

AKTASHIF

THE CANON AKTASHIF PROGRAM

TURN YOUR PASSION INTO A VIABLE AND REWARDING CREATIVE CAREER!

The Canon AKTASHIF Program is a competition created by Canon to discover and develop the region's next generation of photographers, videographers and creative professionals.



1. How does the program work?

The Canon AKTASHIF Program is an annual competition that helps youth launch creative careers. The program is open to participants ages 14-25 residing in the Middle East.

The program is divided into four modules. Collectively, these modules lead youth through the process of designing and launching a successful creative business. The first module challenges youth to find their artistic voices. Modules 2-4 guide youth through the process of developing a business concept, portfolio and website.

Program participants receive access to a video series featuring Canon Storytellers, and photography club teachers can access free resources to support participants at their schools on The Canon AKTASHIF Program website.

2. Are there prizes?

Yes! Participants who complete all four modules by 15 December 2020 will be eligible to win the Grand Prize, which includes:

- 15,000 AED cash prize
- 15,000 AED worth of Canon products
- A year-long membership at a local entrepreneurship incubator where the winner can launch his or her business

In addition, Canon will select 12 module winners throughout the year who will each receive an award and an M50 Canon camera. Winners will also be featured on Canon's social media channels.

3. When is the program happening?

The Canon AKTASHIF Program will run from June 2020 to December 2020.

The Canon AKTASHIF Program Video Series	
Video Series	
Video Series Released	June and July 2020
The Canon AKTASHIF Program School Clubs	
Teacher Trainings	
Teacher Trainings Take Place	Dates to be released soon
School Club Resources	
Resources Released	Dates to be released soon
The Canon AKTASHIF Program In-person Masterclass Calendar	
Masterclasses	
Masterclasses Take Place	Dates to be released soon
The Canon AKTASHIF Program Competition Calendar	
Module 1: Discover Your Creative Voice	
Module 1 Released	28 June 2020
Module 1 Due	1 August 2020
Module 1 Winner Announced	August 2020
Module 2: Start Your Creative Journey	
Module 2 Released	1 September 2020
Module 2 Due	15 October 2020
Module 2 Winner Announced	October 2020
Module 3: Pursue Your Creative Passion	
Module 3 Released	15 October 2020
Module 3 Due	15 November 2020
Module 3 Winner Announced	November 2020
Module 4: Unleash Your Creative Career	
Module 4 Released	15 November 2020
Module 4 Due	15 December 2020
Module 4 Winner Announced	December 2020
Grand Prize	
Grand Prize Winner Announced	December 2020



5. I want to participate. How do I enroll?

Simply download the modules that have been released and submit your work through the program **website**.

6. If I submit work for just one module, will I be qualified to compete for the Grand Prize?

No. Only participants who complete all four modules by 15 December 2020 will be eligible to compete for the Grand Prize.

7. If I miss the first modules, can I still compete?

Yes! You can join the competition

complete all four modules by 15 December 2020, you will be eligible to compete for the Grand Prize.

8. How do I learn more?

To learn more about The Canon AKTASHIF Program and sign up for our newsletter, visit the program **website**. For questions, email **aktashif@canon-me.com**.