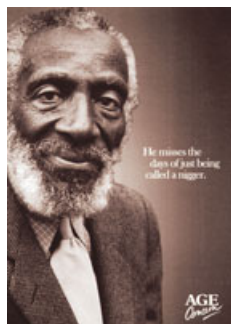


# First prize for SA at D&AD Global Student Awards

LONDON: "It's been the best year ever for the [D&AD Global Student Awards], with over 3000 entries from 36 countries," says Maeve O'Sullivan, D&AD media relations manager, and the good news is that a team of South African students from the Red and Yellow School have taken first prize in Poster Advertising and two teams each from the University of Pretoria and Greenside Design Centre have been selected to go 'in book'.



Age Concern, first prize in Poster Advertising

The news was announced at the awards ceremony and dinner last night, Thursday, 29 June 2006, at Old Billingsgate, London.

Following on from South Africa's increased representation in the D&AD Global Awards this year - three Pencil nominations and 16 'In Book' entries this year, compared to 10 'In Book' and no Pencil nominations in 2005 - it is further evidence of South Africa's increasing presence in creative excellence internationally, according to O'Sullivan.

## Four 'in book'

Four other teams, two from the University of Pretoria in Graphic Design and two teams from Greenside Design Center in Digital & Interactive Media, were selected to go 'in book' -the Global Student Awards Annual, a record of the best student work of the year.

Award status	Category	Students	Tutors	College	Country
First	Advertising - Age Concern	Kai Curteis, Jonathan Kantey, Guy Thompson	Errol Denman, Allan Raaff	Red & Yellow School	South Africa
In book	Digital & Interactive Media - Corbis Web Gallery	Raymond Whitcher	Robin Turner	Greenside Design Center	South Africa
In book	Digital & Interactive Media - Corbis Web Gallery	Kelly Williams	Robin Turner	Greenside Design Center	South Africa
In book	Graphic Design - MTV's 25th Anniversary	Coenie Grebe	Jacques Lange	University of Pretoria	South Africa
In book	Graphic Design Responsible Sourcing	Jana Hamman	Jacques Lange	University of Pretoria	South Africa

The evening also saw over 140 other students presented with first or second prizes and commendations for their outstanding work. Twenty-five briefs had been set covering everything from advertising and product design to digital and interactive media, supported by top brands and organisations including: Virgin Atlantic, John Lewis, Creative London, CABE, Parlophone Records and Corbis.

"The work was very impressive this year. The increased number of international entries and the overall quality of execution, accompanied by great ideas has made for a very impressive body of work all round," says Garrick Hamm, D&AD education chairman.

"Winning a D&AD Student Yellow Pencil and being featured in the D&AD Global Student Annual is the most effective way for students to stand out from the crowd and make an impression on the creative sector."

## Student of the Year

For the second time ever, two student teams jointly won the D&AD Global Student of the Year Award - the most prestigious award of its kind for promising new creative talent. Klaas Diersmann and Sakurako Haino from Buckinghamshire Chilterns University College won for their witty and original take on MTV's 25th anniversary brief, and Noemie Goudal and Ronan McCall from Central Saint Martins College of Art and Design for their submission to the Creative London brief.

<b>Facts and figures</b>	<b>2006</b>	<b>2005</b>
Nations entered	36	32
Entries from outside of the UK	26%	18%
Pieces of work entered	Over 3000	2500
Pieces of work selected for <i>D&amp;AD Student Annual</i>	242	199
Nominations	98	86
Student of the Year	2	1
First prizes awarded	23	22
Second prizes awarded	27	26

Go to [www.dandad.org/studentawards06](http://www.dandad.org/studentawards06) for further details.

D&AD is a not-for-profit organisation that represents the international design, advertising and creative communities. It sets industry standards, educates and inspires the next generation and promotes the importance of creativity, innovation and ideas within the business community. Its 18 different education programmes provide support for universities and colleges and their students and graduates, as well as working on behalf of the international design and advertising communities to bridge the gap between education and industry. Visit [www.dandad.org](http://www.dandad.org) and [www.dandad.org/education](http://www.dandad.org/education) for further information.

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