

# Five South African judges at Young Ones College Competition

The One Club for Creativity, producer of The One Show and the ADC Annual Awards, has announced the jury for the Young Ones College Competition, which now includes 10 new juries for the newly introduced portfolio competition. There are 178 judges across 12 juries from 27 countries, including five South Africans.

“This year, we added a portfolio competition across 10 different disciplines, including illustration, game development and animation,” said Jessica Gumora, education manager at The One Club. “We expanded the Young Ones to make sure students with a broad range of creative interests could participate.”



L-R Naretha Pretorius, Wessie van der Westhuizen, Carmen Schaefer, Nathan Reddy and Alex Sudheim

The client brief, sponsored by Serviceplan, challenges students to raise awareness for the BMW Connected app – a digital service platform that enhances the connection between car, driver and smartphone – and magnify the perception of BMW's innovation.

The social brief tasks students to create or promote partnerships for peace. Students can use the TOMS brand as a vehicle for promoting worldwide unity or they can bring diverse groups together for global peace in accordance with the United Nations' Sustainable Development Goals (SDGs) and PartnersGlobal's mission.

Winners are published in the One Show Annual and on the Young Ones Online Awards Archive, and are invited to attend the Young Ones Education Festival and Awards Ceremony during Creative Week New York in May. Winners receive either a One Show Pencil or an award of excellence for their portfolio.

## South African jurors

- Alex Sudheim, senior lecturer copywriter and art direction, Vega School Cape Town – Portfolio Advertising Jury
- Carmen Schaefer, lecturer, Red & Yellow Cape Town – Portfolio Graphic Design Jury
- Naretha Pretorius, national programme navigator: creative brand communication, Vega School, Durban – Brief Educators Jury
- Nathan Reddy, chief creative officer, founder Grid WW Johannesburg – Portfolio Graphic Design Jury
- Wessie van der Westhuizen, technology development manager/lecturer Stellenbosch Academy – Portfolio Industrial Design & Product Design Jury

For more information, go to [www.oneshow.org/youngones/jury](http://www.oneshow.org/youngones/jury).