CREATIVE BRIEF

Background

Learning Curve, **Adobe** and **one small seed** have collaborated on this project to showcase undiscovered South African creative talent.
We are searching for new talent within the disciplines of illustration, graphic design, photography, fashion and architecture.

The successful students' work will be showcased in **one small seed magazine** in a couple of month's time.

Target Audience

The readers of **one small seed** – the South African pop culture magazine.

Media / Requirements

Magazine print: Portrait or landscape; JPEG, Tiff, PSD, PDF files.

Objectives

Create an iconic piece of creative work that is fresh and relevant to today's contemporary SA popular culture. Your contribution must carry a meaningful message that conveys an issue relevant to today's cultural socio-political and economic climate. We are looking for a unique voice and new ways of engaging and communicating your message to your audience. Visit **www.banksy.co.uk** for reference and inspiration.

Proposition

Are you the next Banksy? Have your iconic work published for future generations in **one small seed** magazine.

Support

www.onesmallseed.net - visit competition host page
www.learningcurve.co.za - creative tools
www.banksy.co.uk - for inspiration

Tone of message

Challenge the way people think.

Desired Response

"I believe this work has a unique message and has been well executed to a credible creative standard, worthy of being published in **one small seed** magazine."

Attitude

Individualistic and self-confident.

Mandatories

Must have the guts to stand up for what one believes in.

Additional comments / information

Make sure you get yourself a copy of **one small seed** magazine.
For the best creative results use only **Adobe software** from **Learning Curve**.

Prizes

Your work will be published in **one small seed** magazine.
Adobe CS5 software – Master collection. **Internship opportunities** at South Africa's leading **advertising** or **design** agencies.

YOUR GUIDE ON HOW TO ENTER

1. Get your creative tools:
for the best deals on Adobe software
visit: www.learningcurve.co.za

2. Register online:
join the Banksy group online
visit: www.onesmallseed.net
click on competitions tab.

3. Vist onesmallseed.net regularly:
we will be publishing inspirational
work on the Banksy blog.

4. Reminders will be sent out each week:
to inform you of when each phase
of your project should be completed.

PHASE 1	Registration *
PHASE 2	Develop your concept
PHASE 3	Render concept into final form
PHASE 4	One week to go to finish
PHASE 5	Final deadline for submissions

*The earlier you register
the more time you will have
to complete your creative work.

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