

6

JOIN THE

CALLING ALL CREATIVES...

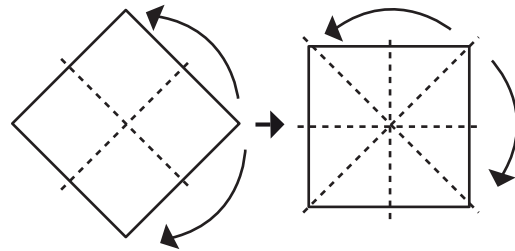
ORIGOROUS

PROJECT



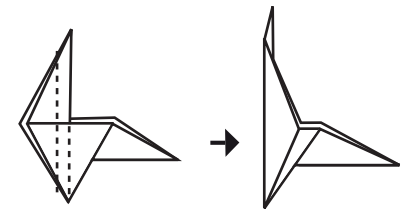
1

Fold paper in half horizontally as well as diagonally so that the paper is creased on all of the dashed lines.



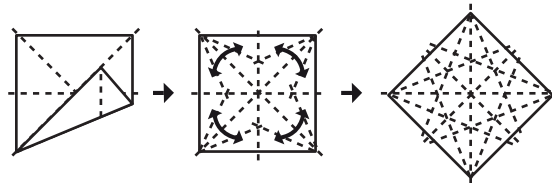
6

Open both sides of this side and fold back along the crease line as shown.



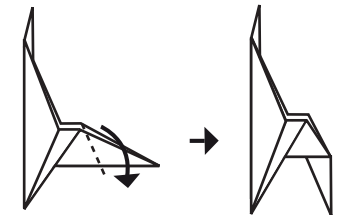
2

Fold each quarter in half diagonally and and reopen as shown. Do this to all the quaters. Turn the paper 90 degrees so it is sitting like a diamond.



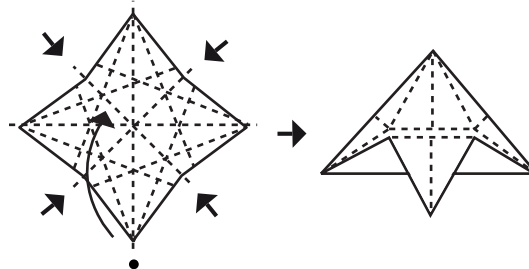
7

Reverse fold the back legs as shown.



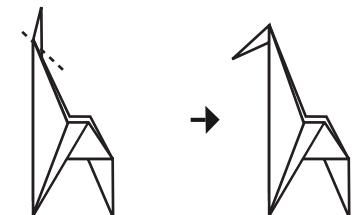
3

Fold the dotted corner up, but while doing so fold the top point forwards and down to create a triangle flap as shown. Use the creases created in step 2 as a guide.



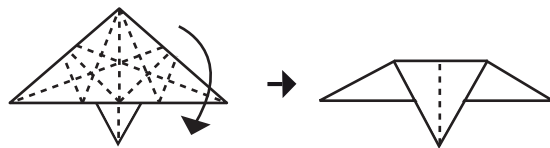
8

Reverse fold down to create the giraffes head as shown.



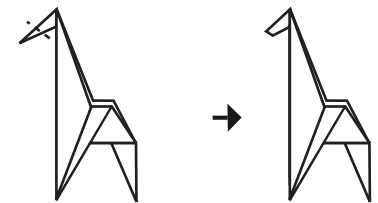
4

Flip the model over and repeat on the other side.



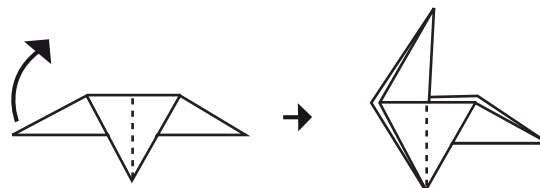
9

Inverse reverse fold the tip of the head to square it off.



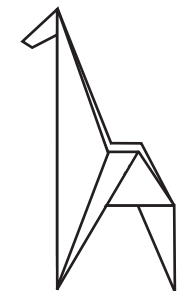
5

Fold left side up inside the model like shown.



10

Take a photo of your giraffe and post it with your details on the 10FOLD Facebook wall:
www.Facebook.com/10FoldCreative



/. ABOUT THE ORIGARMY PROJECT

1 WHAT IS ORIGARMY?

The OrigArmy Project is the creation of Melbourne based Digital Creative Agency 10FOLD.

The idea behind OrigArmy is for creatives to make and share their unique 10 OrigArmy animals by applying their own personal style to each one. It is an opportunity for creatives to showcase their original flair, achieve recognition for their work and develop an online community to inspire ideas around the globe.

2 HOW DOES IT WORK?

The project will be running for 10 months, beginning on 01 February 2013 through to 15 December 2013. At the beginning of each month, the instructions for each OrigArmy animal will be available for download from www.10FOLD.com.au/OrigArmy

To enter, simply construct your OrigArmy animal, take a photo and post it with your details on the 10FOLD Facebook wall. There will be a monthly winner and an overall annual winner.

3 WHO CAN ENTER?

Anyone can enter - whether you are an illustrator, designer, photographer, OrigArmy-ist, student, school or company. There are no limitations on how you style your OrigArmy animal, it can be a printed photograph, graffiti, wallpaper pattern or even manual style arts and crafts. The choice is yours!

4 HOW DO I ENTER?

- 4a. Download the instructional PDF each month from www.10FOLD.com.au/OrigArmy. Open the PDF in Adobe Illustrator or Photoshop and superimpose your unique design over the top of the diagram.
- 4b. Print off the page trimming the image to the square shape.
- 4c. Follow the OrigArmy instructions in the PDF to construct your animal.
- 4d. Take a photo of your masterpiece. Smart phone specs are standard.
- 4e. Visit www.Facebook.com/10FoldCreative and post the image accompanied by your full name, location, institute or company and email address on the 10FOLD Facebook page.
- 4f. All entries will then be published on www.Facebook.com/10FoldCreative page for public viewing and voting.
- 4g. Sign up to the 10FOLD newsletter at www.10FOLD.com.au to receive the announcement of the winners at the end of each month.
- 4h. Winners will be announced on the 5th of each month. Should the 5th fall on a weekend, the winner will be announced on the following business day. Don't forget to 'like' your favourites and share your creation with your friends to help your chances of winning!
- 4i. Return to www.10FOLD.com.au/OrigArmy at the start of each month to download your next OrigArmy challenge.

5 ARE THERE PRIZES TO BE WON?

Yes. Prizes will be awarded based on the number of likes received on the 10FOLD Facebook page www.Facebook.com/10FoldCreative.

There are also prizes for the runner up each month, as well as a 'Platinum Origrammy Award' for the OrigArmy receiving the most likes throughout 2013.

See page 3 for a full list of prize details.

6 TERMS AND CONDITIONS

- 6a. The OrigArmy project is open to residents from all over the world and multiple entries are accepted, however every entry must be submitted separately
- 6b. Entries must not be of an offensive nature and 10FOLD reserve the right to disqualify any entry deemed inappropriate for publication.
- 6c. Entries for August's Giraffe OrigArmy are accepted from 01 August 2013 until 31 August 2013.
- 6d. Although the entry remains property of the entrant, the name and photograph of the winner may be used for promotional purposes by 10FOLD.
- 6e. Voting for August's Giraffe OrigArmy will commence the 01 August 2013 and will finish on the 31 August, 2013.

/. ORIGARMY PROJECT AWARDS

PLATINUM ORIGRAMMY AWARD

The OrigArmy receiving the most likes throughout 2013 will receive the Platinum Origrammy Award consisting of:

WINNING IMAGE OVER THE YEAR WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

AS WELL AS THE EXPOSURE, PLATINUM ORIGRAMMY WINNERS WILL RECEIVE:

- iTUNES GIFT VOUCHER
- SIGNED COPY OF PATTI ASTORS 'FUN GALLERY' BOOK
- SIGNED POSTER OF THE PATTI ASTOR'S 'FUN GALLERY'
- LIMITED EDITION FUN GALLERY T-SHIRT BY BURN CLOTHING.

GOLD AWARD

The OrigArmy receiving the most likes each month will receive the Gold Award consisting of:

WINNING IMAGE EACH MONTH WILL BE DISPLAYED TO OVER 15,000 VIEWERS VIA:

- 10FOLD WEBSITE
- 10FOLD MONTHLY E-NEWSLETTER
- 10FOLD FLICKR
- 10FOLD BEHANCE
- 10FOLD COROFLOT
- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

AS WELL AS THE EXPOSURE, GOLD WINNERS WILL RECEIVE:

- iTUNES GIFT VOUCHER

SILVER AWARD

The OrigArmy receiving the top 10 likes will receive the Silver Award consisting of:

TOP 10 IMAGES PER MONTH WILL BE DISPLAYED TO OVER 2,000 VIEWERS VIA:

- 10FOLD FACEBOOK
- 10FOLD BLOG
- 10FOLD TWITTER

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GIRAFFE

10 FACTS ABOUT GIRAFFES

1. Giraffes have the longest tail of any land mammal. Their tails can be up to 2.4 metres long including the tuft at the end!
2. A giraffe's heart is 60 centimetres long and weighs about 11 kilograms.
3. Giraffes spend between 16 and 20 hours a day feeding, eating up to 35 kilograms of food a day.
4. Giraffes can rest standing up, usually only sleep 5 minutes at a time.
5. Giraffes are only found naturally in Africa.
6. A giraffe's tongue is black and up to 46 centimetres long.
7. Giraffes are the tallest animal in the world.
8. A giraffe is strong enough to kill a lion, which is their only real predator.
9. Giraffes have never been observed bathing.
10. Giraffes use their markings to camouflage themselves among trees.