

IGNITE! DESIGN
GRADUATE AWARDS.



Truly DeePLY®



WELCOME TO THE 2010 IGNITE! DESIGN GRADUATE AWARDS.

IGNITE! has sprung from our desire to shine the spotlight on the best young graphic design talent in the country.

THE DEAL

Send a PDF of your folio containing your best 12 pieces of work (see criteria on back page) to ignite@trulydeeply.com.au by Sunday 5 Dec 2010. We'll select the best three folios as finalists (see below).

The finalists will be notified by 5pm Tuesday 7 Dec 2010. Life is expensive, but entry to IGNITE! is free.

THE GRAVY

The folios' of the finalists will be emailed to all our mates (they run the best design and brand agencies in town).

The adulation of your friends and maybe even some people you don't know.

Beyond all that booty, the winner will also receive:

1000 bucks and a three-month internship as a junior designer earning the big bucks at Truly Deeply.





THE STUFF

We will be judging your work on the following criteria:

- Creativity/ideas
- Design aesthetic
- Fresh/original

Design switch-hitter displaying strong skills across:

- Identity
 - Typography
 - Publication
 - Website
 - Illustration
 - Etc.
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- Use of language
 - Finish/execution
 - The P word; potential

THE SMALL TYPE

Three month internship begins 1 Feb and runs through until 31 April 2011. Internship wage is pro-rata of \$32,000 p.a. (that means roughly one quarter of the annual wage paid over the three months).

There is no guarantee of employment beyond the three months – although if you blow our socks-off, who knows...

Folios received after 5 Dec 2010, will not be considered. Folios will be judged by a panel of highly esteemed Truly Deeply people. We know our shit and so our decisions are final.

Make sure you provide a contact phone number so we can let you know if you're a finalist – we promise if your mum answers we'll be nice. You will only be contacted if you're selected as a finalist.

Call Emma on 03 9693 0000 with any questions.

