

SA D&AD student success

LONDON: South African students once again achieved success at the D&AD Global Student Awards 2007, held last night, Thursday, 28 June 2007, in London, with three commendations and three entries going 'in-book'. This follows last year's first prize win by Kai Curteis, Jonathan Kantey, Guy Thompson from Red & Yellow School.

The South African student wins are:

Category	Awards Status	Student Name(s)	College Display	Tutor 1 Name
Advertising - Dove	Commendation	Saxon Dale Suderland, Illana Swanepoel	Red & Yellow School	Errol Denman
Advertising - HIV Vaccine	Commendation	Elizabeth Duff, Andrew Davenport, Glynn Le Roux	Red & Yellow School	Errol Denman
Advertising - PUMA Performance Fashion	Commendation	Lindie Kuhn	University of Pretoria	Peet Engelbrecht
Crafts (Illustration) - Dyan Sheldon	In Book	Duduzile Ngomane	AAA School of Advertising	Carmen Schaefer
Advertising - Dove	In Book	Beth Hughes, Leigh-Anne Connock	Red & Yellow School	Errol Denman
Advertising - Teen Road Safety	In Book	Aimee Heyes, Siyabulela Tyali, Kirsten Skidmore	Red & Yellow School	Errol Denman

Student of the Year

"The student's work just gets better and better every year," said Garrick Hamm, D&AD Education Chairman. "So much so, in a couple of cases we even questioned if they were actual students entering and not desperate professionals trying to get their hands on a D&AD pencil! "

Hamm continued, "Gone are the days of creative directors drinking their way around every graduate show, now they have the luxury of a little yellow book arriving on their desk. The *D&AD Student Annual* is the 'Yellow Pages' of the hottest creative talent from the UK and around the globe. I'll drink to that!"

Scott Evans from the University College for the Creative Arts at Farnham was awarded D&AD's top student prize. Evans won for his video for Thom Yorke's solo single, 'The Clock'. Taking on environmental themes of the song, Evans created a type-based promo that graphically highlighted the waste generated simply by creating and viewing a music video.

The D&AD Executive Committee – led by education chairman Garrick Hamm and president Tony Davidson – selected the D&AD Student of the Year winner from the 28 first prize winners across 32 briefs.

Central Saint Martins College of Art and Design maintained its historically strong position by winning 15 D&AD Student Pencils. Shawna Laken and Ryan Raab of Miami Ad School walked away with two second prizes – for art direction, sponsored by Corbis, and a press campaign for the Dove Self Esteem Fund, sponsored by DWP/COI/Images of Disability.

Peter Dabbs at Coventry University won a First for his innovative toy design for Hamleys. Sophie Fowler at University College Falmouth came First for her tongue-in-cheek 'Spice Up Your Bread Life' packaging for Warburtons.

Judges selected a record 394 entries for the *D&AD Student Annual* from 3600 entries this year, making it the most hotly contested D&AD student competition yet.

Facts and figures:

2007

- 41 countries entered
- Over 3600 entries received
- 31% of entries from outside of the UK
- 394 pieces of work selected for the *D&AD Student Annual 2007*
- Over 200 In-Book
- 72 Commendations
- 36 Second Prize winners
- 28 First Prize winners

2006

- 37 countries entered
- Over 3000 entries received
- 26% of entries from outside of the UK
- 242 pieces of work selected for the *D&AD Student Annual 2006*
- 98 nominations
- 27 second prizes
- 23 first prizes
- 2 D&AD Student of the Year awards

Go to www.dandad.org/studentawards07/briefs/ to view the briefs and for a full list of sponsors.

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