

Edinburgh College student is a rising star



The Scottish Marketing Society Star Awards have shortlisted Charlie Law a final year HND Graphic Design student for the Star Creative Student of the Year category at the awards, which take place in June.

The competition, which was open to students across all colleges and universities in Scotland, tasked entrants with a brief set by The Scottish Government to tackle gender equality. Students were asked to develop campaign materials to raise awareness of the 50/50 pledge laid out by the First Minister.

The pledge challenges all public, private and third-sector bodies in Scotland to commit to take action on gender equality, promising to get a 50/50 gender split on their boards of management by 2020.

His campaign aimed to provoke people to talk more openly about gender inequality. Entitled 'Put Her in Her Place' it was intentionally provocative in order to grab people's attention.

Charlie said: "When I found out I had been shortlisted for the award I couldn't believe it. It feels amazing to be in the final four, especially after so many people entered from colleges and universities around Scotland. I'm really happy I got to this stage and if anything more comes from it it'll be the icing on the cake.

"This brief was different because we had to answer it with a written submission, something that I'm not used to as a design student who normally focuses a lot on how a campaign looks. This meant I had to think more about the concept and how it

would work.

“My idea was to create a slogan that initially caused outrage – then the full message is revealed...’Put Her in Her Place...rightfully the boardroom.’ In a nation that prides itself on diversity, we should be celebrating gender equality, not shying away from it. I think we often ignore it to avoid being branded sexist.”