

Red & Yellow Creative School of Business cements its reputation as a creative leader

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The Red & Yellow Creative School of Business consolidated its reputation as a creative leader at last night's Pendoring Awards, with three silver wins in this annual industry competition. Pendoring Awards recognises the best of true South African advertising in any of the 11 languages.

Two final-year BA Degree in Visual Communication students, and one second-year student won silver in the following three categories:

- Apelele Mroqoza, with her furniture design called *Hlala*, in Student Communication Design;
- Hillary Coetzee and Tailah Standish, with their website called *iZiWiki* for Bakers Iced Zoo Biscuits, in Student Digital Interactive Communication;
- and Bronwyn Collins for Childline, with her project called *Our Little Secret* in Student Print and Communication.

"It is very impressive that one of our second-year students won because it shows how advanced they are and how they already have a competitive advantage within the industry," says Clayton Sutherland, most awarded lecturer in the country and lecturer at Red and Yellow. "Pendoring awards are thought-provoking and require an immense amount of creativity as they are unique to South Africa and celebrate diversity."

Clayton Sutherland, Wendy Shepherd (Head of Copywriting) and Carmen Schaefer (Senior Lecturer, Creative) are also honoured in these awards.

With small, personal classes - no more than 12 students to one lecturer - Red & Yellow's core full-time differentiator is its academic staff. The school has produced astounding alumni for the past 25 years and they'll continue to equip students for 21st Century career success for many years to come.

Rob Stokes, Chairman of Red & Yellow, says, "We're really proud of the work our students produce. As a creative school of business, we're ingraining that kind of innovative thinking that will not only continue to set us apart but set our students apart long after they graduate."

Industry leaders, agencies, and the general public can view all this award-winning work and their top creative work at Red & Yellow's annual Graduate Showcase happening on 22 November at 6.30pm.

Applications are open for Red & Yellow's full-time programmes: three-year BA Degree in Visual Communication, one-year Advanced Diploma in Marketing and Advertising Communications, one-year Advanced Diploma in User Centered Design, one-year National Certificate in Design Techniques, and the one-year National Certificate in Advertising: Creating Digital Content. Visit their [website](#) for more information or to download an application form.

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