



MEDIA RELEASE

BRIGHT SPARK: RAFFLES STUDENT WINS TOP INTERNSHIP PRIZE

24 February 2014 - Chloe Little, a Raffles Graphic Design graduate and current Masters candidate has been awarded the top prize in the Spark Awards by international brand consultancy, Bluemarlin.

For her remarkable efforts, Chloe was awarded a cheque for \$2,500 and a 3 month internship with Bluemarlin in a prize-giving party held at Raffles North Sydney campus today.

The Spark Awards is now in its 8th year. Bluemarlin had students applying from 10 colleges across both NSW & Victoria. Approximately one hundred students enter the awards each year, which the former UK packaging company distil to the top twenty-five finalists – selected from the 3 best examples of their latest work. Each finalist then receives a 3 week internship in the Sydney Studio, and at the end of the internship program all the finalists are given the design brief to brand themselves. These are then judged based on their time in the studio and the final work they enter.

Bluemarlin felt that Chloe’s ‘Edge’ coffee table concept book stood out from the other entries as her rationale was well thought out and the thinking was clearly represented in her creative output. Every aspect was considered right through to the choice of colour.

“A brand doesn’t just live on the front of a piece of packaging. It was the way she brought the brand to life through brand activation on many media; her beaker mug was inspired, [and] that caught our attention,” commented the judges.

According to the competition website: “The Spark Program offers real industry experience to those at the outset of their careers. Spark interns receive invaluable experience that increases their knowledge,



sharpens their skills and prepares them for a rewarding future in the design and branding industry”.

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Attached images: Edge coffee-table book.