographs, scans and/or video.
4. All submission must be entered via email to info@helloambassador.co.za with the subject field: "2015 AWARDS CATEGORY 1"
5. The closing date is 17 August 2015 at 23:00. No late submission will be accepted.
6. All submission must be accompanied by a fully filled in ENTRY FORM (downloadable at www.helloambassador.co.za/awards). Submission without an ENTRY FORM will not be accepted.
7. The entry fee for Category 1 is R150-00. Banking details are available on the ENTRY FORM and payments can be done via EFT Proof of Payment should be sent via email together with the ENTRY FORM. Submissions without Proof of Payment will not be accepted.
8. Your emailed submission should not exceed 20MB (the standard Gmail limit). Should it be bigger, please upload it to Google Drive and send us the link.
9. Finalists will be informed by 20 August 2015 and are required to hand in their original work by 28 August 2015 to be exhibited at the Hello Ambassador Expo.
10. All work will be returned to the artists after the exhibition.
11. Finally, please upload an image of your entry to the Hello Ambassador FB page and mention it on Twitter and/or Instagram. Use #HA2015 to tag it.

*This is not an ENTRY FORM. Entry forms can be downloaded from our website

**Please be sure to read the terms and conditions included on the entry form

If you have any questions, please visit www.helloambassador.co.za or email us at info@helloambassador.