

# 2024 Application Pack

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AWARD  
School  
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 Meta

# Application Brief

## QUESTION 1

### **Why do you want to do the course?**

If your answer is in writing, please keep it to less than 50 words.

Try to avoid using the words 'passion' or 'dream'.

## QUESTION 2

### **Find a bad print ad, poster, or billboard. Something you can provide a picture of.**

An ad so bad that you know you could've done it better.

Using pen and paper only – no computer layouts – create a better ad for the same product.

Include both the original ad and your improved version as part of your response.

Importantly, the ad you create must communicate the same message as the original. For example, if the message of the original ad is 'Brand X cars are fuel efficient', this must also be the message of your new ad.

Please save two separate JPGs for this question: Bad ad and Good ad

## QUESTION 3

Using a black pen and paper only - no computer layouts - create a print ad for the following brief:

**Product:** Who Gives A Crap

**Goal:** Get people to switch to a toilet paper subscription that gives back to charity.

**Proposition:** Your toilet paper shows that you care about the world.

<https://au.whogivesacrap.org/>

## QUESTION 4

Tell us one way you express yourself creatively. 100 words or less.

Note: Applications are blind judged, please ensure no identifying information is disclosed.

# Submit your application

## HOW TO APPLY

Applications for AWARD School must be submitted via the following online portal:

<https://awardschool.awardsplatform.com/>

The deadline for applications is 5pm, Thursday 22 February 2024 in your state. **NO EXTENSIONS!**  
The Online Program closes at 5pm AEDT.

Applicants can only apply in one state/program.

## APPLICATION INSTRUCTIONS

### Step 1

Images must be black and white hand-drawn or traced – we will not accept computer-generated images (type text laid over a scanned drawing is acceptable).

### Step 2

Files must be saved as a JPG (maximum 5MB/JPG), except for question two where you will need to share a good ad and a bad ad (two JPGs).

### Step 3

Save your files as QuestionOne.jpg, QuestionTwo.jpg, etc. Do not include your name (for blind judging purposes).

### Step 4

Applications will only be accepted via the online portal, <https://awardschool.awardsplatform.com/>

## Handy hints

### 1. Don't stress.

It will paralyse you and make you less creative.

### 2. Be original.

Your application portfolio gives us an insight into your personality and the way you think. Don't give us the answers you think we want. Be unique and be original. The only way to achieve that is to be yourself.

### 3. Don't stop at your first thought.

### 4. Get a second opinion.

Try and show a few trusted people your work before you submit it. They'll provide you with a fresh perspective, and it might help improve what you've done. You must be open to criticism, and you must not fall in love with your work.

### 5. Keep it simple.

Don't go over the top and do a TV storyboard for a print brief. Remember that the judges will be reviewing hundreds of submissions. So keep your entry simple and easy to read. Don't add any unnecessary material or detail. For example, if you need to explain your idea, it's too complicated.

### 6. Raw is good.

There's no need to do polished and finished layouts for your concepts. You will be assessed on your ideas - not your layout skills. Neatly hand-drawn ads will suffice. If you'd like to include an image that you can't draw then simply trace it. All artwork must be saved as a JPG and be in black and white pen/sharpie.

### 7. Get inspiration.

Before you start your thinking, it's worth looking at various advertising resources with award-winning creative work. They'll give you heaps of advertising examples of lateral thinking. Resources to look out for are AWARD Awards, D&AD and ONE SHOW annuals, etc., refer here:

[www.awardonline.com/awards/award-annuals](http://www.awardonline.com/awards/award-annuals)

[www.dandad.org](http://www.dandad.org)

[www.oneclub.org/awards/theoneshow/](http://www.oneclub.org/awards/theoneshow/)

[www.clios.com/awards/winners](http://www.clios.com/awards/winners)

[www.deckofbrilliance.com](http://www.deckofbrilliance.com)

### 8. Keep it local.

You can only apply for one state/program, so we strongly recommend that you apply for the state that you live in.

# Terms and conditions

## Eligibility

AWARD School is for creative problem solvers, storytellers, people with big ideas and of course, aspiring creatives who are new to creative departments, or looking to join one. However, it is also applicable for those who are looking to hone their creative brainstorming skills or looking to further their creative abilities in other fields.

If you have had experience as an Art Director or Copywriter, or have reported to a Creative Director within an advertising agency for longer than 12 months in a full-time role, your eligibility for a Top Student Position will be subject to review. You will still be able to undertake the course and have your work displayed on 'The Wall', but you may not be eligible for a Top Student Position.

There are no age restrictions or particular tertiary requirements to be eligible for AWARD School. AWARD School will not accept applicants on student visas. Refer to full T&C's [here](#).

## Indigenous Scholarship

Applicants for the scholarship must identify as Aboriginal and/or Torres Strait Islander descent on the application form. For more info on the scholarship program please visit <https://www.awardschool.com.au/scholarships>

## Online Program

The AWARD School Online Program is available for residents in Australia, New Zealand and South East Asia (please note, applicants can only apply for one AWARD School - a metro in-person school or the online program). For more info about the Online Program, visit <https://www.awardschool.com.au/about>

## What's next?

All applicants will be notified by 5 March 2024, 5pm (at the latest) via email regarding application results. Please do not contact AWARD to check your result before this date.

## Cost

The course fees for 2024 are listed on the website, visit <https://www.awardschool.com.au/about>. The course fee will be payable on acceptance of your place in early March 2024.

AWARD School is powered by Advertising Council Australia which works to create inclusive training programs that provide equal opportunities to all persons regardless of their age, cultural background, sexual orientation, gender identity and expression, disability, or veteran status. If you have any questions or concerns, please contact [simone@adcouncil.org.au](mailto:simone@adcouncil.org.au)

## FAQ

Check out the frequently asked questions: <https://www.awardschool.com.au/about>

# Contact

Still have a question, after reading the FAQs?

**Sydney-NSW / Brisbane-QLD / Adelaide-SA / Online Program** - [simone@adcouncil.org.au](mailto:simone@adcouncil.org.au)

**Melbourne-VIC** - [amy@adcouncil.org.au](mailto:amy@adcouncil.org.au)

**Perth-WA** - [melissa@adcouncil.org.au](mailto:melissa@adcouncil.org.au)