

# 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. Teachers and professors can access free resources to support participants at their schools and universities on The Canon AKTASHIF Program website.

### **2. Are there prizes?**

Yes! Participants who complete all four modules by 29 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 Videos, Workshops and Resources	
<b>Video Series</b>	
Video Series Released	June - December 2020
<b>Creative Career Resources for Students</b>	
Resources Released	November 2020

The Canon AKTASHIF Program Competition Calendar	
<b>Module 1: Discover Your Creative Voice</b>	
Module 1 Released	28 June 2020
Module 1 Due	29 December 2020
<b>Module 2: Start Your Creative Journey</b>	
Module 2 Released	4 October 2020
Module 2 Due	29 December 2020
<b>Module 3: Pursue Your Creative Passion</b>	
Module 3 Released	1 November 2020
Module 3 Due	29 December 2020
<b>Module 4: Unleash Your Creative Career</b>	
Module 4 Released	15 November 2020
Module 4 Due	29 December 2020
<b>Prizes</b>	
Module Winners Announced	January 2021
Grand Prize Winner Announced	January 2021



**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 29 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 midway through. As long as you complete all four modules by 29 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](mailto:aktashif@canon-me.com).