



D&AD Student Awards 2012

We want to make it impossible for anyone to ignore Peace Day

Open Brief

Brief set by: **Jeremy Gilley, Founder, Peace One Day**

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Sponsored by: **Interbrand**

Interbrand

Deadline for this Brief:

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

Supporting objects must be received at D&AD offices by Friday 16 March 2012.

Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, and for a three-month paid placement at Interbrand with the potential to work in one of their international offices.

#bp_Interbrand

About the White Pencil:

The White Pencil is about demonstrating the powerful nature of creative thinking on the world at large. Your creative idea must show the ability to influence real and positive change in the world: an idea that raises awareness and demonstrably changes behaviour around a pressing social, environmental or health issue.

The 2012 partner Peace One Day:

In 1999, British filmmaker Jeremy Gilley launched the non-profit organisation Peace One Day to document his efforts to establish a Global Truce - an annual day of global ceasefire and non-violence with a fixed date. In 2001 his efforts were rewarded when the day was unanimously adopted by member states of the United Nations as 21 September - Peace Day. With the day in place, POD is now working to institutionalise Peace Day around the world. For Peace Day 2012, Peace One Day is calling for and working towards a Global Truce. POD hopes this will be the largest reduction in global violence in recorded history, both domestically and internationally - the biggest ever call for peace.

http://www.ted.com/talks/jeremy_gilley_one_day_of_peace.html

The communications task:

We want to make it impossible for anyone to ignore Peace Day. We want to make it a day that everyone around the world engages with, so that governments and leaders in conflict zones have no other choice but to implement it. The task is to grow grassroots awareness and active personal engagement with Peace Day, to make this day ubiquitous and as part of our social fabric as Valentine's Day or Mother's Day.

Target audience:

Ultimately we want global mobilisation behind POD's efforts. But in order to seed a collaborative movement, we need to call on the change-makers among us: those who believe in actions rather than symbols, in the practical rather than the theoretical. Those who enjoy getting their hands

dirty and believe in the power of individual actions to build a greater future.

Guiding thoughts:

- This idea needs to work everywhere in the world irrespective of cultural particularities.
- Leading social statisticians have worked out that the tipping point for POD awareness is roughly 20% of the world's population. POD actually wants to aim higher - reaching 3 billion people. Your challenge is to help them get as far along the path as you can.
- Be a creative activist. We are looking for a behaviour changing campaign that works beyond media and across cultural, political and denominational frontiers. Collaboration is key to Peace Day and should be key to your solution. We want to see ideas that happen and the recognition that the ability to make them happen may not rest entirely in your hands.
- Peace One Day is a non-profit organisation, impartial and independent of any government, political persuasion, corporation or religious creed. The longevity and on-going effectiveness of Peace Day is dependent on such impartiality and all-inclusiveness.
- Consider carefully how you present your ideas to the judges, the execution of them, and the way that they were realised.

Deliverables

Upload a presentation film of your work (max 2 mins). You may also upload supporting images and/or post supporting objects and/or upload a zip folder of supporting interactive work.

or

Upload images of your work. You may also post supporting objects and/or upload a zip folder of supporting interactive work.

Please see the Formatting Guidelines PDF for more information.



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Tone of voice:

Stimulating, optimistic, realistic – follow Jeremy Gilley's lead.

Proposition

Don't let Peace Day be ignored.

Checklist for communications:

- Peace One Day logo
- The date: 'Peace Day – 21 September'
- www.peaceoneday.org

Further information:

See [@baby_pencils](http://www.dandad.org/studentawards)

Additional note:

To enter this Student Awards brief you must create and submit your idea by Friday 9 March 2012.

If also entering the D&AD White Pencil competition, you will need to run or realise your idea publicly by Friday 21 September 2012.

Visit facebook.com/thewhitepencil for more information.



D&AD Student Awards 2012 Rules

The contest is organised by D&AD, registered offices 9 Graphite Square, Vauxhall Walk, London, SE11 5EE. By entering the contest entrants agree to comply with these rules.

Only full or part time students enrolled on recognised undergraduate, postgraduate and Higher Education courses anywhere in the world are eligible to enter (HND, BTEC, BA, BSc, MA, MSc, MD or equivalent are all recognised).

There is one exception. New Creatives can enter the 'Make Your Mark' brief. D&AD consider New Creatives to be under 26 years of age on 9 March 2012 or to have graduated in the two years before 9 March 2012, including mature students.

1 Entering the Contest

1.1 Entry is open to individuals working alone or groups of up to five persons working as a team.

1.1.1 There can be no mixing of teams between students and those not in full-time education.

1.2 Entrants should register at the D&AD Site (<http://www.dandad.org/studentawards>) download a brief, generate a response to that brief ("the Response") and submit their work in accordance with the deliverables as laid out in their chosen brief.

1.3 Entrants can download and respond to as many briefs as they wish; they may also submit more than one Response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.

1.5 Moving image Responses that are accompanied by sound recordings whose copyright is not owned by the entrants will not be promoted in the event of a prize being awarded. Entrants will be asked to re-submit a version that can be publicly distributed.

1.6 New Creatives can only enter the 'Make Your Mark' brief.

1.7 The fee for entry is £17 inc VAT per Response for non-members of D&AD or a discounted rate of £12 for members of D&AD or students enrolled on a course which is registered as an Education Network Member of D&AD. In order to qualify for the discount no membership fees should be outstanding at the time of entry.

1.8 All Entries must be submitted via our online entry system. Physical entries may be submitted as

supporting material only.

1.9 In order to assist D&AD in promoting the winning work after judging all entrants are asked to provide credits for each entry. These must include:

(a) Full names of entrant/s

(b) Full names of tutor/s (as applicable)

(c) The name of their college or university (as applicable)

1.10 Entrants who wish their physical Response (supporting material) to be returned to them after the contest must clearly indicate this, in the form of a 'return request', at the time of entry and, if applicable, pay the necessary return postage or delivery charges.

1.11 The closing deadline for entries to be received by D&AD is Friday 9 March 2012 at 5.00pm. D&AD accepts no responsibility for lost or undelivered entries. Proof of postage does not guarantee that an entry has been received by D&AD.

1.12 D&AD is under no obligation to refund payments made for either individual Entries or groups of Entries. Under the circumstance of technical error it is at the discretion of D&AD to refund payments.

2 Sponsors Logos & Names

2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules relating to the sponsors' branding apply equally to the sponsors' clients' branding.

2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsor brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant and D&AD to legal claims.

2.3 By submitting a Response entrants agree to use the sponsor branding only in accordance with these terms and conditions.

2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

2.5 Entrants may:

2.5.1 only use sponsor branding on Responses submitted to the D&AD Student Awards 2012;

2.5.2 include a submitted Response in their personal portfolio in exactly the same format as that submitted to the D&AD Student Awards 2012.

2.6 Entrants must not:

2.6.1 use sponsor branding on any other material or for any other purpose;

2.6.2 upload their submitted Response to any online location before the nominations have been announced whether as part of an open or access-restricted site;

2.6.3 denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and/or its brands into disrepute;

2.6.4 do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;

2.6.5 provide or make available sponsor branding to any third party for any purpose.

2.7 For the avoidance of doubt the sponsors for the D&AD Student Awards 2012 are as listed on the sponsors' page of www.dandad.org.

2.8 For the avoidance of doubt the sponsor clients for the D&AD Student Awards 2012 are as detailed on the individual briefs.

2.9 Entrants who submit a Response that contains any trademark or logo or other branding other than those specifically submitted by the sponsors may be asked to re-submit their work without such branding.

3 Ownership of your Work

3.1 Entrants retain ownership of their Responses submitted into the contest but where such work incorporates sponsor branding entrants may only use the work in accordance with the sponsor guidelines. Entrants may remove sponsor branding from their Responses and after that may use such Responses at their own discretion.

3.2 By submitting a Response entrants grant D&AD and the relevant sponsor a non-exclusive licence for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD Student Awards or D&AD as an organization or a sponsor's involvement with the D&AD Student Awards or as part of any D&AD publication (whether online or offline).

3.3 Entrants agree that, should a sponsor wish to develop or use a Response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the Response. We refer to this as the First Negotiation Agreement. The First Negotiation Agreement will remain in operation from the date of submission of a Response until one week after the awards ceremony. Initial contact between entrants and sponsors will be facilitated by D&AD only. Entering into a First Negotiation Agreement does not constitute a guarantee that either party will reach a final agreement.

3.4 D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.



D&AD Student Awards 2012 Rules

4 Judging the Contest

4.1 D&AD will appoint a jury that shall be composed of judges who in D&AD's sole discretion have the appropriate qualifications to judge the work. Responses will be considered in accordance with D&AD's selection criteria. These are:

- (a) An excellent creative idea; and
- (b) Excellent craft or execution; and
- (c) On Brief

4.2 The jury will be asked to create a shortlist of Responses to act as a record of the best of the year. This shortlist will be termed Best Of Year and will appear on www.dandad.org. From this shortlist, prizes will be awarded to a select number of the Responses whom the jury considers, in its sole discretion, to be the best Responses.

4.3 The jury is not limited in the number of prizes it can award and similarly there is no guarantee that a jury will award a prize in a category if they do not feel that work is of the standard required.

4.4 The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

4.5 General feedback will be gathered from the jury. This will be available to view on the D&AD website when the winners are announced. Individual feedback will not be available.

4.6 If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant then in the first instance D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will also contact credited tutors for further information. Where possible D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. D&AD's decision is in its sole discretion and is final.

5 Prizes

5.1 The prizes to be awarded are as follows:

Student Yellow Pencil: Student Yellow Pencil award, a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the Graduate Academy and key D&AD events. The right to use the D&AD Student Award kitemark as found on the winners' area at www.dandad.org/studentawards.

Nomination: a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the D&AD Workshops and key D&AD events. The right to use the D&AD Student Award Nomination kitemark as

found on the winners' area at www.dandad.org/studentawards.

Best of Year: a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the D&AD Workshops and key D&AD events. The right to use the D&AD Student Award Best Of Year kitemark as found on the winners' area at www.dandad.org/studentawards.

5.2 Winners are all entrants awarded with a Nomination and above. All winners of a Student Yellow Pencil will be considered for the final prize: Student of the Year: A Student of the Year Yellow Pencil

5.3 Student Yellow Pencil and Nomination winners will share a travel and accommodation fund of £20,000 for the attendance of at least a single representative from each team at the prize giving ceremony. Furthermore £2,000 will be awarded to the winners of the Student of the Year in the form of a cash prize.

5.3.1 Bursary: There will also be a bursary awarded to the winners of the Moving Image, Illustration and Photography briefs as extended placements cannot be guaranteed for these categories.

5.4 Where more than one person has created the Response the team can divide their share of the travel fund to subsidise costs for each member attending or select a single member to be funded for travel and accommodation.

5.5 Winning tutors will also be recognised within the awards and will receive a certificate.

5.6 Winning Responses will be promoted to the creative industry via the D&AD's website, through press releases and any other means deemed appropriate by D&AD. In addition all winners will be eligible to display their work on the Talent section of D&AD's website.

5.7 Placements and other prizes unique to each brief will be awarded at the discretion of the sponsor with guidance from D&AD. To be considered for one of these prizes the student must have attained a Nomination or a Student Yellow Pencil. In the event of a team being chosen it is at the sponsors discretion to amend the offering to cover all or a single team member.

6 Return of Materials

6.1 Materials will only be returned if a return request was made at the time of entry and the appropriate postage fee was paid in advance. For those wanting to collect their work from our offices this must have been requested at the time of entry and collection must take place no later than 5.00pm on 30 May 2012.

6.2 In the event that the return of materials is not

requested at the time of entry D&AD will take the following actions:

(a) All prize-winning work entered will be stored to be displayed at exhibitions until 30 May 2012.

(b) Models, 3D objects and other items which are of high quality will be stored until 30 May 2012.

(c) All other remaining items that are unsuccessful at the time of judging will be destroyed or recycled where appropriate.

(d) All materials that remain after 30 May 2012 will be destroyed or recycled.

6.3 D&AD is unable to guarantee the safety of work entered and is unable to accept responsibility for the loss or damage of entries received. D&AD advises all entrants to retain a copy of their work for their portfolio.

7 General Points

7.1 D&AD reserves the right to make changes to these rules, if necessary, from time to time.

7.2 The Rules are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For any enquiries relating to the D&AD Student Awards please contact studentawards@dandad.org or telephone: +44 (0)20 7840 1111.