



ROOKIE AWARDS & GLOBAL SCHOOL RANKINGS

The Ultimate Opportunity for Your School and Students

WHAT IS THE ROOKIE AWARDS?

The annual **Rookie Awards** is an incredible opportunity for your students to showcase their talents in the fields of games, animation, visual effects, immersive media, motion graphics, 3D visualization, and more.

By entering the contest, your students will **receive valuable feedback** from a panel of industry professionals and have the chance to **win prizes, certificates, badges, and career opportunities**.

This is a chance for your students to **gain recognition and boost their confidence**, inspiring them to pursue their passion with even greater determination.



Visual Effects



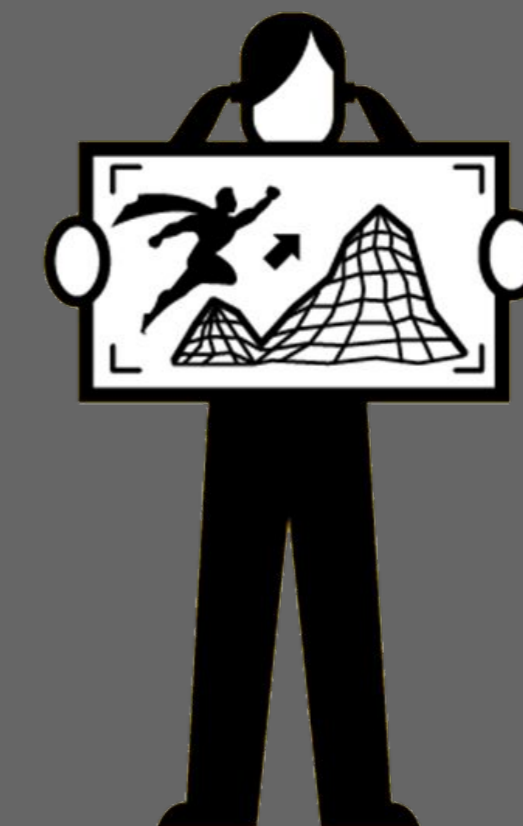
Animation



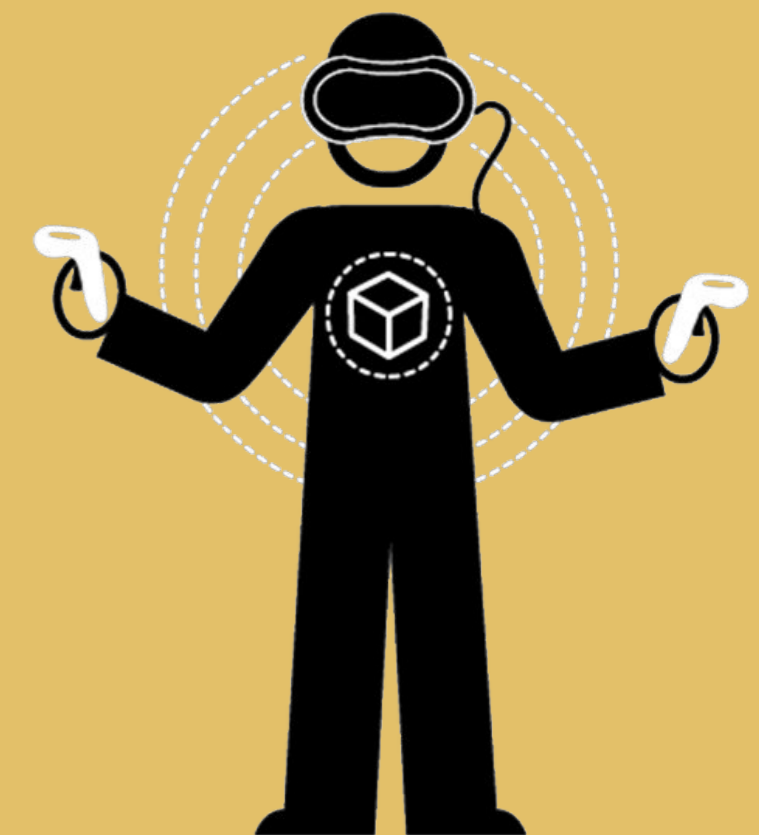
Games



Design



Art



More...

THE OSCARS OF EMERGING TALENT

Widely considered as the **ultimate launchpad for students**, and likened to the "Oscars of emerging talent" due to its unparalleled ability to propel careers to new heights.

Entrants

5K

Schools

500+

Media Uploads

80K

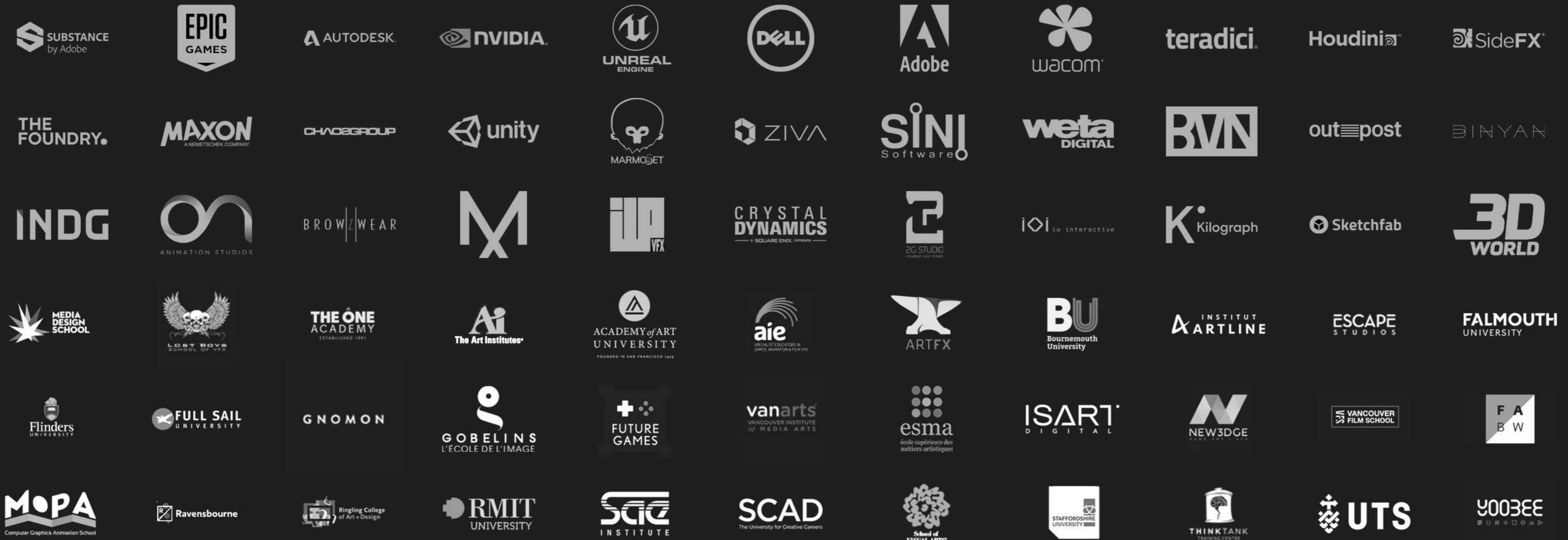
Judges

150+



SUPPORTED BY TOP SCHOOLS & COMPANIES

We're proud to be supported by some of the world's most renowned schools and companies.



IMPORTANT DATES FOR YOUR CALENDAR

We follow a fixed schedule every year, so please mark these dates in your calendar

OPEN

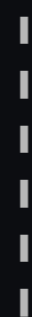
March 7



Eligible students can
submit their work

CLOSED

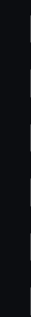
June 1



Entries must be submitted
before this date

FINALISTS

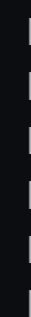
June 30



All category finalists
are announced

WINNERS

July 16



All category winners
are announced

BENEFITS FOR YOUR STUDENTS

Industry Ranking: Our panel of expert judges review every entrant and rank them based on their skills related to their chosen field of interest.

Recognition: Entrants, finalists and winners receive recognition from leading professionals in the industry, putting their work in front of potential employers and a global audience of followers.

Career opportunities: Countless past winners have gone on to secure internships and job offers from our partner companies, launching incredible careers in creative industries.



STUDENT TESTIMONIALS

"I've been a Rookie of the Year winner, and now I'm an official judge, which is amazing! I now get to impart the expertise I learned, and get to see first-hand the amazing talent coming through each year that encourages me to keep pushing my own skills."



Rafael Gonzalez Quinones

Animator, Floating Rock Studios

"I won an internship thanks to the Rookies back in 2013. I worked in London for three months to work as a texture artist on a feature film, and was offered a full-time role. Entering the Rookie Awards was an amazing experience and a great start for my career."



Rachel Christin

Visual Development Artist, HARI

BENEFITS FOR YOUR SCHOOL

Increased visibility and reputation: Being ranked in a prestigious school ranking can give a school more visibility and enhance its reputation, which can attract potential students and increase enrollment.

Competitive advantage: Appearing in a top school ranking can give a school a competitive advantage over other schools in the same category or region, as it can showcase the school's quality, excellence and success.

Fundraising and partnerships: High rankings can also help schools to attract funding and partnerships, as investors and organizations are often interested in supporting schools that have achieved notable success and recognition.



SCHOOL TESTIMONIALS

“The Rookie Awards are the most important student award globally as it has a credibility that others just don’t have. It uses industry to assess and judge student work and discounts for any school flooding the awards with entries.”



Darryn Melrose

General Manager Design of Media Design School



Scott Thompson

Co-Founder, Think Tank Training Centre

IMPORTANCE OF STUDENT PARTICIPATION

Encouraging your students to enter the Rookie Awards isn't just about giving them a chance to showcase their talents. It's also about **boosting your school's reputation** on a global scale.

The more students you have participating and winning in the competition, the better chance your school has of appearing on the **Global School Rankings**.

This means increased visibility and recognition for your institution, which can lead to more enrollments and a competitive edge in the industry.

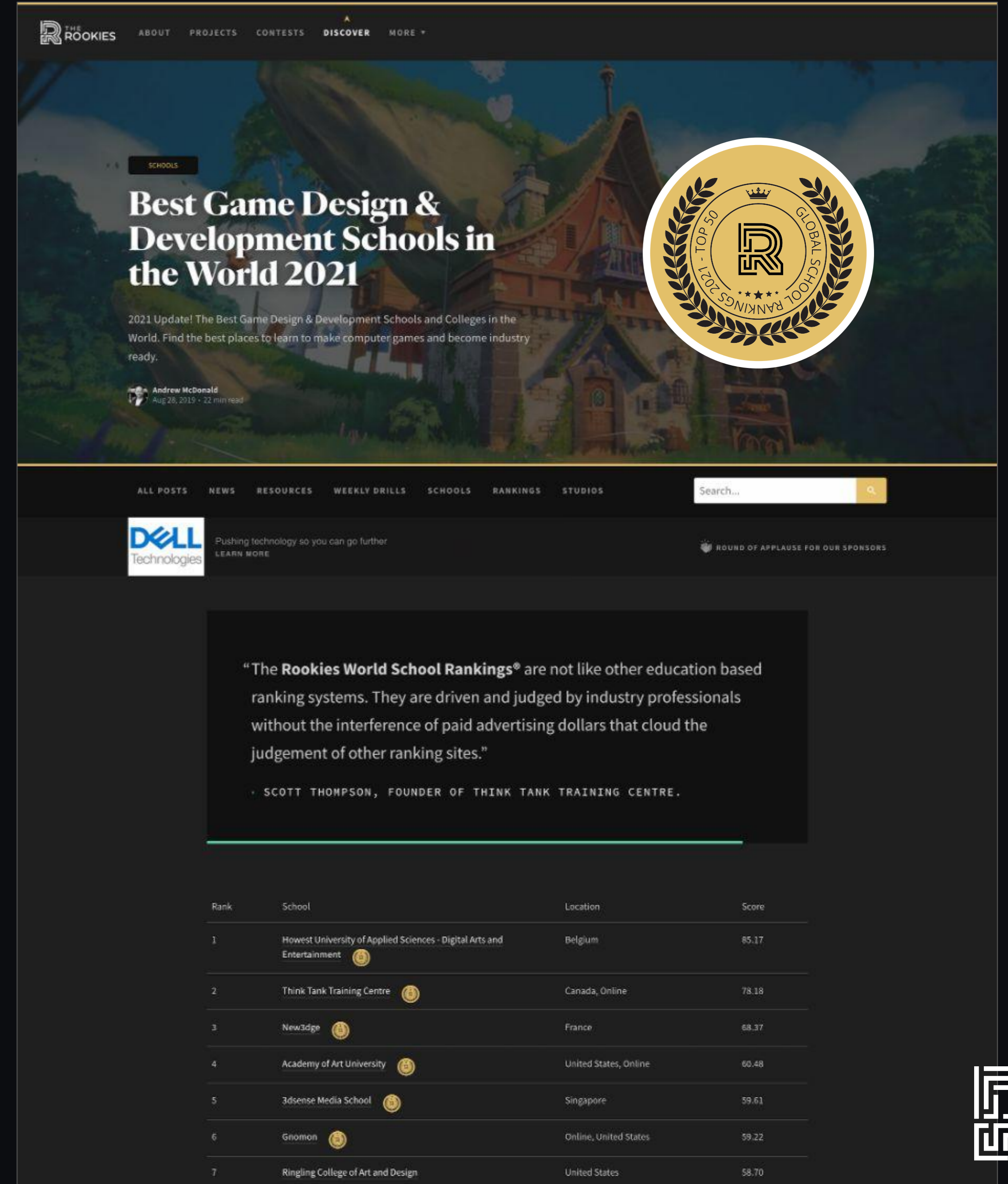


ROOKIES GLOBAL SCHOOL RANKINGS®

At The Rookies, we know that a school's reputation is crucial to attracting top talent and securing funding. That's why we developed the Rookies Global School Rankings®, a **respected and trusted ranking system based on student performance.**

Our rankings are unique as they are **based on the quality and performance of student work completed at school.**

We collect data by asking students to submit their best work to the Rookie Awards for review by our industry panel. On average, **5,000 portfolios from over 500 schools and colleges** around the world are submitted each year which provides us with a wealth of interesting data.



The screenshot shows the Rookies website interface. At the top, there is a navigation menu with 'THE ROOKIES' logo and links for 'ABOUT', 'PROJECTS', 'CONTESTS', 'DISCOVER', and 'MORE'. The main content area features an article titled 'Best Game Design & Development Schools in the World 2021' with a 'SCHOOLS' tag. A large gold badge on the right side of the article reads 'GLOBAL SCHOOL RANKINGS 2021 - TOP 50'. Below the title, there is a sub-headline: '2021 Update! The Best Game Design & Development Schools and Colleges in the World. Find the best places to learn to make computer games and become industry ready.' The author is listed as Andrew McDonald, dated Aug 26, 2019, with a 22 min read time. Below the article, there is a navigation bar with 'ALL POSTS', 'NEWS', 'RESOURCES', 'WEEKLY DRILLS', 'SCHOOLS', 'RANKINGS', and 'STUDIOS', along with a search bar. A Dell Technologies logo is visible with the tagline 'Pushing technology so you can go further'. Below this, there is a testimonial from Scott Thompson, Founder of Think Tank Training Centre, stating: 'The Rookies World School Rankings® are not like other education based ranking systems. They are driven and judged by industry professionals without the interference of paid advertising dollars that cloud the judgement of other ranking sites.' Below the testimonial is a table listing the top 7 schools.

Rank	School	Location	Score
1	Howest University of Applied Sciences - Digital Arts and Entertainment	Belgium	85.17
2	Think Tank Training Centre	Canada, Online	78.18
3	NewEdge	France	68.37
4	Academy of Art University	United States, Online	60.48
5	3dsense Media School	Singapore	59.61
6	Gnomon	Online, United States	59.22
7	Ringling College of Art and Design	United States	58.70



HOW ARE RANKINGS CALCULATED?

We believe that **traditional school rankings are not adequate** when ranking the best creative schools and colleges. This might work in industries with more traditional career paths, however, when it comes to technical and creative roles, such as Visual Effects, Feature Animation and Games, it's a little more complicated.

This is why each student is reviewed by members of a judging panel which includes **150+ highly influential and respected industry veterans**. To formulate these rankings, we ask the judges to review portfolios from students based on criteria including — creative skills, technical skills, presentation, variety of skills, complexity, raw talent, and employment potential.

GET NOTICED WITH OFFICIAL BADGES

Show off your school's achievements and get noticed with the official Rookie Awards badges. Our badges are a symbol of excellence in the creative industry and can **increase lead generation by up to 4 times** when added to your school's website or marketing materials.

With badges for each creative industry, there's a badge for every school, from honorable mentions to top rankings. Add the badges to your website, email signature, or social media accounts to showcase your school's dedication to nurturing and recognizing emerging talent.



Global School Rankings 2021

Awarded to Schools that ranked highly in the Rookies Global School Rankings 2021.

[View Rankings](#)



Global School Rankings 2022

Awarded to Schools that ranked highly in the Rookies Global School Rankings 2022.

[View Rankings](#)



Global School Rankings 2020

Awarded to Schools that ranked highly in the Rookies Global School Rankings 2020.

[View Rankings](#)



Global School Rankings 2019

Awarded to Schools that ranked highly in the Rookies Global School Rankings 2019.

[View Rankings](#)

THE VALUE OF CUSTOM TROPHIES

Our trophies are not just beautiful works of art, but they also serve as powerful symbols of your school's success. Winning is a great achievement, and having a physical trophy to showcase in your school can **help you stand out in a competitive market.**

Our custom-made trophies are crafted with precision and attention to detail, making them the **perfect centerpiece for any school's trophy case.**

By displaying our trophies, you not only **demonstrate your school's commitment to excellence** but also inspire and motivate your students to pursue their creative passions.



PRIMARY CATEGORIES

3D Animation

Dedicated to the artistic style associated with films from Pixar and Dreamworks

Concept Art

Illustration and concept artists who create work for film, games and entertainment

Immersive Media

Category with artists creating virtual reality, augmented reality content

Product Design

Artists who specialise in designing and visualising products in 3D and 2D

Virtual Fashion

Artists who specialise in designing and visualising fashion in 3D

ROOKIE OF THE YEAR

Visual Effects

Creating realistic content for integration into live action plates

Game Development

All aspects of game design and development across all major platforms

Motion Graphics

Projects that feature composited text and 3D elements used in film and television

Architectural Visualisation

Artists who specialise in creating 3D visualisations of architecture

2D Animation

Artists with a primary focus on using 2D animation techniques to tell a story

SPECIALTY CATEGORIES

FILM OF THE YEAR

Visual Effects

Artists that create realistic images for integration into live action plates

2D Animation

Films with a primary focus on using 2D animation techniques to tell a story

3D Animation

Artistic style associated with films from Pixar and Dreamwork

GAME OF THE YEAR

PC & Console

Showcase of game development for major platform games

Mobile

Showcase of game development for major mobile apps

Immersive Media

Game development for evolving VR/AR/MR devices

TIPS & BEST PRACTICES

FOR STUDENTS

Showcase your strengths: Focus on your best work and present it in a way that highlights your skills and talents.

Pay attention to detail: Ensure that your submission is free of errors and shows attention to detail.

Get feedback: Before submitting your work, seek feedback from peers, instructors, or professionals in your field.

Follow the guidelines: Make sure you understand the submission guidelines and requirements, and follow them closely.

FOR SCHOOLS

Create Portfolios: Help your students create portfolios to get them familiar with our tools and processes.

Promote collaboration: Encourage students to work together on projects and to collaborate with other students and professionals in the industry.

Schedule a webinar session: Encourage students to attend one of our webinar sessions where we provide helpful tips for creating a winning submission.

Promote the Awards: Spread the word about The Rookies Awards across your school by putting up our posters and sharing information on social media.

NEXT STEPS

By encouraging your students to enter the contest, you are not only giving them an opportunity to showcase their talent but also contributing to your school's position on the Global School Rankings.

To get started, follow these next steps:

- Reach out to our team so we can help!
- Get students to register on The Rookie website
- Encourage your students to participate
- Stay up-to-date with important dates and deadlines
- Share your school's success with the world!





**GET IN TOUCH
WITH US**

www.therookies.co

hello@therookies.co