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brand design digital

Fearless Creative Competition 2025: Dare to Be Different

Introduction

Welcome to the **Fearless Creative Competition 2025!**

This annual competition challenges students to push creative boundaries, think fearlessly, and produce work that truly stands out. Over the past two years, we've seen remarkable submissions that have impressed and inspired us.

This year, we are giving participants **more time** to refine their work and take their ideas further. The challenge? **Dare to Be Different.**

This Year's Theme: Dare to Be Different

Creativity thrives when we step outside our comfort zones. "Dare to Be Different" is an open invitation to break conventions, challenge norms, and express unique perspectives. Whether your work is bold and disruptive or quietly unconventional, this theme is about celebrating individuality, fresh thinking, and the courage to create without limits.

This is an **open brief**, meaning you have complete creative freedom. Let your imagination lead the way—whatever 'different' means to you, we want to see it!

Deliverables & Submission Formats

We welcome work in **any creative medium**, including but not limited to:

- **Visual Arts** – Digital art, painting, illustration, photography, sculpture, mixed media, etc.
- **Design** – Graphic design, branding, typography, fashion, packaging, UX/UI, etc.
- **Film & Video** – Short films, animation, motion graphics, video storytelling (submit a storyboard or still keyframes with a link to the full video).
- **Performance & Sound** – Music compositions, spoken word, immersive sound experiences, etc.
- **Experiential & 3D Works** – Installations, 3D-printed pieces, handmade models, interactive experiences, etc.

Technical Requirements:

- **Digital works** should be submitted in high-resolution formats: PNG, JPEG, PDF (for static works), MP4 (for motion-based pieces). Max file size: **50MB**.

- **Physical works** should be documented with high-quality images (JPEG, PNG) or video documentation (MP4).
- **Audio submissions** should be MP3 or WAV files.
- **For hybrid or immersive works**, include relevant media files and a project description explaining the concept and execution.

Supporting materials such as **sketches, research notes, process images, or development work** are highly encouraged to help communicate your creative journey.

Timeline & Deadlines

- **Competition Opens:** 1st March 2025
- **Submission Deadline:** 31st August 2025
- **Winners Announced:** October 2025

Judging Criteria

Your work will be assessed on:

- **Originality & Creativity** – Does it stand out? Is it unique?
- **Concept & Meaning** – How well does it align with the theme? Does it communicate a strong message?
- **Execution & Technical Skill** – Is it well-crafted and thoughtfully produced?
- **Impact & Engagement** – Does it provoke thought or emotion? Is it memorable?
- **Supporting Work & Development** – Have you demonstrated your process and creative thinking?

How to Enter

1. **Create your work** based on the theme "Dare to Be Different."
2. **Prepare your submission files** according to the deliverables section.
3. **Submit via Email – hello@wearehue.co.uk**
4. **Include:**
    - Your full name, course name, university/college, email, and phone number. We'll send you full submission details.
    - A short artist statement (max 200 words) explaining your piece.

Need Some Inspiration?

Check out past winners and submissions for a glimpse of what's possible. Follow our social channels for updates, tips, and insights from industry professionals!

We can't wait to see how you **Dare to Be Different**!