

How are the winners selected?

The submission will be judged by a panel of creative leaders from leading advertising agencies and design firms as well as from Faculty Heads and Senior Lecturers from Advertising Design, Communication Skills, Digital Animation, Illustration and Multimedia Design Department. The winners will be awarded based on the criteria stated by the competition committee. Winners will be notified by a poster announcement of results through the notice board, email & website. The judges' decisions are final.

Terms & Conditions

All full-time students of The One Academy are eligible to enter the competition. We accept any piece of artworks created under the college's coursework project or freelance work, verified by the client within the award categories. **You may participate as an individual or in groups.**

Artworks can be a single or campaign format. Campaigns are still considered as one entry.

The entries must have been designed / completed during the 2011 academic year to be eligible for this competition. All entry forms must include a photocopy of your current student ID to verify your student status.

Multiple Submissions

All soft-copy entries **must** be attached with a non-returnable A3 sized thumbnail print.

All works are to be submitted to the Student Services Department (SSD) in softcopy to transfer to server as well as in hardcopy (original work), as the date, time and venue shown as below:

Submission deadline:

16 January 2012, CG Lab 2

Time: 3pm - 5pm

17 January 2012, CG Lab 2

Time: 9am - 12pm

2pm - 4.30pm

Original work will be returned after exhibition (dates to be notified). TOA reserves the right to make a record / duplication of students' work for both classroom and public viewing.

Copyright Infringement:

TOA assumes all entries are original and the works and property of entrants, with all rights granted therein. TOA is not liable for any copyright infringement on the part of the entrant.

For the details on the categories, please log on to:
<http://www.toa.edu.my/event/creativeaward/>



**TOA STUDENT
CREATIVE AWARDS
2011** Expose Your
Best Work

BRING OUT YOUR BEST WORKS

CATEGORY OF YOUR ENTRY

Interior Design

- Interior Design: Residential
- Interior Design: Retail & Commercial
- Computer Graphic: Photoshop, 3D Max

Digital Animation

- 2D Animation
- 3D Animation
- CG Modeling Character
- CG Modeling Non-Character
- Character Design
- Environment Design
- Sculpture

Illustration*

- Figure Drawing
- Caricature / Cartoon / Manga Drawing / Comic
- Traditional Medium Illustration
- Digital Illustration / Digital Imaging
- Story Boarding / Animatic Boarding
- Marker Visual / Digital Visual

Multimedia Design

- Experimental Multimedia
- Interactive Media
- Motion Graphic
- Web Creation
- Interface Design
- Video
- Sound Design for Multimedia
- Game Design

Advertising & Graphic Design

- Advertising: Ambient Media
- Advertising: Print
- Advertising: TVC
- Graphic Design: Corporate Identity & Brand Communication
- Graphic Design: Letterform & Typography
- Graphic Design: Editorial & Publication
- Graphic Design: Packaging
- Graphic Design: Digital Art
- Photography: Advertising Art Direction

Communication

- Presentation (Individual / Group)

* Please select Only ONE of your best work to be submitted for EACH sub-category.

Post scriptum: Pictures and words of good designs may be forgotten, but we will always remember how they made us feel.

Featuring Great Prizes for Winners of

TOASCA Best of the Best Idea Award X 1 RM1000 + Trophy + Certificate (per group/individual)

TOASCA Best of the Best Craft Award X 1 RM1000 + Trophy + Certificate (per group/individual)

GOLD RM300* + Graduation Gala Night Invitation worth RM150 + Trophy + Certificate

SILVER, BRONZE & MERIT X 1 RM20 Voucher* + Certificate

**For Gold: Recipients with multiple submissions will receive ONE cash prize for EACH artwork. Recipients with multiple submissions will receive ONE cash prize for ONE artwork. Group-recipients will receive ONE cash prize for ONE artwork only.*

**For Silver/Bronze/Merit: Recipients will only receive ONE voucher only.*

For Judging marking:

- Gold Silver Bronze Merit

Remarks

ENTRY FORM

TOA Student Creative Awards 2011

ONE FORM PER ENTRY. PHOTOCOPY OF ENTRY FORM ARE ACCEPTABLE. (ATTACH THIS FORM WITH EACH ENTRY)

PROJECT

Project Title | _____

URL address (If entry is a website) | _____

Who assigned it? Lecturer's name | _____

What was your involvement?

- Concept Copywriting Art Direction Computer Execution Others

Individual / Group Project? Individual Group

Name as in IC/passport | _____ Class | _____

Index | _____ Mobile No. | _____ Email Address | _____

Name as in IC/passport | _____ Class | _____

Index | _____ Mobile No. | _____ Email Address | _____

Name as in IC/passport | _____ Class | _____

Index | _____ Mobile No. | _____ Email Address | _____

Name as in IC/passport | _____ Class | _____

Index | _____ Mobile No. | _____ Email Address | _____

Name as in IC/passport | _____ Class | _____

Index | _____ Mobile No. | _____ Email Address | _____

DESIGN PROCESS / RATIONALE OF ART WORK

Please attach your typewritten answers. The judges will consider your replies to these questions when evaluating your overall project.

1. Explain how your design solution is an appropriate solution to the assigned problem. (in less than 100 words)
2. Describe what you've learned from this assignment / project. (in less than 100 words)