



## D&AD Student Awards 2012

## Make a 2D photograph come alive using the cross-over between texture and photography.

### Photography Brief

Brief set by: **Rankin**

Written by: **Rankin**

Sponsored by: **Rankin**

# RANKIN

### Deadline for this Brief:

Entries for this brief must be submitted by Friday 9 March 2012.

### Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement. The winner will also have the opportunity for a week's work experience with Rankin.

#bp\_rankin

### Brief

It's always a challenge for a photographer to make a photograph come alive. Rankin challenges young photographers to find a way of making a 2D image appear more 3D. It becomes an image that doesn't appear flat - which has depth, texture, life - it jumps out the page at you. Think about something that isn't obvious. Use all the elements of what it takes to create a great photograph - think about set design, lighting, framing, composition, angles and new technology.

Rankin has recently launched a new biannual fashion and culture magazine called The Hunger. The images should be able to run in the June issue of The Hunger - either as a fashion story, or a special feature. The images don't have to be fashion-based - they can be unique exploratory pieces of art.

We are looking for original and fresh interpretations of this brief.

### Target Audience

Your target audience is the readership of The Hunger magazine. People who want entertainment, inspiration and enlightenment. Sometimes frivolous, sometimes resonant, the content is always of the highest quality, always inspiring. The Hunger seeks out people who approach the world with open minds and a lust for more. For the creatively and visually hungry.

### About The Hunger

The Hunger is a biannual magazine from photographer and publisher, Rankin. Launched in November 2011, The Hunger was born from Rankin's desire to celebrate the innate drive that we all possess and that, with a bit of creativity, can be used as an impetus for cultural change.

20 years after Dazed & Confused was founded, and 10 years after the birth of AnOther, The Hunger provides creative beings with a new platform for uncompromised self-expression, innovation and discovery. Working with recognised and emerging talents in the arts, fashion and editorial, The Hunger seeks out cultural progression

and distinction. Each issue of the magazine features both a male and female cover.

Hungertv.com was launched simultaneously with the magazine. The ground-breaking video-based website features exclusive in-depth interviews and fashion films with those in the magazine, as well as regular stories on other stars, updates from The Hunger team, and previews of content for upcoming issues.

### Deliverables

Produce between two and six images that could feasibly run as a photographic story in The Hunger magazine.

Upload images of your work.

Please see the Formatting Guidelines PDF for more information.

### Supporting material

Write a short piece of editorial copy, between 200-400 words, which would run alongside the Hunger spread of your images. It needs to explain the rationale behind the images, the inspirations, and the processes from the photographer's point of view.

### Further Information

See [www.dandad.org/studentawards@baby\\_pencils](http://www.dandad.org/studentawards@baby_pencils)  
[www.rankin.co.uk](http://www.rankin.co.uk)  
[www.hungertv.com](http://www.hungertv.com)