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Print Media South Africa announced the winners of its first 'Design an Ad' competition which seeks to raise awareness among young people of the benefits of the print media at the 10th annual Mondi Shanduka Newspaper Awards at Turbine Hall, Johannesburg on 10 May 2011.

[Image: (From the left - click on the name to view the student's entry) [Junior Kayembe, Nkululeko Skhosana](#) and [Marvin Kowa](#)]

The competition uncovered the talents of historically disadvantaged second-year design students in Johannesburg, while also commemorating World Press Freedom Day on 3 May and drawing attention to the importance of a free media which is embedded in our Constitution.

The entry brief was to research World Press Freedom Day and the Windhoek Declaration and use their findings to create a print advert promoting the newspaper industry. They were asked to emphasise the importance of the press, the value of its freedom and make a valid argument for its continuation as a viable means of communication and news coverage. Work was judged on the strength of the advertising message, creativity, production, design and typography.

The 20 entries received in the new competition were adjudicated by press ombudsman Joe Thloloe and copywriter Mohlalifi Lentsoane and art director Archibald Malinga, both of DRAFTFCB.

Winner Marvin Kowa's print work stood head and shoulders above the rest. The judges said that it was 'engaging and seized the reader's interest by taking the names of major papers and weaving them into an entertaining story about the importance of press freedom'. "It was a superb, well-executed piece, thoroughly deserving the award," added the judges.

Kowa explains: "I am not a man of many words but I feel most comfortable talking through my designs. I have ideas about the world I can only express on paper. With the poster presented I chose to convey what newspaper titles represent in our every lives."

Runner-up Nkululeko Skhosana's entry drew praise from the panel for the 'bold and simplistic energy' of his work, especially the line which read, "When print media ink dries, propaganda flourishes. Don't let this be the reality."

Skhosana shares that his designs are inspired by the people around him and the energy of the city of Johannesburg. "When discussing this project with my father, I came up with the copy for this poster."

Junior Kayembe was commended by the judges for fulfilling all the requirements of the brief. The verdict acknowledged that he has great potential.

The top three entrants are all students at [City Varsity Design College](#).