



2024 PADC STUDENT SKULLS AWARDS

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 WA. 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.

Eligibility

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

The Student Skulls are an individual award. You are welcome to collaborate on the briefs, but only a single student can take ownership of the award.

Costs

PADC Student members	Free (included in membership)
Non-members	\$45

Key dates:

Feedback Sessions*
Digital Experience
Wednesday
14th August

Design and Advertising
Saturday
17th August

Visit PADC website
for more details

Deadline
Monday
9th September

The Skulls Awards
November

Education partners



padc.com.au
[theskulls.
awardsplatform.com](http://theskulls.awardsplatform.com)

*Photography feedback session organised by institutions.

2024 PADC STUDENT SKULLS AWARDS

DESIGN & ADVERTISING

Industry partner

the brand agency

brandagency.com.au



Silver Linings

Promoting independence and social connection for the aging population.

The challenge

Against the backdrop of a rapidly aging population, there is an increasing strain on resources to support the healthcare, social, and psychological needs of older adults. Limited resources coupled with the growing demand for elderly care pose significant challenges for governments, healthcare providers, and society as a whole.

The brief is to develop, name and brand a fictional product, service or community group and launch it to the target audience. Your response will need to cover strategic thinking, design and advertising.

Submission - The task consists of three parts:

Part 1: Strategy

Create a fictional product, service or community group that help seniors to:

- remain independent in their own homes for longer and / or
- encourages social connection with their peers / wider community.

For example, consider a weekly cooking class where members socialize and prepare meals or an educational program where seniors share skills with younger generations. Reflect on your experiences with seniors and identify what has or hasn't helped them. Speak to people close to you or conduct research to tailor a service, product, or group that addresses a specific need. It doesn't have to solve everything but can focus on one key issue.

Part 2: Name / Branding

Develop a name and brand identity for your product or service.

You will need to submit:

- Name for product, service or community group.**
- Logo and brand identity elements.** These could include tone of voice, colour palette, typography, graphic elements, photography direction.

Part 3: Brand Launch and Applications

Keeping in mind that the primary demographic is not highly active on social media, how can you launch your brand in a unique and interesting way that is offline?

Is it a direct mail campaign, a community activation, targeted Out of Home (OOH) or a combination of several? Social media may be used as a component of as the overall campaign, however, it should not be the primary channel of communication.

How you launch your brand will entirely depend on the type of product / service you are offering. Your launch idea should demonstrate the brand identity in application. For example, an apron or take-away packaging is relevant to a seniors cooking class, whereas a t-shirt would be more suitable for a walking social club.

This part of the brief will be judged on the concept / idea of the campaign as well as how the brand identity is applied. You will need to submit **a minimum of three executions** of you launch idea and applications that includes:

- Tagline
- Call to action
- Your brand assets

Who is the target audience?

The primary target audience is people 60+ years who are of, or approaching, retirement age.

The secondary target audience is their adult children or carers of the primary demographic (25+).

Deliverables

High Resolution PDF (1920x1080px):

- Presentation of your insight, idea and solution (max. 10 pages)
- 500-word rationale (within the presentation)*
 - Explaining what your product or service is and how it will help address the challenge of this brief.
 - Why the name, logo and brand identity is appropriate for your product or service and why it appeals to your target audience.
 - Launch campaign and application ideas

High Resolution Jpegs (~3840 x 2160px)

- Max 8 images, these will be use for promotional purposes

Refer to submission guide on how to upload your entries. (To be released closer to deadline)

Use of generative AI

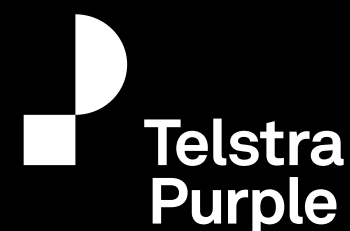
We encourage final design solutions to be fully self-generated. Generative AI can be used to enhance your own work (photos or illustrations), as long as the original was already a good visual solution prior to enhancement.

*Your rationale will also be entered into the submission form.

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DIGITAL EXPERIENCE

Industry partner



purple.telstra.com



Ageless Innovation

Supporting Senior Well-Being through digital experiences

The challenge

As the global population ages, there is an increasing strain on resources to support the healthcare, social, and psychological needs of older adults. Limited resources coupled with the growing demand for elderly care pose significant challenges for governments, healthcare providers, and society as a whole. To effectively address these challenges, innovative solutions leveraging technology must be implemented to enhance the quality of life and well-being of the aging population.

What do we want you to do?

We would like you to design a digital solution that empowers seniors without overwhelming them with technical jargon or complex interfaces. Please choose one or combine several of the following problem statements:

- 1. Cybersecurity:** Seniors are increasingly targeted by online scams and cyberattacks, often resulting in financial loss and compromised personal information. Design a digital solution that empowers seniors to recognise and prevent online scams.
- 2. Predictive Health Management:** Seniors frequently encounter complex health challenges, and proactively managing their health can be difficult. By harnessing wearables, IoT, and analytics, detect patterns, trends, and anomalies, to provide personalised health insights and predictive recommendations for seniors and aged care providers. The aim is to diminish the need for extensive and costly support while nurturing greater autonomy for seniors.
- 3. Social Connection:** Seniors often face isolation and loneliness, which can significantly impact their mental health and overall quality of life. Create a digital experience that enables social connection while addressing potential barriers such as technological complexity and stigma.

Who is the target audience?

Seniors and Aged Care Providers are the primary target audience for this problem space because they are directly affected by the challenges associated with aging or are instrumental in delivering care and support. By engaging with these stakeholders and developing tailored solutions to meet their needs, it is possible to enhance the quality of life and well-being of seniors.

Consideration

We are expecting you to respectfully engage with Grandparents and people at Aged Care Facilities – interview them, find out what they need. Your solution should consider individuals of different ages, abilities, educational levels, and accessibility requirements.

Use of generative AI

We encourage final design solutions to be fully self-generated. Generative AI can be used to enhance your own work (photos or illustrations), as long as the original was already a good visual solution prior to enhancement.

Submission

A Rationale of your digital experience. A 500-word rationale that explains your idea, key insights, how it would work, and how it makes use of available technologies.

Solution Design. Share key insights and research that supports your idea. Share and visualise your process, research, findings, final outputs, and assumptions. Use artefacts like journey maps, service design blueprints, interviews, value propositions, lean business canvases, sketching, low-fidelity wireframes.

A prototype. Create a high-fidelity prototype. You can either present your idea's functionality as a static walkthrough or clickable prototype using prototyping tools like Figma. The aim is to communicate how the experience works.

Deliverables

High Resolution PDF:

- Presentation of your solution design (max. 10 pages)
- 500-word rationale (within the presentation)*
 - Explaining the experience and how it will help address the challenge of the brief.
 - Your insight, idea and solution
- Appendix with all research outputs and findings (unlimited pages).
- Interactive prototype hyperlink (optional).

High Resolution Jpegs (~3840 x 2160px)

- Max 8 images, these will be use for promotional purposes

Refer to submission guide on how to upload your entries. (To be released closer to deadline)

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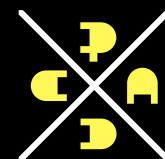
2024 PADC STUDENT SKULLS AWARDS

PHOTOGRAPHY

Industry partner

MAUROPALMIERI

mauropalmieri.com



Timeless Treasures

Celebrating the diversity of aging through photography

The senior generation holds a treasure trove of knowledge, experience, and wisdom garnered over a lifetime. Their contributions enrich every facet of society, from cultural heritage preservation to intergenerational mentorship, making their recognition and support integral to fostering a thriving and inclusive community.

The challenge

Create a series of photographs that evoke empathy, understanding, and appreciation for senior citizens. The images should challenge stereotypes and highlight the diversity of lifestyles, cultures, and emotions within the elderly population.

Through your lens, aim to celebrate the richness of life in its later stages, capturing moments that reflect resilience, joy, and the depth of human experience found in the elderly community. Through authentic and emotive storytelling, celebrate this generation's warmth, diversity, and individuality, weaving a narrative that honours the invaluable legacy of our elders.

Who is our target audience?

- **Families** seeking to commemorate and honour the elders within their own families, fostering a sense of appreciation and connection.
- **Community organisations** interested in promoting intergenerational dialogue and understanding within their communities, recognising the valuable contributions of the elderly.
- **Senior communities** interested in sharing stories that challenge stereotypes and highlight the vibrancy of elderly individuals, promoting inclusivity, diversity, and a deeper understanding of aging.

Themes

Consider these themes and ideas as starting points for your work. Aim to create commercial images, such as a brand campaign for a retirement home or a product/service advertisement. Push the boundaries by celebrating the elderly in innovative ways, like a Food and Beverage campaign that highlights the elderly in its marketing strategy.

Celebrate Elderly Wisdom

Document the daily lives and stories of the elderly. Showcase their interactions, hobbies, and contributions. These images will reflect the resilience, wisdom, and shared experiences that make our communities a nurturing and inclusive place for all generations.

Emphasise Personal Narratives

Share the personal stories and reflections of our elderly residents through intimate portraits and interviews. These stories will serve as a testament to the richness and depth of our community, resonating with potential residents seeking a place where every story is valued and celebrated.

Reflect Intergenerational Diversity

Showcase portraits of elderly individuals from diverse backgrounds, cultures, and walks of life. Highlighting their unique personalities and contributions. These images will inspire others who appreciate the wealth of knowledge and experiences that come from a diverse and intergenerational community.

Create Emotional Connections

Capture moments of joy, wisdom-sharing, and intergenerational bonding. These images will evoke a sense of nostalgia, respect, and admiration for our elderly residents, fostering a deep emotional connection rooted in empathy, respect, and appreciation.

Submission

Compelling and emotive photographs that celebrate our senior citizens.

The **curated collection of images** (min 5/max 15 images) should be suitable for online platforms, print materials, and promotional campaigns. The medium should showcase the project, allowing potential visitors to explore and engage with the visuals and stories.

Consider complementary elements such as engaging captions and personal stories that can accompany each photograph, providing context and fostering an emotional connection.

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

Deliverables

High Resolution Jpegs (~3840 x 2160px)

- Min 5/max 15 images

High Resolution PDF (Optional):

- Demonstrating the images in context
 - In an editorial
 - Online gallery
 - Advertising campaign

500 word rationale*

- To be entered into submission form

Refer to submission guide on how to upload your entries. (To be released closer to deadline)

*Your rationale will also be entered into the submission form.