



# 2021 Student Skulls

In partnership with:



## Key dates:

**Brief Launch**  
May-June

**Open for Entry**  
Late July

**Feedback Night**  
11th August  
Film, Photography, UX & UI

18th August  
Graphics & Advertising

**Entry Deadline**  
29 August

**Judging**  
September/October

**Skulls Awards**  
Friday 12th November

The Perth Advertising and Design Club's aim is to inspire, assist and acknowledge the creators of commercial communications in Western Australia.

The Student Skulls are the premier awards for those looking to enter the creative communication industries in Western Australia. This is your chance for recognition in front of industry practitioners. Winning a Student Skull is a great way to kick start your creative career.

## Why you should enter?

1. It only costs \$25 to become a student member, which allows you free entry into The Student Skulls competition. Being a PADC member also provides many perks like discounts to events.
2. You can get your work seen. Your work will be judged by a panel of industry professionals. It would also be showcased on PADC's awards gallery and promoted through our social channels.
3. Real life practice. The briefs are written in conjunction with real brand clients. They're real problems that need real solutions. If the client likes your ideas there's even a chance that it may get made.
4. This club boasts a range of members, including creatives, designers, account service, producers, planners, photographers, students and everyone in between! Support your local club and get recognised for creating excellent work. Imagine your name on one of the awesome PADC Awards.
5. You get to hang out with other PADC Members at Commune throughout the year. These events often involve catching up with industry over a beer or coffee. By signing up as a member you'll be the first to hear about these exciting events.

## Client Background.

This year PADC are proud to partner with Breast Cancer Care WA to offer a series of briefs for the Student Skulls.

Since 2000, Breast Cancer Care WA has provided specialist breast care nursing, counselling, and financial support to women and men affected by breast cancer, as well as their partners and families, throughout the WA community. They do not receive government funding and their services are provided free of charge.

BCCWA have many initiatives including a partnership with Steel Blue for the Pink & Purple Boots campaign. For the past 14 years this initiative have raised over \$1.4 million dollars for several vital education initiatives.

## Eligibility.

The Student Skulls are open to any currently enrolled or recently graduated student (within 24 months) studying at a WA based tertiary institution, who is not currently employed as a 'creative' in the advertising, design or marketing industry. You must be a Student Member of the PADC to qualify for free entry.

Entries from creative teams will be accepted for some disciplines. Please check individual briefs for further details.

## Academic Assessment.

If you're undertaking these briefs as part of your academic assessment you may be required to complete the project it as an individual. Please consult with your lecturer/tutor for further details.



# 2021 Student Skulls

---

## How to Enter.

1. Check your chosen brief. The sections labeled **Submission** and **Format** will detail what you need to produce.
2. If you are completing this as part of an institution's course work the outcomes may vary slightly. Please ensure you fulfill both criteria.
3. You'll need to give a title and creative overview for your work when you submit your entry online.
  - Title: The name of your concept, not simply the name of the brief (eg "I Touch Myself" not "BBC Project")
  - Creative overview: A short summary of your idea (max. 100 words).
4. Submit your entry via:  
**theskulls.awardsplatform.com**  
Please check for details closer to deadline
5. Follow the instructions. The awards platform is different to PADC site, you will need to make a new account if you've never entered Student Skulls before.
6. When submitting a new entry, select the chapter: **Student Skulls 2021**
7. Follow the instructions to finish submitting your entry.

## Formatting.

Specifications:

PDF and JPEG is the only file format we can accept.

Colour mode: RGB

Image resolution: At least 300dpi

Dimensions: A3 unless specified

Orientation: Files will be viewed on-screen so landscape is strongly recommended unless portrait mode is integral to the brief.

## Tips.

Keep it anonymous. To keep the judging process fair and free of unconscious bias. Don't include your name or the names of your tutors or institution anywhere beside the entry form.

Your submission must be your own, original work. If you use any images, writing or other creative material belonging to someone else, you must comply with any copyright restrictions in place.

The client may want to work with you to make your idea a reality, so ensure your work meets the necessary copyright rules.



# 2021 Student Skulls

---

## Advertising

Develop an integrated campaign to celebrate and promote the Pink & Purple Boots campaign.

---

### The challenge.

Breast Cancer Care WA, in partnership with Steel Blue boots, have developed a series of work boots that are especially designed for women's feet. The Purple Southern Cross® Ladies work boot, Pink Southern Cross® Zip Ladies boot and the Purple Argyle® Ladies boot were created in more vibrant colours to stand out on site, and promote awareness about the early signs of breast cancer.

You need to create an advertising campaign that promotes sales of the boots, for the purpose of driving more awareness about breast cancer and the work of Breast Cancer WA. The client would also like us to consider how can we drive breast cancer awareness, and promote early detection by prompting people to recognise if it's been a while since they've checked their breasts.

The campaign thought should be able to translate across multiple advertising channels, promoting the partnership and educating retailers and the public of the purpose and impact of Breast Cancer Care WA.

### Target audience.

Although the partnership features many stakeholders groups, the campaign itself needs to be public-facing, focusing on a few key audiences:

#### INDIVIDUAL END CUSTOMERS

They are looking to purchase work boots specifically designed for women's feet, and enjoy the experience of wearing vibrant colours and supporting the cause.

#### BUSINESSES

They are looking to purchase work boots for employees. Views the campaign as a good opportunity to support and align with a charity, and to promote to employees and the public.

### What do you need to do?

Create an integrated campaign across 3 different channels.

How you do this is up to you, from in-person experiences or stunts through to social media, brand partnerships, film, music or radio ads, but at least one of your channels must have a strong digital component.

Your executions should be finished to a high standard whether it be a large scale activation may be accompanied by detailed mood boards of the visual look and feel or a film ad that have three executions with an idea of visual treatment.

Your idea will be judged on the quality and originality of the thinking, not the craft or technique of the execution. You can take multiple pages to describe/illustrate your idea, but shorter is generally better.

### What do we want to happen?

Increase sales of the pink and purple boots, and educate the customer on the impact of their Steel Blue purchase towards promoting breast cancer awareness.

### Proposition.

Stand out and stand up for breast cancer awareness.

### Mandatories.

#### Call to action:

Visit [steelblue.com](http://steelblue.com)

#### Logos:

Steel Blue logo  
Breast Cancer Care WA logo

### More information.

[steelblue.com/au/about/breast-cancer-care-wa/](http://steelblue.com/au/about/breast-cancer-care-wa/)

### Submission.

**Your integrate campaign ideas.** Clearly explain your idea and how it would work. Solutions should be presented in appropriate formats i.e. TVC – storyboards, Radio – Script. Artwork should be simple black line drawings created physically or digitally.

Use hand drawings or Photoshop renderings to explain your ideas. You will be judged more on your ideas rather than the quality of your art direction. Mood boards are encouraged to help explain your concepts where appropriate. Full scripts need to be written for TV/Radio/Film/Social etc.

Following your ideas should be a **500 word rationale** that explains your insight and concept.

### Format.

A3 High Resolution PDF containing:

- Campaign ideas (max. 8 pages)
- 500 word rationale (1 page)

A3 High Resolution Jpegs

- Campaign ideas (max. 8)

Refer to submission guide on how to upload your entries.

### Notes.

- Entries from creative teams (Max. 2 people) are accepted. All team members must be student members of PADC.
- If you're undertaking this brief as part of Advertising 4 at Curtin University, you must complete this brief individually.



# 2021 Student Skulls

## Film

Inform, inspire and evoke through a film to further the awareness of breast cancer and breast health.

### The challenge.

Breast cancer is the most common cancer in women of all ages. In Western Australia in 2017, there were 1,830 new cases and 268 women died. Lifetime risk for breast cancer in women is one in 10 by age 75.

There has been an update to the public health messaging pertaining to breast cancer checks. The current advice is to be aware of your breasts and know them well – and check them at random times throughout the month.

Develop an idea that not only raises awareness of breast cancer care but also helps to drive regular self-checks and awareness. What exactly this looks like is up to you – we want your work to evoke action and emotion from the audience.

Your idea could take any of the following forms:

- A short film
- Advertisement commercial (15 secs through to 60 secs long)
- Branded content (meaningful, co-branded videos to raise awareness)

Your piece can explore all themes related to the topic so long as it creates a tangible, realistic and meaningful impact on people's lives.

### Target audience.

You can choose to be broad reaching, communicating to the broader West Australian community or target a specific demographic or cultural background.

The key is about spreading awareness, because everyone needs to be informed. Consider what will make people sit up and take notice. Think about how you can engage and ignite your audience's interest.

### What do you need to do?

Create a film piece that furthers awareness of breast cancer and breast health. Your work should be guided by an overarching idea that you want to communicate through your craft.

The film should be applicable in a commercial sense i.e. used in an advertising campaign or a branded content piece. Consider how it'll reach your audience.

Your work will be judged on quality of craftsmanship including direction, writing, cinematography and editing / finishing but most importantly, it will be judged on how effective it is in moving an audience to act.

Behaviour change content can take various forms so long as in the end the viewer is inspired to act. Some kickstarter themes you may want to explore might include:

- Mental health – get checked to protect yourself from the unknown
- Loss / personal impact of those left behind
- Stories that inspire – perseverance / character in adversity

### Submission.

**Your film execution.** Clearly present your idea and how it's communicated through the film.

A **500 word rationale** that explains your idea and how it connects with your audience.

### Note.

- Entries from creative teams are accepted. All team members must be student members of PADC.

### Format.

Film:

- MP4 or MOV format only
- These must be multiplex with audio and video in one single file
- Do not include a clock or slate at the start

<b>Codec</b>	H.264
<b>File Name</b>	MOV MP4
<b>Aspect Ratio</b>	2K HD (1920 x 1080) 1280 x 720
<b>Audio</b>	ACC Stereo 48kHz
<b>Bitrate</b>	Minimum: 8.5mbps (15mbps for HD) Maximum: 50mps
<b>File Size</b>	500 MB

A4 PDF containing:

- 500 word rationale (1 page)

Refer to submission guide on how to upload your entries.



# 2021 Student Skills

---

## Graphic Design

Develop an identity to celebrate and promote the Pink & Purple Boots campaign.

---

### The challenge.

Revitalise the partnership between Steel Blue and Breast Cancer Care WA by creating a visual identity for the Pink & Purple boots campaign. The identity should translate across all mediums, promoting the partnership and educating retailers and the public of the purpose and impact of Breast Cancer Care WA.

### Target audience.

Although the partnership features many stakeholders groups, the campaign itself needs to be public facing focusing on a few types of audiences.

#### INDIVIDUAL END CUSTOMERS

They are looking to purchase work boots specifically designed for women's feet, and enjoy the experience of wearing vibrant colours and supporting the cause.

#### BUSINESSES

They are looking to purchase work boots for employees. Views the campaign as a good opportunity to support and align with a charity, and to promote to employees and the public.

### What do we want to happen?

Increase sales of the Pink & Purple boots and actively educate the customer on both the breast cancer prevention and the impact of their Steel Blue purchase.

### What do you need to do?

#### Branding.

Create an identity for 'Pink and Purple boots' partnership/campaign. This should include a visual device or lock up that could be accompanied by the Steel Blue and/or Breast Cancer Care WA's logos.

The identity should also include considerations for typography and colour and other graphic elements to bring the campaign to life.

#### Packaging design.

Create a new packaging box for the Pink and Purple boots. Consider how to maintain Steel Blue's brand presence but also leverage the medium to promote and create awareness for breast cancer prevention.

#### Brand activation.

How can Pink and Purple boots be brought to life? This is an opportunity to use design to create brand interaction or experiences that form connections with the target audience.

This could range from an experiential idea such as a pop up event to instore activation like point of sales. The idea should not only promote the product itself but also Breast Cancer awareness. We're looking for innovative, well thought out ideas as well as attention to design craft.

### Submission.

Create a **3-4 page style guide** to showcase and communicate the features of the campaign identity. Consider, if relevant, the following elements: use of colour, use of typography, use of imagery, tone of voice and any other design elements.

Demonstrate the identity through the **packaging design** and **brand activation idea**. The packaging design should be presented as a die-line as well as an in-situ mockup. The brand activation should be presented in a clear and discernible manner.

Following your design solutions should be a **500 word rationale** that outlines the purpose and intended tone of the design, as well as justifying your design decisions.

### Format.

A3 High Resolution PDF containing:

- Campaign guide (max. 4 pages)
- Branded applications (max. 6 pages)
- 500 word rationale (1 page)

A3 High Resolution Jpegs

- Branded applications (max. 6)

Refer to submission guide on how to upload your entries.



# 2021 Student Skills

---

## Photography

Inform, inspire and evoke through a series of still photographs to further the awareness of breast cancer and breast health.

---

### The challenge.

Breast cancer is the most common cancer in women of all ages. In Western Australia in 2017, there were 1,830 new cases and 268 women died. Lifetime risk for breast cancer in women is one in 10 by age 75.

There has been an update to the public health messaging pertaining to breast cancer checks. The current advice is to be aware of your breasts and know them well – and check them at random times throughout the month.

Develop an idea that not only raises awareness of breast cancer care but also helps to drive regular self-checks and awareness. What exactly this looks like is up to you – we want your work to evoke action and emotion from the viewer.

Your idea could take any of the following forms:

- A thought provoking editorial series of photographs to raise awareness for breast cancer.
- Social media campaign photographs that emphasise the breast awareness message.
- Branded content (meaningful, co-branded images to raise awareness)

Your photographs can explore all themes related to the topic so long as they create a tangible, realistic and meaningful impact on people's lives.

---

### Submission.

**A digital portfolio of images** displayed in the appropriate formats of chosen commercial application.

A **500 word rationale** that explains your idea and how it connects with your audience.

### Target audience.

You can choose to be broad reaching, communicating to the broader West Australian community or target a specific demographic or cultural background.

The key is about spreading awareness, because everyone needs to be informed. Consider what will make people sit up and take notice. Think about how you can engage and ignite your viewer's interest.

### What do you need to do?

Create a body of work that furthers awareness of breast cancer and breast health. Your work should be guided by an overarching idea that you want to communicate through your craft.

The photographs should be applicable in a commercial sense i.e. used in a magazine editorial, an advertising campaign or branded content. Consider how it will reach your audience.

Your work will be judged on quality of craftsmanship including concept, technical execution, coherence, commercial appeal and most importantly, the impact of the images to inspire awareness and action.

Some kickstarter themes you may want to explore might include:

- Mental health – get checked to protect yourself from the unknown
- Loss / personal impact of those left behind
- Stories that inspire – perseverance / character in adversity

---

### Format.

PDF portfolio.

A separate A4 PDF containing 500 word rationale (1 page)

Refer to submission guide on how to upload your entries.



# 2021 Student Skulls

---

UX/UI  
Interaction Design  
Digital Design

Build awareness and good  
habits for regular breast  
cancer checks.

---

## The challenge.

There has been an update to the public health messaging pertaining to breast cancer checks. The current advice is to be aware of your breasts and know them well – and check them at random times throughout the month.

Explore how the messaging can be shared through a digital focus experience. While the core idea should be digital, the solution can take any form from a website to an application. The key is the core concept of your idea and how you can convey it.

## Target audience.

This experience should be tailored towards all women, regardless of age, history or background. We want everyone to live a healthy lifestyle and be aware of their own breast health.

While the aim of the experience should focus on a personal experience, we don't want to exclude others such as partners, families and health professionals. How can the experience you create involve others?

## Submission.

**Your digital solution.** Clearly explain your idea, how it would work, and how it makes use of available technologies.

**Your creative process.** Briefly explain how you arrived at your solution and key insights from your research. Document and visualise your working process through annotated journey maps, user flows and wireframes.

**A prototype.** It's up to you what kind of prototype you'd like to make. You can either present your idea's functionality as static walk-through all the way through to coding a prototype yourself, or using prototyping software tools like Figma. The aim is to communicate how the experience works.

A **500 word rationale** that explains your insight and concept.

## What do we want to happen?

Every women to be aware of and performing self checks on a regular basis.

## What do you need to do?

Create a digital experience which educates the audience on breast health and cancer awareness. The experience should also build good routines and habits for breast health care.

Your solution should be informed by well researched data and insights. These could range from interviews to user flows. Show us your process in understanding the user.

Your digital experience should be presented as a prototype (low or high fidelity). That clearly communicates how the experience works and how it aids in building habits and behaviours.

## Format.

A3 High Resolution PDF containing:

- Solution, research/process, design system and prototype (max. 10 pages)
- 500 word rationale (1 page)

A3 High Resolution Jpegs

- Prototype design (max. 5)

Interactive prototype (optional)

- Hyperlink

Refer to submission guide on how to upload your entries.

## Note.

- Entries from creative teams are accepted. All team members must be student members of PADC.
- If you're undertaking this brief as part of NMTAFE Adv Dip coursework please consult your lecturer for further details.