

## Gocreate.co.za winners announced

The 2011 Gocreate.co.za winners have been announced by Adobe South Africa, which described this as another successful season of creative entries, with nearly 3000 creative submissions posted for commentary and entry into the competition element since its start in March 2011.

The competition offers incentives to the creative industry from the fields of web, design, video and photography in that over 370 winners walk away with over R460 000 worth of prizes including Adobe software, Xbox 360 Kinect packages, Apple iPads and HP Workstations.



"It has a community building purpose that will probably become far stronger than the incentive element," says Leonard Rabotapi, PR and marketing manager for Adobe, Sub-Saharan Africa.

### Equal opportunity platform

He calls it an equal opportunity platform that offers both new and established creatives a platform for creative showcase. "As a company, our commitment to education and young people has seen us involved in activities like the Loeries Student Portfolio Day, ADAA, even student pricing on our products in a drive to ensure young people can have access to the tools they need to thrive. This takes it one step further, by helping build a bridge between experienced and less experienced creatives across the industry. What's more it's a platform not limited to South Africa as it covers Africa and the world."

The competition is gaining support and traction as a creative community platform. "This year's submissions were phenomenal," says Rabotapi. "But the commentary and advice exchange was also phenomenal." It achieved a ranking within the top 40 Facebook pages in South Africa this year, another indication that the audience is starting to grow.

### Heavily focused on social media

The community is heavily focused on social media, as entrants who upload their work onto the page could and did lobby for votes, using tools such as Facebook, YouTube, Flickr and Twitter. Only entrants with 100 votes or more qualified for the Hall of Fame, securing their place in the competition. In addition, the public were encouraged to vote for their favourite entries in the four categories - resulting in over 370 clear winners.

"The competition element not only gives creatives the opportunity to compare work with their peers but also offers them the chance to be widely recognised for the innovative work that they do. It will reach even further to extend the concept of the equal opportunity platform, in 2012," he concludes.

Competition sponsors were Comztek, Dax Data, Digicape, Enjin Magazine, Flip Video, Friends of Design, Intersoft, Keyline, Labspace, Learning Curve, Loerie Awards, MSD, Nikon, Touchvision, TypeDNA & Workgroup. For more, go to [www.gocreate.co.za](http://www.gocreate.co.za).

### Winners

Prize Description	Value	Sponsor	Names	Entry	Entry/Category
Adobe Creative Suite 5.5 Design Premium + HP 8540w Mobile Workstation + Toon Boom Storyboard Pro	R39 000	Adobe + Touchvision	Zelé Angelides	Freedom of Expression	Design Hall of Fame
Adobe Photoshop Extended CS5	R11 000	Adobe	Anneska van der Spoel	Blend me a Blander	Design Hall of Fame
Adobe InDesign CS5.5	R7 000	Adobe	Travis Davids	Mother nature	Design Hall of Fame

Adobe Creative Suite 5.5 Web Premium + Apple iPad 16GB WFI Bundle	R26 800	Adobe + Digicape	Craig Michael Wells	Injozi	Web Hall of Fame
Adobe Photoshop Extended CS5	R11 000	Adobe	Glenn Haggis	modal music	Web Hall of Fame
Adobe Creative Suite 5.5 Production Premium + HP Z200 Workstation	R26 000	Adobe + Workgroup	Thando Tshabalala (Khumalo)	Title Sequence	Video Hall of Fame
Adobe Photoshop Extended CS5	R11 000	Adobe	Elizé de Villiers	Journey of Life	Video Hall of Fame
Adobe After Effects CS5.5	R11 000	Adobe	Stephen Hellmann	The Adventures of Choir Boy and the Janitor	Video Hall of Fame
Adobe Premiere Pro CS5.5	R9 000	Adobe	Nina van den Berg	i bake. i create. it's art. it's love.	Video Hall of Fame
Adobe Audition CS5.5	R2 000	Adobe	Phillip Gibb	RED BOX Spider	Video Hall of Fame
Adobe Photoshop Extended CS5.5 + Nikon D5100 DSLR Camera wt Twin Lens Kit	R22 000	Adobe + Nikon	Shavonne Lewis	Coutry Side Tranquility	Photo Hall of Fame
Adobe Photoshop CS5	R7 500	Adobe	Veroshka van der Walt	Rainbow after the Storm	Photo Hall of Fame
Adobe Photoshop Lightroom 3	R3 000	Adobe	Michael Faba	wonder's of nature	Photo Hall of Fame
Adobe Photoshop Elements 10 and Adobe Premiere Elements 10 (Bundle)	R1 600	Adobe	Dewald Kruger	Thorn inside Drop	Photo Hall of Fame
Microsoft X-Box 360 + Kinect + Game Bundle	R3 699	Comtek	Solomon Legodi	Top Voter	Voters
Microsoft X-Box 360 + Kinect + Game Bundle	R3 699	Comtek	Lucia Duncan	Top Voter	Voters
Microsoft X-Box 360 + Kinect + Game Bundle	R3 699	Comtek	Rabelani Mutondwa	Top Voter	Voters
Labspace After Effects CS5 Level 1 Training Voucher	R6 500	Labspace	Jon-Luke Lourens	Autumn-Heather Mac	Video
Friends of Design Training Voucher: Web Course	R5 500	Friends of Design	Norman Visser	facelift   Cosmetic Surgery for your Social Media Page	Web
Friends of Design Training Voucher: Evening Course DTP	R4 400	Friends of Design	Ferdinand van As	Spice	Web
Keyline Training Voucher: Adobe Illustrator CS5	R4 000	Keyline	Raesaah Vawda	Dawn Seascape	Photo
Nikon COOLPIX S8100	R3 000	Nikon	Roald Nel	U-ki	Photo
Design Premium Total Training DVD Sets	R2 500	Learning Curve	Bruce Gordon	Leaf	Photo
Design Premium Total Training DVD Sets	R2 500	Learning Curve	Justin Oliphant	is this real?_ a 4 second suspense film	Design
Flip Video Ultra HD Camera	R1 900	Cisco	Ona Loots	Clockwork Angel	Design
Flip Video Ultra HD Camera	R1 900	Cisco	Estian Fourie	Cancel Fashion Collective	Video
Flip Video Ultra HD Camera	R1 900	Cisco	Freddie du Plessis	Persistence of the Undead	Design
Intersoft Book: Indesign CS5 Bible	R660	Intersoft	Melissa Mel	Mel	Design
Loerie Awards Annual and DVD set	R550	Loeries	Chris Hitchcock	What is in the bag? His past his future	Photo
Loerie Awards Annual and DVD set	R550	Loeries	Ryan Greig	Kamikaze	Design
Loerie Awards Annual and DVD set	R550	Loeries	Torgny Hylen	RKS Productions Website	Web
Loerie Awards Annual and DVD set	R550	Loeries	Gabby	Kissing Frogs	Design
Loerie Awards Annual and DVD set	R550	Loeries	Sifiso Mabanga	A beautiful Dream	Design
Loerie Awards Annual and DVD set	R550	Loeries	Bianca Page	Office room	Web
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Brent Swart	the waiters	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Angie Gordon-Stuart	Typographic portrait of a musician	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Justin Lavelle	Leopardus Pardalis	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Craig Musselman	Ancient Red Dragon	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Yogesh Chauhan	Gaia - Earth	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Riaan Myburgh	War Child	Design
Digicape Apple iPod Shuffle 2GB	R520	Digicape	Gareth Clarke	Design Intership	Design
Keyline Apple iPod Shuffle	R520	Digicape	Annerie Venter	Farewell	Photo
MSD -3 Day Training Voucher: Adobe Software	R5 000	MSD			
Keyline Training Voucher : Adobe Photoshop CS5	R5 000	Keyline			
Workgroup Apple iPod Nano	R2 000	Workgroup			

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