

## Gocreate.co.za winners announced

The 2011 Gocreate.co.za winners have been announced by Adobe South Africa, which described this as another successful season of creative entries, with nearly 3000 creative submissions posted for commentary and entry into the competition element since its start in March 2011.

The competition offers incentives to the creative industry from the fields of web, design, video and photography in that over 370 winners walk away with over R460 000 worth of prizes including Adobe software, Xbox 360 Kinect packages, Apple iPads and HP Workstations.



"It has a community building purpose that will probably become far stronger than the incentive element," says Leonard Rabotapi, PR and marketing manager for Adobe, Sub-Saharan Africa.

### Equal opportunity platform

He calls it an equal opportunity platform that offers both new and established creatives a platform for creative showcase. "As a company, our commitment to education and young people has seen us involved in activities like the Loeries Student Portfolio Day, ADAA, even student pricing on our products in a drive to ensure young people can have access to the tools they need to thrive. This takes it one step further, by helping build a bridge between experienced and less experienced creatives across the industry. What's more it's a platform not limited to South Africa as it covers Africa and the world."

The competition is gaining support and traction as a creative community platform. "This year's submissions were phenomenal," says Rabotapi. "But the commentary and advice exchange was also phenomenal." It achieved a ranking within the top 40 Facebook pages in South Africa this year, another indication that the audience is starting to grow.

### Heavily focused on social media

The community is heavily focused on social media, as entrants who upload their work onto the page could and did lobby for votes, using tools such as Facebook, YouTube, Flickr and Twitter. Only entrants with 100 votes or more qualified for the Hall of Fame, securing their place in the competition. In addition, the public were encouraged to vote for their favourite entries in the four categories - resulting in over 370 clear winners.

"The competition element not only gives creatives the opportunity to compare work with their peers but also offers them the chance to be widely recognised for the innovative work that they do. It will reach even further to extend the concept of the equal opportunity platform, in 2012," he concludes.

Competition sponsors were Comztek, Dax Data, Digicape, Enjin Magazine, Flip Video, Friends of Design, Intersoft, Keyline, Labspace, Learning Curve, Loerie Awards, MSD, Nikon, Touchvision, TypeDNA & Workgroup. For more, go to [www.gocreate.co.za](http://www.gocreate.co.za).

### Winners

| Prize Description                                                                                | Value   | Sponsor             | Names                 | Entry                 | Entry/Category      |
|--------------------------------------------------------------------------------------------------|---------|---------------------|-----------------------|-----------------------|---------------------|
| Adobe Creative Suite 5.5 Design Premium + HP 8540w Mobile Workstation + Toon Boom Storyboard Pro | R39 000 | Adobe + Touchvision | Zelé Angelides        | Freedom of Expression | Design Hall of Fame |
| Adobe Photoshop Extended CS5                                                                     | R11 000 | Adobe               | Anneska van der Spoel | Blend me a Blander    | Design Hall of Fame |
| Adobe InDesign CS5.5                                                                             | R7 000  | Adobe               | Travis Davids         | Mother nature         | Design Hall of Fame |

|                                                                           |         |                   |                             |                                                        |                    |
|---------------------------------------------------------------------------|---------|-------------------|-----------------------------|--------------------------------------------------------|--------------------|
| Adobe Creative Suite 5.5 Web Premium + Apple iPad 16GB WFI Bundle         | R26 800 | Adobe + Digicape  | Craig Michael Wells         | Injozi                                                 | Web Hall of Fame   |
| Adobe Photoshop Extended CS5                                              | R11 000 | Adobe             | Glenn Haggis                | modal music                                            | Web Hall of Fame   |
| Adobe Creative Suite 5.5 Production Premium + HP Z200 Workstation         | R26 000 | Adobe + Workgroup | Thando Tshabalala (Khumalo) | Title Sequence                                         | Video Hall of Fame |
| Adobe Photoshop Extended CS5                                              | R11 000 | Adobe             | Elizé de Villiers           | Journey of Life                                        | Video Hall of Fame |
| Adobe After Effects CS5.5                                                 | R11 000 | Adobe             | Stephen Hellmann            | The Adventures of Choir Boy and the Janitor            | Video Hall of Fame |
| Adobe Premiere Pro CS5.5                                                  | R9 000  | Adobe             | Nina van den Berg           | i bake. i create. it's art. it's love.                 | Video Hall of Fame |
| Adobe Audition CS5.5                                                      | R2 000  | Adobe             | Phillip Gibb                | RED BOX Spider                                         | Video Hall of Fame |
| Adobe Photoshop Extended CS5.5 + Nikon D5100 DSLR Camera wt Twin Lens Kit | R22 000 | Adobe + Nikon     | Shavonne Lewis              | Coutry Side Tranquility                                | Photo Hall of Fame |
| Adobe Photoshop CS5                                                       | R7 500  | Adobe             | Veroshka van der Walt       | Rainbow after the Storm                                | Photo Hall of Fame |
| Adobe Photoshop Lightroom 3                                               | R3 000  | Adobe             | Michael Faba                | wonder's of nature                                     | Photo Hall of Fame |
| Adobe Photoshop Elements 10 and Adobe Premiere Elements 10 (Bundle)       | R1 600  | Adobe             | Dewald Kruger               | Thorn inside Drop                                      | Photo Hall of Fame |
| Microsoft X-Box 360 + Kinect + Game Bundle                                | R3 699  | Comtek            | Solomon Legodi              | Top Voter                                              | Voters             |
| Microsoft X-Box 360 + Kinect + Game Bundle                                | R3 699  | Comtek            | Lucia Duncan                | Top Voter                                              | Voters             |
| Microsoft X-Box 360 + Kinect + Game Bundle                                | R3 699  | Comtek            | Rabelani Mutondwa           | Top Voter                                              | Voters             |
| LabSPACE After Effects CS5 Level 1 Training Voucher                       | R6 500  | LabSPACE          | Jon-Luke Lourens            | Autumn-Heather Mac                                     | Video              |
| Friends of Design Training Voucher: Web Course                            | R5 500  | Friends of Design | Norman Visser               | facelift   Cosmetic Surgery for your Social Media Page | Web                |
| Friends of Design Training Voucher: Evening Course DTP                    | R4 400  | Friends of Design | Ferdinand van As            | Spice                                                  | Web                |
| Keyline Training Voucher: Adobe Illustrator CS5                           | R4 000  | Keyline           | Raesaah Vawda               | Dawn Seascape                                          | Photo              |
| Nikon COOLPIX S8100                                                       | R3 000  | Nikon             | Roald Nel                   | U-ki                                                   | Photo              |
| Design Premium Total Training DVD Sets                                    | R2 500  | Learning Curve    | Bruce Gordon                | Leaf                                                   | Photo              |
| Design Premium Total Training DVD Sets                                    | R2 500  | Learning Curve    | Justin Oliphant             | is this real?_ a 4 second suspense film                | Design             |
| Flip Video Ultra HD Camera                                                | R1 900  | Cisco             | Ona Loots                   | Clockwork Angel                                        | Design             |
| Flip Video Ultra HD Camera                                                | R1 900  | Cisco             | Estian Fourie               | Cancel Fashion Collective                              | Video              |
| Flip Video Ultra HD Camera                                                | R1 900  | Cisco             | Freddie du Plessis          | Persistence of the Undead                              | Design             |
| Intersoft Book: Indesign CS5 Bible                                        | R660    | Intersoft         | Melissa Mel                 | Mel                                                    | Design             |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Chris Hitchcock             | What is in the bag? His past his future                | Photo              |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Ryan Greig                  | Kamikaze                                               | Design             |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Torgny Hylen                | RKS Productions Website                                | Web                |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Gabby                       | Kissing Frogs                                          | Design             |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Sifiso Mabanga              | A beautiful Dream                                      | Design             |
| Loerie Awards Annual and DVD set                                          | R550    | Loeries           | Bianca Page                 | Office room                                            | Web                |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Brent Swart                 | the waiters                                            | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Angie Gordon-Stuart         | Typographic portrait of a musician                     | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Justin Lavelle              | Leopardus Pardalis                                     | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Craig Musselman             | Ancient Red Dragon                                     | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Yogesh Chauhan              | Gaia - Earth                                           | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Riaan Myburgh               | War Child                                              | Design             |
| Digicape Apple iPod Shuffle 2GB                                           | R520    | Digicape          | Gareth Clarke               | Design Intership                                       | Design             |
| Keyline Apple iPod Shuffle                                                | R520    | Digicape          | Annerie Venter              | Farewell                                               | Photo              |
| MSD -3 Day Training Voucher: Adobe Software                               | R5 000  | MSD               |                             |                                                        |                    |
| Keyline Training Voucher : Adobe Photoshop CS5                            | R5 000  | Keyline           |                             |                                                        |                    |
| Workgroup Apple iPod Nano                                                 | R2 000  | Workgroup         |                             |                                                        |                    |

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