

SA D&AD student nominees

Students from Red & Yellow School, University of Pretoria, and AAA School of Advertising in South Africa have been nominated for the D&AD Global Student Awards 2007 and to be featured in the *D&AD Student Annual 2007*, D&AD announced yesterday, Thursday, 7 June 2007.

Students entered work into 32 briefs written and judged by the world's foremost designers, advertising creatives and business professionals. One hundred and twenty teams from 24 countries have been nominated for D&AD Student Yellow Pencils, with winners to be announced 28 June in London.

Garrick Hamm, D&AD Education chairman, said, "When we [the judges] had finished our first walk around the nominations tables, Tony Davidson, who is to creativity what Nick Hornby is to football, turned to me and said 'this looks like the bloody professional awards'. You know the standard this year is high. Very high."

In its 29th year, the competition identifies and promotes the best emerging talent within design, advertising and communications courses around the world. Judges selected a record 398 pieces of work for the D&AD Student Annual from 3600 entries this year, making it the most competitive D&AD student competition yet.

The South African student details are:

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

Students from Central Saint Martins College of Art and Design (UK) and Miami Ad School (US) came out on top this year,

with 63 and 23 successful entries for each college.

Nominated work will be showcased during D&AD Congress Week 3 (25 – 28 June) at Old Billingsgate, London. Winners of the prestigious D&AD Student of the Year and the D&AD Student Yellow Pencils will be revealed at the ceremony on 28 June in London.

Facts and figures:

2007

- 41 countries entered
- Over 3,600 entries received
- 31 % of entries from outside of the UK
- 398 pieces of work selected for the D&AD Student Annual 2007
- Over 120 nominations
- Over 200 In-Book
- Winners will be announced at ceremony on 28 June

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

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