

Optimistic Image Making

Background

Orange launched in 1994. It has always had a positive take on the future and what is yet to come. There is a fundamental optimism about life and people's ability to make a real difference to their lives and others. It was this entrepreneurial optimism that lay at the heart of Orange when it started and which Orange are keen to nurture and maintain.

The challenge

Following the success of our first wave of "optimistic images" created by ycn members earlier this year, we would like to add to this bank of images, giving our communications teams even more choice in their creation of engaging and optimistic work. They will be used right across Orange communications, from press adverts and mail-outs, to the Orange magazine and shop windows.

We've chatted with different areas of our business and asked them about some of the specific things they need to communicate. From these conversations we've drawn up a list of keywords that we'd like you to use as the basis of your images. Please create as many original, optimistic images based on as many of the keywords listed below as you like.

You may use whatever technique takes your fancy – illustration, collage, model making, but please avoid solely using words. We'd like to see some images that have a predominant use of the core Orange colour palette of black, white, greys and orange and we'll be looking to avoid heavy use of colours that might overtly suggest any of our immediate competitors, more than Orange. Images should be applied to either a black or white background. You can see examples of images submitted and selected as part of the first wave of the project at http://www.ycnonline.com/live_Projects_orange.php

You may submit as many images as you wish.

Keywords

Your Group

International/Abroad

Call us

Running out of time

Music

Technical requirements

We would like you to create your images on white or black backgrounds so that accompanying messages can be given the correct emphasis.

You can see some mock ups of how such advertisements might appear at http://www.ycnonline.com/optimism_examples.php

If chosen, we will need any images to be sent to us as 300dpi, A3, CMYK, but for now please send a low resolution version of your work to josefine@ycnonline.com making the subject line "Submission – your name"

Please make clear in your email which images are related to which keywords.

Credits & Payment

If your work is chosen, your name will appear on any Orange communication in which it is used, and you will receive a one-off payment of £500 for each image chosen.

Timings

The deadline for entries submitted to ycn is 28th July.