

YOUNG ONES



YOUNGONES.ORG



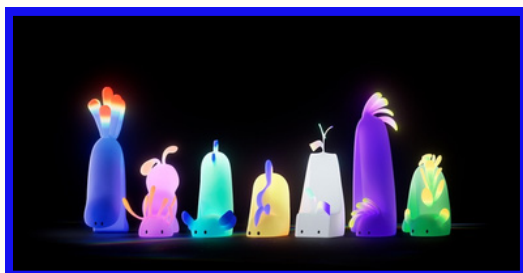
WELCOME TO YOUNG ONES!

Welcome to the Young Ones Student Awards. Our team is here to help you throughout the entry season and entry process.

We've collected feedback from educators, former jury members, awards managers, and our professional awards teams to put together our best practices for entering Young Ones.

An important note—while we can provide insights into trends and preferences among our winners, this document was not written by the jury. There is no one way to win at Young Ones. We encourage you to use not only this entry kit, but all of the additional resources you might have available to you (your friends, classmates, professors, LinkedIn connections, former Young Ones jurors, our archives, and our information sessions, etc.) to help you prepare your entry.

With that being said, hopefully, this entry kit can provide some insight for you. Any additional questions you might have can be directed to our Robot Assistant at **youngones.org** or to our non-Robot Assistants at **education@oneclub.org**.



All photos and images in this entry kit are from the Young Ones Archives.



ABOUT YOUNG ONES

Young Ones is The One Club for Creativity's competition for students and recent graduates across creative disciplines. Young Ones is home to four unique competitions – Young Ones ADC, One Show, Portfolio, and TDC.

For countless creatives worldwide, winning a One Show Pencil, TDC Type High or ADC Cube is a dream come true. But dreams have to start somewhere, and for that, we have the Young Ones Student Awards. This global creative competition challenges students in creative studies to put their best foot forward in hopes of winning one of the first honors of their burgeoning careers.

4 SHOWS, 1 COMPETITION

Young Ones ADC features the best of the professional categories from the Art Directors Club Annual Awards, celebrating craft and ingenuity across creative disciplines from illustration to art direction to filmmaking to architecture.

Young Ones One Show is our brief competition, where young creatives show their ability to conceptualize a campaign and answer real briefs from a variety of clients.

Young Ones Portfolio gives young creatives the opportunity to be judged by their entire body of work. Students submit six of their best projects in one of our disciplines.

Young Ones TDC is our student-specific typography and lettering show under the Type Directors Club Annual Competitions, celebrating creative and novel use of lettering, type design, and typography.



DEADLINE

Early Deadline

December 11, 2026
Entry Fee: \$45 USD

Standard Deadline

March 12, 2027
Entry Fee: \$55 USD

Final Deadline

March 19, 2027
Entry Fee: \$65 USD

Late Entry Deadline

March 22, 2027
Entry Fee: \$75 USD

Finalists Notified

Mid-April 2027

Young Ones Ceremony Winners Announced

May 17, 2027

All deadlines listed are at 11:59pm ET-NYC. Extensions are at the discretion of The One Club for Creativity staff. Members of The One Club for Creativity as well as entrants from specific regions, schools, or economic backgrounds may be eligible for discounted entry fees. These discounts are applied automatically when you login at youngones.org.

Countries eligible for discounts include: Argentina, Bangladesh, Belarus, Dominican Republic, Ecuador, El Salvador, Georgia, Guatemala, Honduras, India, Indonesia, Iraq, Japan, Jordan, Kenya, Lebanon, Morocco, Myanmar, Nicaragua, Nigeria, Pakistan, Peru, Philippines, Serbia, Sri Lanka, Thailand, Tunisia, Ukraine, Uzbekistan, Bahrain, Brazil, Bulgaria, Chile, China, Colombia, Costa Rica, Croatia, Egypt, Greece, Hungary, Kazakhstan, Kuwait, Latvia, Lithuania, Malaysia, Mexico, New Zealand, Panama, Poland, Portugal, Romania, Slovenia, South Africa, Turkey, Uruguay, and Vietnam.



ELIGIBILITY

For the 2027 Young Ones Student Awards, entrants should meet the following eligibility:

- Entrants must be 18 years or older upon submitting.
- Entrants must be currently enrolled in an undergraduate university program, graduate program, or portfolio program.
 - Ph.D. candidates are not eligible.
 - Recent graduates are eligible, but your graduation date must be after March 18, 2026.
- Entrants must have less than two years of previous professional experience in the advertising, marketing, communications, or design industry.
 - Internships and on-campus work are not part of the professional experience requirement.
 - If you were previously employed or freelanced in the industry and have questions about your eligibility, please reach out to education@oneclub.org with your resume.
 - If you have more than two years of professional experience, you may be a better fit for The One Club's Young Professional Competitions (Young Guns, Ascenders, or Next Creative Leaders).
- Work should have been created during your student career—this includes coursework or personal projects. Work created for a professional position, freelance project, or internship is ineligible. As a general rule of thumb, if you were paid or commissioned to do the work for a client, it is not eligible.
- There is no limit on team sizes for Young Ones entries (except in Client Pitch, where the limit is 4.)

STATEMENT ON PROFESSIONAL PARTICIPATION

The Young Ones Student Competition is limited to students and recent graduates.

If non-students (or non-recent graduates, as defined above) worked on your project, it may be deemed ineligible. Please reach out to education@oneclub.org for permission or more information on submitting your piece if non-students were utilized in the project (e.g. as actors, etc).

Please note that this limit on professional participation does not extend to Faculty or Mentors who advised on your project. However, the majority of the work and all of the creative being judged should have been done by credited students.



STATEMENT ON USE OF GENERATIVE AI

Generative artificial intelligence, or Generative AI, can be defined as “a subset of AI that utilizes machine learning models to create new, original content, such as images, text, or music, based on patterns and structures learned from existing data” ([Cornell, 2025](#)).

Creative work generated using AI (generative AI text, video, sound, or images) must be meaningfully transformed as part of your entry. Generative tools and how they were used should be cited when submitting your project.

Use of Generative AI is not allowed in “Craft” categories in the ADC and TDC competitions. Craft categories use the word “Craft” in their title.

The Young Ones Student Awards permits the use of AI tools in brainstorming and research. The Young Ones Student Awards permits the use of productivity and project management tools.

When used, you should explain further in the “Tools & Processes” section of the entry process.





KEY DEFINITIONS

THE ONE CLUB FOR CREATIVITY

Also known as TOCC, The One Club for Creativity is the home for the One Show, ADC Annual Awards, TDC Annual Competitions, Art Directors Club of Europe, ONE School, One Creator Lab, and more!

We're the parent organization for award shows, professional development, equity and inclusion programming, and educational resources for advertising and design students and professionals and our goal is to create a global community that celebrates and supports the future of creativity across disciplines.

ADC

The student extension of the global Art Directors Club Annual Awards highlighting disciplines focused on art direction from film to advertising to architecture to packaging and production design and more. Any work from a student's academic career is eligible for these disciplines.

TDC

The student extension of the Type Directors Club Annual Competitions highlighting the use of and creation of typography, lettering, and fonts. Any work from a student's academic career is eligible for these disciplines.

ONE SHOW

Our Student Brief Competition, featuring creative asks from real-world clients. This is the student extension of our One Show competition, featuring categories for advertising and design. Only new work responding to the brief is eligible for these disciplines.

PORTFOLIO

A showcase of a student's body of work through six (6) of your best projects from an academic career.



KEY DEFINITIONS

UNDERGRADUATE SCHOOL

Postsecondary education programs at an accredited college or university resulting in an Associate's or Bachelor's degree. This degree program can be in any subject and is not limited to advertising, design, communications or related disciplines.

GRADUATE SCHOOL

(alt. Postgraduate) Advanced, specialized, or extended study program at an accredited college or university resulting in a Master's degree. This degree program can be in any subject and is not limited to advertising or design disciplines.

NOTE: Ph.D. students are not eligible for Young Ones.

PORTFOLIO SCHOOL

A course or series of courses with the defined objective of helping the student create a competitive portfolio in advertising or design or related discipline.

NOTE: Portfolio courses or programs within degree programs (Bachelor's, Master's, Associate's) should select undergraduate or graduate instead of Portfolio.

SHORT COURSE OR CERTIFICATE COURSE

A focused program designed to teach a specific skill, this can be through a university but it is not necessary. A short course or certificate course will not lead to a degree (Bachelor's, Master's, Associate's), but may lead to a certification in a specific skill set.



KEY DEFINITIONS

JUDGING MEDIA

This is your entry. This media will be reviewed by the jury.

PROJECT MEDIA

This is your entry (but for Portfolio categories, where you will have 6 projects required). This media will be reviewed by the jury.

REFERENCE IMAGES

This is media that is used by The One Club for Creativity on our social media or in archives when we cannot use your judging media (i.e. thumbnails or stills for URLs, PDFs, Video Files). This media will not be reviewed by the jury, but should still reflect your entry.

NOTE: Reference images are not sources or citations. They should be a reflection of your entry media.





CLIENT PITCH

Deadline to Apply: March 19, 2027

Students who choose to tackle one of this year's Young Ones One Show Briefs are encouraged to go the extra mile and apply for the Young Ones Client Pitch.

The best Client Pitch submissions will be invited to join us at Creative Week in New York City to pitch their ideas in front of a jury that includes representatives from the very brands from the brief competition.

Plus, there will be a \$2500 Cash Prize for the winning team.

Young Ones Client Pitch is free to enter with an accompanying Young Ones Brief submission, and the team can include anybody who worked on the brief – the creatives, the strategists, the marketing team, whoever helped make it a reality.

To create a copy of your Young Ones One Show Brief entry, go to Closed / Submitted in your account and find "Create Copy", which is located under the Entry ID.

For the Client Pitch, there is a maximum of 4 people per team and you should only apply for the Client Pitch if you are able to travel to New York City.

Option 1

Copy your existing Young Ones Brief entry and add a 1- to 2-page letter summarizing your pitch.

Option 2 (preferred)

Copy your existing Young Ones Brief entry and submit a 3- to 5-minute video outlining your pitch via URL or MOV upload.

ARI WEISS AWARD

In memory of industry leader Ari Weiss, The One Club for Creativity announced its new annual Ari Weiss Award in 2026, honoring one student in the Young Ones Portfolio competition.

The Ari Weiss Award is presented annually to the top-scoring student in the Young Ones Portfolio competition, carrying forward Ari Weiss's connection to Young Ones and his legacy of exceptional creative work.





DISCOUNTS & SUBSIDIES

Membership Discounts

10% off for Members of The One Club for Creativity

Automatically applied.

Country Specific Discounts

Depending on where you are located, you might be eligible for a discount.

Automatically applied.

Partner Discounts

10% off for Members of Partner Organizations.

Discount Codes provided by your home organization.

Next Up Subsidies

Discounts for public school entrants, new entrants, and students traditionally underrepresented in the advertising and design industry.

Quantities limited.

Classroom Subsidies

20% off on up to 25 entries for classes that incorporate Young Ones Briefs into their curriculum.

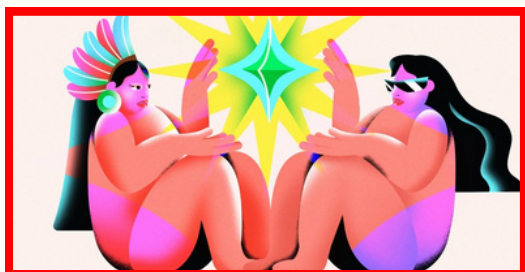
WHY ENTER AWARD SHOWS?

So, what's the point? Let us break it down two ways (the second way is on the next page!).

Reason 1: Do It For Yourself. Let's be 100% honest here, not everyone will win at the Young Ones Student Awards. With that in mind, trying to win shouldn't be the only reason you enter.

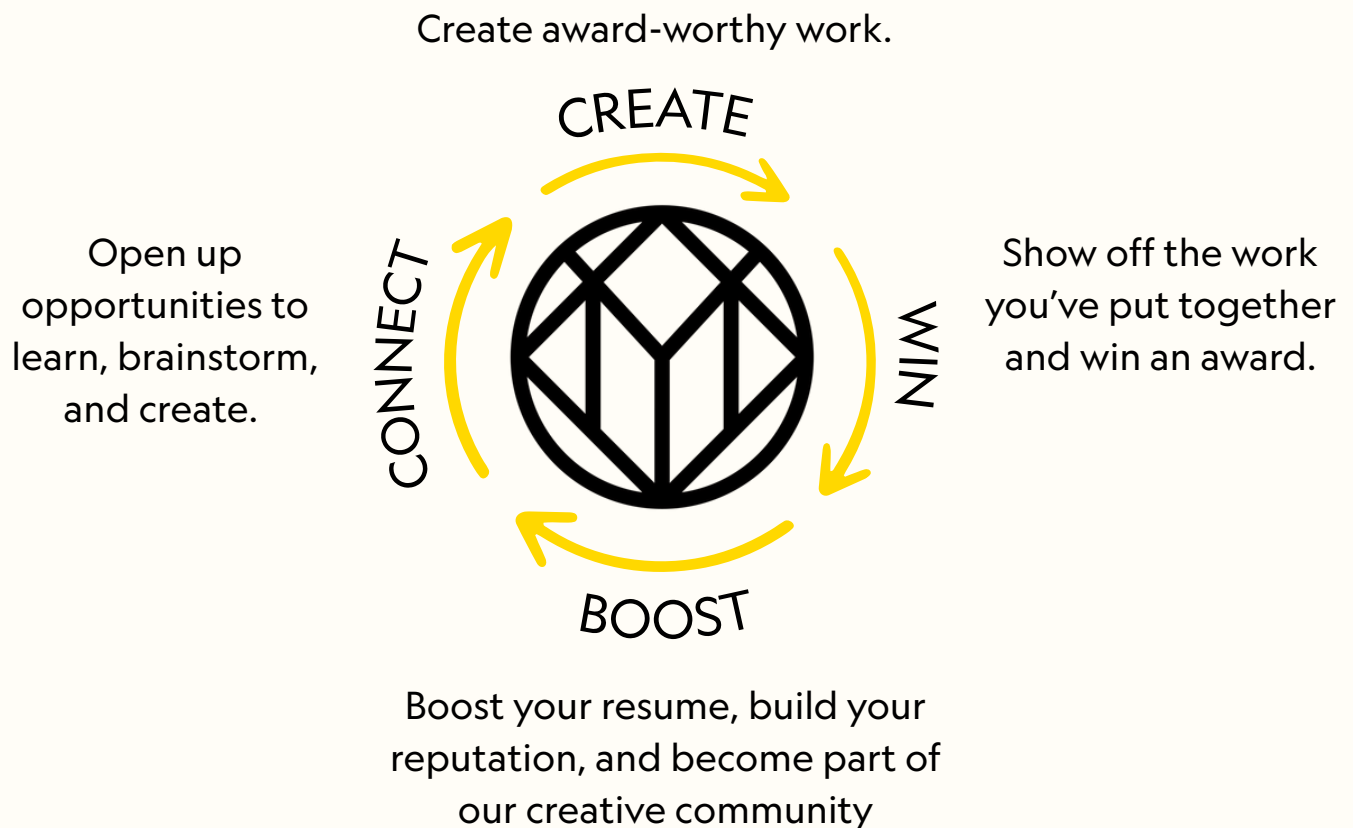
- **Accepting the Creative Challenge** — Think of Young Ones as a prompt for your next creative endeavor and jump into the deep end with both feet.
- **Building Out Your Portfolio** — At an impasse for what to add to your portfolio? Use a brief to inspire you!
- **Improving Your Ability to Sell the Creative** — At Young Ones, you have to convince the jury to 'buy' your work. You're not only showing off your creative, but how you got there and why it will work.
- **Overcoming that Itch to be Perfect** — Once you hit submit, your work is out there. There is no take-back. That pixel only you can see, that copy you're not 100% on, it's out there now. Take a breath. You've done what you can. Believe that it's enough.

Of course... you could win!



THE CYCLE OF CREATIVE EXCELLENCE

Reason 2: Do It For Your Future Self. Creating award-winning work gives you the chance to expand your opportunities and create more award-winning work.





WHAT OUR JUDGES WANT TO SEE

We surveyed 2026 Young Ones Judges and people who submit to award shows for a living to see what they feel is important for entrants to know. Some of it is intuitive. Some of it might be surprising.

A UNIQUE PERSPECTIVE

When you're putting together your project and positioning your idea for the jury, make it clear what sets your idea apart.

"True originality comes not from surface-level style or technology, but from how we look at a subject and how we frame the problem." **Masahiko Kimura, President, GK Graphics**

"Your unique perspective is what is going to make you stand out in a sea of similar." **Steph Simpson, Red & Yellow School**

"[Look] beyond the design world for inspiration. The most interesting ideas can come from overheard language, family stories, unfamiliar places, historical materials, or small details noticed during an ordinary day. Paying attention to these things can gradually build a creative perspective that feels personal, specific, and difficult to replicate." **Aiqi Zhang, Senior Designer, Mother LA**



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CRAFT IS KEY

As tools start to democratize creativity, mastering tools and discernment becomes an even more important part of the process.

“Care about execution as much as the initial idea. A great thought is only the beginning; increasingly, craft is what separates good work from exceptional work.” **Jayme Blasko, Global Creative Excellence Lead, dentsu**

“Materials, hand-painting, hand-cutting elements out: these were the aspects of craft that really made the work work on screen. I've seen a lot of magic done with an iPhone shot of a hand-glued mockup, and I think it [shows] a lot about scale and the importance of testing.” **Ally Thomasson, Senior Designer, Sister Mary**

“You don't need a huge budget to make something great, but you do need to show that you cared enough to make it the best it could be.” **Apiwat Pattalarunkan, Creative Director / Commercial Film Director, TJT Creative Lab**



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POLISH HELPS, BUT PERSONALITY WINS

Referencing and learning from existing work is a hallmark of a great student, but turning that into your own perspective will set you apart.

“Unconventionality and authenticity. Work that feels like it could only have been made by that person, rather than something assembled from what is currently considered ‘good design.’” **Chisaokwu Joboson, Type Designer/Founder, Udi Foundry**

“Originality and character in the idea itself. Craft matters, but if there's a strong insight behind it and it's structured properly, without being predictable, that's what catches my attention.” **Paula Zambrano, Senior Art Director, Saatchi & Saatchi Dubai**

“Always present the stupid ideas. They might become brilliant. Or at least make someone's day. The ideas you're embarrassed to share are often the ones no one else has thought of.” **Saymon Medeiros, Creative Director, Bigtime Creative Shop**



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CASES ARE THEIR OWN ART

You might be the best creative in the world, but setting up a case study and selling your ideas to a jury is an art form of its own. Take the time to consider the best way to present your ideas to the jury.

“Remember that juries see hundreds of these cases and are chosen to be on the jury because they've seen and been a part of great work - so make it stand out but short and sweet is always best.” **Erica Watts, Awards Director, Mischief**

“For competitions, [appealing] visualizations, strong storytelling, and explanatory videos make a first impression. These visual details help jurors better and faster understand the design background and ideas.” **Johnny Jiasheng Chen, Founder/Industrial Designer, Forenext Design/ WAC Group**

“A short and compelling description defining the intent and inspiration for the project goes a long way.” **Ishita Jain, Freelancer/Illustrator**

WHO ARE OUR JURORS

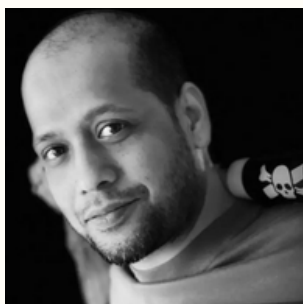
The Young Ones Jury is divided by competition: ADC, One Show (Brief), Portfolio, and TDC. We gather top talent, including rising stars and established executives alike, from around the world and across disciplines, interests, and backgrounds as well as educators and clients to judge the work.

Our jurors review thousands of entries from hopeful students and recent graduates to determine who deserves to be recognized as a Young Ones Student Award Winner.

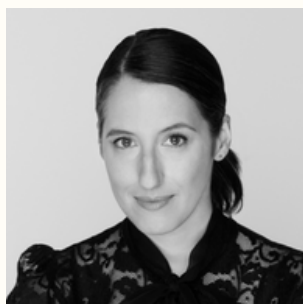
The 2027 jury will be announced in January 2027 at youngones.org and feature over 100 international creatives, designers, technologists, and strategists.



(SOME OF) OUR PAST JURORS



Parixit Bhattacharya
Chief Creative Officer
India



Catherine Casalino
Principal & Creative Director
United States



Joss Ng'ang'a
Creative Lead & Strategist
Kenya



Angela Bains
Advertising Program Chair
Canada



Pornpiroon Choochuen
Head of Design
Thailand



Ivan Faerman
Production and Creative Operations
United States

Full jury archive available at oneclub.org



CLASS VISITS & OPEN SESSIONS

If you want more information on the Young Ones Competition, whether it's an overview of our organization, insights on our judging process, or best practices for submitting an entry, our team wants to meet with you! We have four open sessions planned this season, but we are also available for classroom visits (mostly virtual, but also in-person if we're able!)

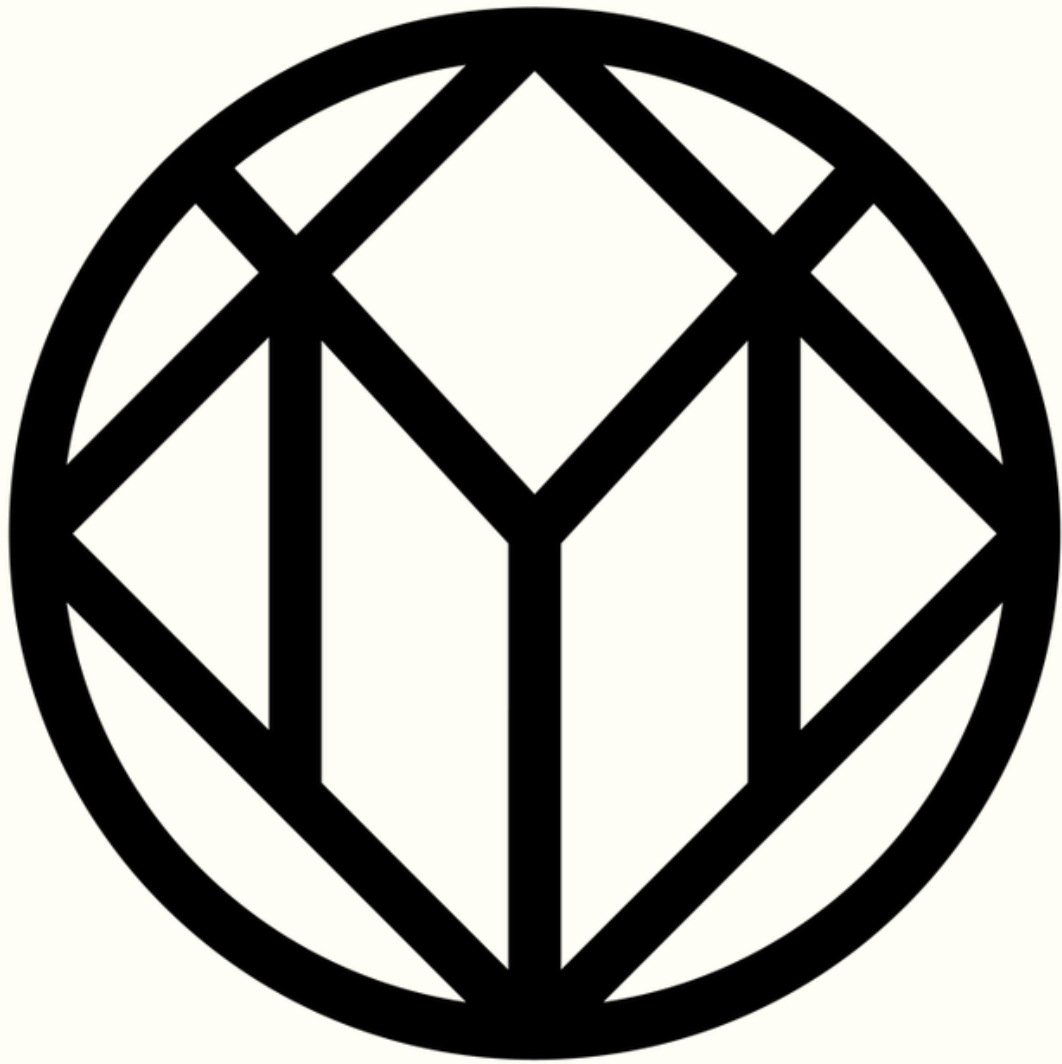
- October 29, 2026 at 5:00pm ET-NYC
- December 1, 2026 at 10:00am ET-NYC
- January 15, 2027 at 10:00am ET-NYC
- February 11, 2027 at 5:00pm ET-NYC

RSVP or request a classroom visit at oneclub.org/events.

DOWNLOAD BRIEFS

If you are planning to participate in the Young Ones One Show, you should download and review all of our briefs. Additional briefs may be added to our line-up before the end of 2026.

You can download them at youngones.org and our team will email all account holders when or if new briefs are added to the line-up.



QUESTIONS?
education@oneclub.org