



THE HELLO AMBASSADOR AWARDS FOR CREATIVE EXCELLENCE

**BRIEF
CATEGORY I
BEST CREATIVE PROJECT**



CATEGORY I - BEST CREATIVE PROJECT

Category 1 is divided into 2 sub-categories, consisting of the following:

Category 1A caters for students and emerging creatives. Any registered undergraduate student or emerging creative between the age of 18 and 30 can enter this Category.

Category 1B caters for professional individuals, groups and companies from the creative industry. It includes but is not limited to advertising agencies, architectural firms, fashion designers, artists, musicians, filmmakers, etc.

HOW TO 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 BEST WORK

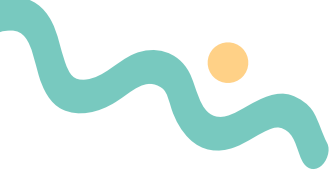
Any work produced or released after 31 July 2015 and before 15 August 2016 can be entered.

STEP 3 - READ THE SUBMISSION SPECIFICATIONS

Your Submission should be in the required digital format and should adhere to the Submission Specifications and Entry Requirements explained in the Brief document.

STEP 4 - EMAIL ENTRY FORM

Complete the Entry Form and email your Submission + Entry Form to info@helloambassador.co.za before 18 August 2016.



STEP 5 - JUDGING AND VOTING

5 finalists will be chosen per category and will be informed by 20 August. All finalist submission will be featured on the Hello Ambassador website. The public will be invited to vote for their favourite entry. Voting will commence on 20 August and will close on 31 August 2016.

Two winners per category will be chosen. One based on the Judges' decision, and one based on public opinion (most votes). Winners will be announced at the Hello Ambassador Awards ceremony at Sci-Bono on 1 September 2016.

CLOSING DATE - 18 August 2016



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, 2016 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 hand-in specifications and entry requirements explained in this document. With this option any themes and concepts are welcome

HAND-IN 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 hand-in 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 hand-in 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 hand-in 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 hand-in. 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, clothing lines, fashion labels, garments or accessories can be entered. Your hand-in 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: 18 AUGUST 2016



ENTRY REQUIREMENTS

1. All visual entries must be submitted in jpeg or pdf format.
2. All music and video entries 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 entries must be submitted via email to info@helloambassador.co.za with the subject field: "HA2016 AWARDS ENTRY: CATEGORY 1."
5. The closing date is 18 August 2016 at 23:00. No late entries will be accepted.
6. All entries must be accompanied by a fully filled in ENTRY FORM (downloadable at www.helloambassador.co.za/awards). Entries without an ENTRY FORM will not be accepted.
7. Your emailed entry should not exceed 20MB (the standard Gmail limit). Should it be bigger, please upload it to Google Drive and send us the link.
8. Finalists will be informed by 20 August 2016 and are required to hand in their original work by 28 August 2016 to be exhibited at the Hello Ambassador Expo.
9. All work will be returned to the artists after the exhibition.
10. Finally, please upload an image of your entry to the Hello Ambassador FB page and mention it on Twitter and/or Instagram. Use #HA2016 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.co.za