Design an AD!
CHECK OUT THE CREATIVE WINNERS MAKING AN IMPACT
Art of Persuasion

They are colourful, clever and catchy and designed to make us spend up big or heed an important message. Everywhere we look and everywhere we go, we are inundated with advertisements — pictures and slogans advising us what to wear, drink and eat, or where to go or how to live. Practically every facet of our lives is open to advertising and the art of persuasion. The good news is we’re the ones with the power to choose.

To get WA students thinking about how advertising influences our choices, ED! and Media Education invited primary and secondary school students to enter our 2018 Design an Ad competition and promote seven companies, organisations or programs — Crunch&Sip, SunSmart, RAC, Browns Dairy, Foodbank, SDERA and the AWESOME Children’s Festival.

The winners, chosen by representatives from each organisation, were awarded $100 each for their winning ad’s visual appeal, originality, creative concepts and for meeting the design brief. The judges agreed the winning advertisements for SDERA (the School of Drug Education and Road Safety) were particularly powerful. Today we publish the winning ads chosen from 1200 entries. Congratulations to all the budding advertising execs who entered and a special mention for Peter Moyes Anglican Community College in Mindarie which won five of the prizes.
Design an Ad contest

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Winning style

The Awesome Festival

Eating a healthy breakfast

STOP THE SUN, NOT THE FUN

www.awesomesarts.com

Eating a healthy breakfast

Winning style

Eating a healthy breakfast

Design an Ad contest

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Design an Ad contest

Breakfast gives you fuel to learn!

Laliu Antemarei, Year 4, St Peters School.

There's other ways to feel the thrill just say NO

Chanel Vujicic, Year 6, Peter Mays Anglican Community School.

The Awesome Science Festival
for young thinkers

29 September - 8 October 2018

Legath Perth Cultural Centre
Website: www.2018AWESOMEFestival

Abigail Smith, Year 5, Pycroup Primary School.

Calm the supervisee koob

Jowleen Kwee, Year 6, Greenmount Primary School.

Crunch & Sip

Be smart about the car you buy.

Ketika Edil, Year 9, Morley Senior High School.

Back to work, stay bright

Luc Simpson, Year 6, Wembly Downs Primary School.

Will Mulderich, Year 8, Mt Lawley Senior High School.