

# ANNUAL STUDENT SHOWCASE 2026

## Welcome & Information Guide

### Cape Town | Bryanston

Welcome to the AAA Student Showcase

The AAA Student Showcase is an annual event celebrating the creative excellence and growth of our students across key study milestones.

This showcase is more than an exhibition – it is a professional platform that highlights emerging talent in:

- Art Direction
- Graphic Design
- Copywriting
- Marketing

It is an opportunity to present yourself and your work publicly, professionally, and proudly.

What is the Purpose of the Showcase?

The Student Showcase aims to:

- Celebrate student achievement and creative development
- Provide a professional exhibition experience
- Encourage portfolio-ready presentation standards
- Develop personal branding and industry readiness
- Expose emerging talent to peers, lecturers, industry leaders, and invited guests

This is a milestone event in your academic year and an important part of your creative journey at AAA.

Is Participation Compulsory?

Yes. Participation in the Student Showcase is compulsory for all relevant students.

The showcase forms part of your professional development and presentation training. Non-participation will impact your academic standing.

What You Need to Prepare

Each first year student is required to produce:

Two A3 Prints

- A3 Profile Poster
  - A professional introduction to you
  - Includes your name, discipline, and a short creative bio or positioning statement
  - Visually aligned to your personal brand
- A3 Work Showcase Poster
  - One strong, curated piece of work
  - Must represent your best standard
  - Professionally laid out and print-ready

Your lecturers will provide guidance on structure and expectations.

### Additional Materials Required

Students are required to purchase:

- Spray cans (for installation/display purposes)

Further specifications (paper type, mounting, installation process, etc.) will be communicated by your campus team.

### Feedback & Approval Process

All work must go through a structured feedback and approval process before printing.

You will:

- Submit drafts for review
- Receive lecturer feedback
- Edit and refine your work
- Obtain final approval before production

No work may be printed or displayed without lecturer approval.

This process mirrors real-world agency workflow and is part of your professional training.

### Preparation Expectations

Please note:

- The majority of preparation will take place outside of class time.
- You are expected to manage your time effectively.
- Lecturers will provide guidance, critique, and direction during scheduled sessions.

This showcase requires initiative, independence, and professionalism.

### Be Prepared to Edit & Reiterate

Creative work is a process.

You should expect to:

- Refine your concept multiple times
- Improve layout and typography
- Strengthen your writing
- Reconsider visual decisions
- Respond constructively to critique

Iteration is not failure – it is professional practice.

### Frequently Asked Questions

Can I create something new?

Yes, but it must still go through the approval process.

What happens if my work is not approved?

You will need to revise and resubmit. Approval is mandatory before printing.

Will we get help?

Yes. Lecturers will guide you – but you are responsible for execution.

Is this assessed?

While the showcase may not be a traditional graded assignment, it forms part of your professional development and is compulsory.

We look forward to celebrating your creative growth.



First years 2025



Second years 2025



Third years 2025