



**THE DB AWARDS**  
**STUDENT**  
**THINKERS**  
**NEEDED**

## The DB Student Awards 2019

### History

We started our own internal awards way back in the 90's as a bit of fun called 'The Dog's Bollocks'. As Design Bridge blossomed with studios in Amsterdam and Singapore it was time to take the awards more seriously, to judge the quality of the work and to create a benchmark, constantly encouraging self improvement.

The DB Student Awards runs in parallel with our internal awards and will be judged by our Creative Directors and guest judge. This is your chance to enter and win the opportunity of a paid placement in our studio, where you will get involved in the diverse work we do across; 2D design, 3D design, crafting, visualisation and motion graphics.

Many of our designers were offered a position through this award and are now working and developing their careers with us here at Design Bridge.

We have employed 8 people in the last 5 years alone directly from this competition.

### The brief: Win us over

#### What are you passionate about?

What story can you tell us to 'win us over' to your point of view?

Create a design solution, or series of, for something that you care about to inspire, amuse or even shock us. Make us sit up and take notice, and execute it beautifully.

You can choose anything: a cause, a charity, a genre, food & drink, your love of riding a unicycle, climate change, anything - as long as your creative solution is compelling, simple and bold. Last year one of our winners convinced us that people should stop Instagramming their food. Another persuaded us that food banks should stock women's sanitary products. It may help to connect your concept to an existing brand organisation or movement, just like Skittles did when they 'gave their rainbow' to Pride. (D&AD packaging winner 2017 by Adam&EveDDB)

Your work can be delivered in any format you think is right for communicating your story - a poster, packaging, a book, print, even a song. Your work will be judged on the concept and the execution, so it must be beautifully crafted. We know this brief is open - but that's because we want to see your thinking!

Here are some more compelling examples...

'The Jacamo Real-Man manual ' by Love - D&AD winner 2017 in writing for design - Persuades me that high fashion is not the way forward  
<https://www.dandad.org/awards/professional/2017/writing-for-design/25705/jacamo-real-man-manual/>

'Agatha Christie stamps' by Royal mail stamps & collectibles - D&AD winner 2017 in craft for design - persuades me that Agatha Christie is the best crime writer of all time  
<https://www.dandad.org/awards/professional/2017/crafts-for-design/25824/agatha-christie-stamps/>

The Tear open mailer for "Mein Kampf" by Ogilvy Germany - D&AD winner 2017 in packaging design - Persuades me to boycott the book  
<https://www.dandad.org/awards/professional/2017/packaging-design/26324/the-tear-open-mailing-for-mein-kampf-against-racism/>

Eeormoo? by Studio Sutherland - D&AD winner 2017 in craft for design - persuades me that childrens books should be more creative  
<https://www.dandad.org/awards/professional/2017/crafts-for-design/25823/eeormoo/>

## Judging

Entries will be judged by our Studio and Creative Directors and guest judge using the following criteria:

- Bold.
- Storytelling.
- Brilliantly executed and crafted.
- Understanding brand equities (where appropriate).
- Maximum meaning minimum means.

## Deliverables

Focusing on communicating your point of view:

- Entries to be supplied as **A3 mounted prints** - a maximum of 4 boards with a digital copy of the work.
- Please use the entry template provided and stick to the back of all material.
- Mock-ups or additional material you feel support the ideas are also accepted but are unable to be returned.

## Send entries to:

DB Student Awards 2018  
FAO Alexis Nagaty  
Design Bridge  
18 Clerkenwell Close  
London EC1R 0QN

International entries can be sent by email as PDF (under 10mb) to: [DBstudentawards@designbridge.com](mailto:DBstudentawards@designbridge.com)

## Awards

First Prize      Paid placement\* at Design Bridge London Studio £400  
and the coveted Dog's Bollocks Trophy.

Runners Up      Exposure on the Design Bridge website (15k+ visitors per month)  
£200 and a runners up Dog's Bollocks miniature trophy.

\*Paid placements at Design Bridge will be pending interview either  
by Skype or in person as part of the selection process.

## Contact

Alexis Nagaty: [DBstudentawards@designbridge.com](mailto:DBstudentawards@designbridge.com)

## Deadline

Friday 31st May 2019.

Please note that all candidates entering must be in full or part-time education, and entries from candidates who have graduated unfortunately cannot be accepted.

## Entry Template

<b>Name</b>			
<b>College</b>			
<b>Project Title</b>			
<b>Email</b>			
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( Design Bridge use)	1	2	3

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