



# CREATIVE

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# THE ANNUAL ISSUE

**CREATIVE** is calling for entries for its 2010 Annual Issue, featuring 12 months of the best design, advertising, post production, production, illustration, animation, photography, sound and music plus digital and interactive work in Australia and New Zealand.

This bumper issue will showcase the region's most inspirational ideas and promote Australian and NZ creativity to an audience of creative professionals and marketers.

The **CREATIVE** Annual will be one to keep and cherish for years to come. It will be an invaluable source of inspiration for anyone interested in commercial creativity, from up-and-coming designers to high-end creative professionals.

## **SUBMISSIONS NOW OPEN!**

**CREATIVE** is now accepting submissions to the 2010 **CREATIVE** Annual, which will be published at the end of November 2010 and will be on sale for three months. Submissions are open in the following categories:

- ANIMATION
- BROADCAST DESIGN
- DESIGN
- DIGITAL & INTERACTIVE
- ILLUSTRATION PRINT
- PHOTOGRAPHY
- PRODUCTION
- POST PRODUCTION
- SOUND & MUSIC

## **ENTRY REQUIREMENTS**

Work submitted must launch between September 2009 and September 2010. All campaigns should be submitted on CD with an A4 print-out of images and a full list of campaign information, including company name, credits and launch dates. For full entry requirements, see page 2.

## **EDITORIAL DEADLINE**

The deadline for editorial submissions to The **CREATIVE** Annual is Monday, 20 September 2010.

## **ADVERTISING INQUIRIES**

Contact: Anabel Gomes  
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Mobile: 0400 331 325  
Email: [anabelgomes@yaffa.com.au](mailto:anabelgomes@yaffa.com.au)



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## ENTRY REQUIREMENTS

**1)** Work submitted must launch between September 2009 and September 2010.

**2)** Each studio, agency or individual may enter as much work as they choose.

**3)** All work must be compiled on CD and accompanied by an A4 printout of all images (print-outs need only be thumbnail size or bigger). Each CD must be clearly labelled with company name, campaign information, credits and launch dates detailed in a text document.

**4)** Images must be Jpegs, Tiffs or PDFs. Ideally, they should be minimum 300dpi, minimum 10cm x 10cm in size.

**5)** For TVCs, short films, video clips, animation & broadcast design etc, please include Mpegs of each campaign on CD, alongside no less

than six stills (minimum 72 dpi) taken from each clip. Each CD must be clearly labelled with company name, campaign information, credits and launch dates supplied as a text document.

**6)** For digital and interactive, please supply a list of websites and viral or interactive campaigns, accompanied by Mpegs, high-res images, screen grabs and stills on CD. Please supply an A4 print-out of all images (thumbnail size or bigger). The CD must be clearly labelled with company name, credits and launch dates.

**7)** Agencies, studios, production companies and photographers are invited to submit as many campaigns and as many CDs as they like, providing each CD is clearly labelled. Please only submit your BEST work of 2009/10. Each CD may contain several campaigns.

**8)** If you are a sound or music studio, please send your work as a Mpeg and include still shots from the work that your music accompanied, for printing purposes.

**9)** You do not have to send all CDs at once – you can start submitting work now, with the final deadline for submissions closing on 20 September, 2010.

**10)** Send your submissions to: CREATIVE, The Editor, Yaffa Publishing, 17-21 Bellevue St, Surry Hills 2010, NSW Australia.

**EDITORIAL INQUIRIES**  
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# 2010