



25th

**APPLIED
ARTS
AWARDS**

2017 CATEGORIES

TABLE OF CONTENTS

Community

03

Photography

08

Illustration

12

Design

16

Advertising

26

Student

34



IMPORTANT INFORMATION

- Single** One piece
Series Up to three pieces from the same project unless indicated otherwise

Only digital entries are accepted for this competition.

The contest is open only to companies, studios and freelancers operating in Canada. The population of your community determines your eligibility, and you may select one of the following to enter:

- Population Less than 100,000
- Population Between 100,001 and 500,000
- Population Above 500,000*

* This category is for professionals who are neighbourhood- or community-focused in larger cities, and who don't feel they fit our other awards competitions.

Note that when you reach the Online Entry Form, you will be asked to select your population size once you have selected a category.

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/community_awards and click on Preparing Entry Material.

PHOTOGRAPHY

CO/01	Advertising Photography	Single
CO/02	Advertising Photography	Series
	Used in print, out-of-home, billboard, digital advertising etc.	
CO/03	Corporate Photography	Single
CO/04	Corporate Photography	Series
	Ex. for use in annual reports, internal business communications, corporate websites and newsletters, etc.	

CO/05	Lifestyle Photography	Single
CO/06	Lifestyle Photography	Series
	Ex. travel, food, fashion, wedding, beauty, homes, gardens, nature, landscape, wildlife photography	
CO/07	Editorial Photography	Single
CO/08	Editorial Photography	Series
	Cover or interior editorial photography from books, magazines or news. Submit pages or spreads	
CO/09	Portrait Photography	Single
CO/10	Portrait Photography	Series
CO/11	Public Service/Charity Photography	Single
CO/12	Public Service/Charity Photography	Series
	Photography for governments, non-profits and charities	
CO/13	Unpublished/Personal Photography	Single
CO/14	Unpublished/Personal Photography	Series
CO/15	Miscellaneous Photography	Single
CO/16	Miscellaneous Photography	Series
	Photography that cannot reasonably fit in any other category, i.e. experimental etc.	
CO/17	Motion	Single
CO/18	Motion	Series
	To be judged on cinematography. All files to be supplied in QuickTime (.MOV) or MP4 format. Maximum 5 minutes for a single video	

ILLUSTRATION

CO/19	Advertising Illustration	Single
CO/20	Advertising Illustration	Series
	Used in print, out-of-home, billboard, digital advertising etc.	
CO/21	Corporate Illustration	Single
CO/22	Corporate Illustration	Series
	Ex. for use in annual reports, internal business communications, corporate websites and newsletters, etc.	
CO/23	Editorial Illustration	Single
CO/24	Editorial Illustration	Series
	Cover or interior editorial illustration from books, magazines or news. Submit pages or spreads	

CO/25	Lifestyle Illustration	Single
CO/26	Lifestyle Illustration	Series
	Ex. travel, food, fashion, beauty, homes, gardens, nature, landscape, wildlife illustration	
CO/27	Portrait Illustration	Single
CO/28	Portrait Illustration	Series
CO/29	Cartoon/Comic Illustration	Single
CO/30	Cartoon/Comic Illustration	Series
CO/31	Public Service/Charity Illustration	Single
CO/32	Public Service/Charity Illustration	Series
	Illustrations for governments, non-profits and charities	
CO/33	Unpublished/Personal Illustration	Single
CO/34	Unpublished/Personal Illustration	Series
CO/35	Miscellaneous Illustration	Single
CO/36	Miscellaneous Illustration	Series
	Illustration that cannot reasonably fit in any other category, i.e. experimental etc.	
CO/37	Motion	Single
CO/38	Motion	Series
	To be judged on animation. All files to be supplied in QuickTime (.MOV) or MP4 format	

DESIGN

CO/39	Corporate Design	Single
CO/40	Corporate Design	Series
	Ex. annual reports, corporate responsibility reports, brochures	
CO/41	Logo Design	Single
CO/42	Logo & Brand Identity Design	Series
	Series can include notepads, business cards, signage, invoices or any other use of logos or wordmarks	
CO/43	Editorial Design	Single
CO/44	Editorial Design	Series
	Page, cover or spread from a book, magazine or newspaper	

CO/45	Packaging Design	Single
CO/46	Packaging Design	Series
	A series is up to three different design pieces for the same brand or product (for example, beer bottles and case, a line of cosmetic packaging, a line of frozen dinners, etc.)	
CO/47	Public Service/Charity Design	Single
CO/48	Public Service/Charity Design	Series
	Work for government, non-profit organizations or fundraising	
CO/49	Design Miscellaneous	Single
CO/50	Design Miscellaneous	Series
	Any design entry that does not fall into any other listed category. Entries will be judged on their individual design merits	
CO/51	Entire Design Program	Campaign
	FIVE to NINE different design pieces created as part of an identity for the same event, product, service or organization (for example, logo applications, stationery, notepads, business cards, posters, etc.)	
CO/52	Entire Packaging Program	Campaign
	FIVE to NINE different packaging pieces designed as part of a family of packages for the same event, brand, product, service or organization	

ADVERTISING

CO/53	Print Advertising	Single
CO/54	Print Advertising	Series
	Ads in consumer or trade magazines, newspapers, etc.	
CO/55	Out-of-Home	Single
CO/56	Out-of-Home	Series
	Ads created for a billboard, bus shelter, subway station, airport, washroom, shopping mall, etc.	
CO/57	Public Service/Charity	Single
CO/58	Public Service/Charity	Series
	Ads created for government, non-profit organizations or fundraising	
CO/59	Promotional Advertising	Single
CO/60	Promotional Advertising	Series
	Ex. direct mail, brochures, media kits, leaflets, self-promotions	

CO/61	TV/Cinema Commercials	Single
CO/62	TV/Cinema Commercials	Series
	Traditional, educational or infomercials, under 90 seconds	
CO/63	Radio Commercials	Single
CO/64	Radio Commercials	Series
	Traditional, educational or infomercials, under 90 seconds	
CO/65	Miscellaneous Advertising	Single
CO/66	Miscellaneous Advertising	Series
	Advertising that doesn't fit in the above categories (i.e. experiential/event, etc.)	
CO/67	Entire Advertising Campaign	Campaign
	Note: Entire campaign entries should be supplied in the form of a campaign video, uploaded or viewable by URL. Entries should consist of five to nine ads from at least TWO of the following: print, broadcast, digital or collateral.	

INTERACTIVE

CO/68	Website Design	Single
	A single website on any topic (ex. corporate, lifestyle, etc.). All sites should be live and a URL provided during entry	
CO/69	Apps	Single
	Applications designed for mobile or desktop. Can include games, productivity, news, education, lifestyle, shopping, etc. Link to app/game as well as screencast/video walkthrough must be provided to represent entry	
CO/70	E-Marketing	Single
	Commercial messages, newsletters or advertisements sent by e-mail. Entrants may submit more than one sample of work	
CO/71	Digital Content Miscellaneous	Single
	Games for play or promotion, digital magazines, viral/social promotions/content, augmented and virtual reality applications	
CO/72	Entire Online Campaign	Campaign
	An ad campaign that includes only online elements. A minimum of two online elements are required and can include a website, ads, microsite, apps, social media and e-mail	



IMPORTANT INFORMATION

- Single** One piece
Series Up to five pieces from the same project unless indicated otherwise

Only digital entries are accepted for this competition.

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/photography_awards and click on Preparing Entry Material.

PHOTOGRAPHY

PH/01	Advertising Photography	Single
PH/02	Advertising Photography	Series
	Used in print, out-of-home, billboard, digital advertising etc.	
PH/03	Architectural Photography	Single
PH/04	Architectural Photography	Series
	Ex. photographs for architectural and real estate firms	
PH/05	Media Packaging Photography	Single
PH/06	Media Packaging Photography	Series
	Ex. CD/DVD artwork, vinyl packaging, online album artwork	
PH/07	Catalogue	Single
PH/08	Catalogue	Series
	Single pages or spreads accepted. Ex. a PH/07 entry could be one page or one spread. A PH/08 entry could be up to five single pages or five spreads	
PH/09	Complete Book Photography	Series
	Submit one entire book to be reviewed. May submit up to five images of the same book. If you have photographed a portion of a book, use the Editorial Section category	

PH/10	Complete Calendar Photography Submit one entire calendar to be reviewed. Ex. 12-month, 16-month, one-a-day. You may submit up to five separate images from the same calendar.	Series
PH/11	Conceptual Photography	Single
PH/12	Conceptual Photography Photography staged to represent an idea	Series
PH/13	Corporate Photography	Single
PH/14	Corporate Photography Ex. for use in annual reports, internal business communications, corporate websites and newsletters, etc.	Series
PH/15	Cover Photography	Single
PH/16	Cover Photography Covers from magazines, news or books. Series is multiple covers of the same publication	Series
PH/17	Editorial Section Photography	Single
PH/18	Editorial Section Photography Interior editorial photography from magazines or news	Series
PH/19	Fashion & Beauty Photography	Single
PH/20	Fashion & Beauty Photography	Series
PH/21	Homes & Gardens Photography	Single
PH/22	Homes & Gardens Photography	Series
PH/23	Nature, Landscape & Wildlife Photography	Single
PH/24	Nature, Landscape & Wildlife Photography	Series
PH/25	Travel Photography	Single
PH/26	Travel Photography	Series
PH/27	Food Photography	Single
PH/28	Food Photography	Series
PH/29	Packaging Photography	Single
PH/30	Packaging Photography Images that appear on packaging	Series
PH/31	Photojournalism Photography	Single
PH/32	Photojournalism Photography	Series

Digital manipulation, manufactured photo illustrations, added masks, borders, backgrounds, text or other artistic effects are not permitted

PH/33	Poster Photography	Single
PH/34	Poster Photography	Series
	Used on posters, not necessarily advertisements (see: Advertising Photography)	
PH/35	Portrait Photography	Single
PH/36	Portrait Photography	Series
PH/37	Self-Promotion Photography	Single
PH/38	Self-Promotion Photography	Series
	Package or mailer designed for self-promotion. Entry will be judged on images in combination with the final package	
PH/39	Sports Photography	Single
PH/40	Sports Photography	Series
PH/41	Still-Life Photography	Single
PH/42	Still-Life Photography	Series
PH/43	Public Service/Charity Photography	Single
PH/44	Public Service/Charity Photography	Series
	Photography for governments, non-profits and charities	
PH/45	Pro Bono Photography	Single
PH/46	Pro Bono Photography	Series
	Work undertaken voluntarily and without payment as a public service	
PH/47	Limited-Edition/Gallery Photography	Single
PH/48	Limited-Edition/Gallery Photography	Series
	Images with a limited run or that have been showcased in an art gallery	
PH/49	Retail Applications Photography	Single
PH/50	Retail Applications Photography	Series
	Images produced for use on apparel, greeting cards, wrapping paper, or any other retail application	
PH/51	Photo Manipulation	Single
PH/52	Photo Manipulation	Series
	Use of image editing to create special effects. Minor image enhancement or correction not accepted for submission	
PH/53	Photo Illustration	Single
PH/54	Photo Illustration	Series

Use of photo-editing techniques to create collage and montage illustration

PH/55	Unpublished/Personal Photography	Single
PH/56	Unpublished/Personal Photography	Series
PH/57	Miscellaneous Photography	Single
PH/58	Miscellaneous Photography	Series

Photography that cannot reasonably fit in any other category, i.e. experimental etc.

MOTION

PH/59	Cinemagraph	Single
PH/60	Cinemagraph	Series
PH/61	Motion	Single
PH/62	Motion	Series

To be submitted in the form of a .gif (max width 955 pixels, max height 675 pixels)

To be judged on cinematography. All files to be supplied in QuickTime (.MOV) or MP4 format. Maximum 5 minutes for a single video

YOUNG BLOOD

Young Blood categories are open to entrants who have been out of school for three years or less. The highest scoring entrant in the Young Blood Photography categories is eligible for the Young AACE Photography Award.

PH/63	Young Blood Photography	Single
PH/64	Young Blood Photography	Series

Entries may fall into any of the above categories



IMPORTANT INFORMATION

- Single** One piece
Series Up to five pieces from the same project unless indicated otherwise

Only digital entries are accepted for this competition.

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/illustration_awards and click on Preparing Entry Material.

ILLUSTRATION

IL/01	Advertising Illustration	Single
IL/02	Advertising Illustration Used in print, out-of-home, billboard, digital advertising etc.	Series
IL/03	Architectural Illustration	Single
IL/04	Architectural Illustration Ex. photographs for architectural and real estate firms	Series
IL/05	Complete Book Illustration Submit one entire book to be reviewed. May submit up to five images of the same book. If you have illustrated a portion of a book, use the Editorial Section category	Series
IL/06	Complete Calendar Illustration Submit one calendar to be reviewed. Ex. 12-month, 16-month, one-a-day. You may submit up to five separate images from the same calendar.	Single
IL/07	Conceptual Illustration	Single
IL/08	Conceptual Illustration Illustration that represents an idea	Series

IL/09	Corporate Illustration	Single
IL/10	Corporate Illustration Ex. for use in annual reports, internal business communications, corporate websites and newsletters, etc.	Series
IL/11	Cover Illustration	Single
IL/12	Cover Illustration Covers from magazines, news or books. Series is multiple covers of the same publication	Series
IL/13	Editorial Section Illustration	Single
IL/14	Editorial Section Illustration Interior editorial illustration from magazines or news	Series
IL/15	Fashion & Beauty Illustration	Single
IL/16	Fashion & Beauty Illustration	Series
IL/17	Packaging Illustration	Single
IL/18	Packaging Illustration Illustrations that appear on packaging	Series
IL/19	Poster Illustration	Single
IL/20	Poster Illustration Used on posters, not necessarily advertisements (see: Advertising Illustration)	Series
IL/21	Self-Promotion Illustration	Single
IL/22	Self-Promotion Illustration Package or mailer designed for self-promotion. Entry will be judged on images in combination with the final package	Series
IL/23	Public Service/Charity Illustration	Single
IL/24	Public Service/Charity Illustration Illustrations for governments, non-profits and charities	Series
IL/25	Pro Bono Illustration	Single
IL/26	Pro Bono Illustration Work undertaken voluntarily and without payment as a public service	Series
IL/27	Portrait Illustration	Single
IL/28	Portrait Illustration	Series
IL/29	Cartoon/Comic Illustration	Single
IL/30	Cartoon/Comic Illustration	Series

IL/31	Graphic Novel	Single
IL/32	Graphic Novel	Series
	Including character design, layout, visual development, background paintings, storyboards, etc.	
IL/33	Media Packaging Illustration	Single
IL/34	Media Packaging Illustration	Series
	Ex. CD/DVD artwork, vinyl packaging, online album artwork	
IL/35	Limited-Edition/Gallery Illustration	Single
IL/36	Limited-Edition/Gallery Illustration	Series
	Images with a limited run or that have been showcased in an art gallery	
IL/37	Retail Applications Illustration	Single
IL/38	Retail Applications Illustration	Series
	Images produced for use on apparel, greeting cards, wrapping paper, or any other retail application	
IL/39	Photo Illustration	Single
IL/40	Photo Illustration	Series
	Use of photo-editing techniques to create collage, montage and composite illustrations	
IL/41	Unpublished/Personal Illustration	Single
IL/42	Unpublished/Personal Illustration	Series
IL/43	Miscellaneous Illustration	Single
IL/44	Miscellaneous Illustration	Series
	Illustration that cannot reasonably fit in any other category, i.e. experimental etc.	

MOTION

IL/45	Cinemagraph	Single
IL/46	Cinemagraph	Series
	To be submitted in the form of a .gif (max width 955 pixels, max height 675 pixels)	
IL/47	Motion	Single
IL/48	Motion	Series
	To be judged on animation. All files to be supplied in QuickTime (.MOV) or MP4 format	

YOUNG BLOOD

Young Blood categories are open to entrants who have been out of school for three years or less. The highest scoring entrant in the Young Blood Illustration categories is eligible for the Young ACE Illustration Award.

IL/49	Young Blood Illustration	Single
IL/50	Young Blood Illustration	Series

Entries may fall into any of the above categories.



IMPORTANT INFORMATION

Most categories now have the option to send in hard copy entries OR upload digitally.

Use the following legend to determine if you need to send a hard copy or a digital version of your entry.

HC Hard copy
D Digital

We strongly recommend some categories to be submitted in hard copy based on judges' feedback. You will encounter a pop-up when you submit your entry form if you are entering one of these categories.

Single One piece
Series Up to three pieces from the same project unless indicated otherwise

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/design_awards and click on Preparing Entry Material.

DESIGN

DE/01	Annual Report	Single	HC or D
DE/02	Annual Report	Series	HC or D
DE/03	Corporate Social Responsibility Report	Single	HC or D
DE/04	Corporate Social Responsibility Report	Series	HC or D
DE/05	Brochure/Catalogue	Single	HC or D
DE/06	Brochure/Catalogue	Series	HC or D
DE/07	Folder or Leaflet	Single	HC or D
DE/08	Folder or Leaflet	Series	HC or D

DE/09	Logo/Wordmark/Brand Identity	Single	D
DE/10	Logo/Wordmark/Brand Identity	Series	D
DE/11	Logo Applications Consists of stationery, notepads, business cards, signage, invoices or other use of logos or wordmarks. Submit a max. of FIVE samples. If any item is designed on both sides, please submit TWO pieces. You may submit one image containing multiple applications.	Series	HC or D
DE/12	Calendar Submit one calendar to be reviewed. Ex. 12-month, 16-month, one-a-day. You may submit up to three separate images from the same calendar.	Single	HC or D
DE/13	Environmental/Signage	Single	D
DE/14	Environmental/Signage Retail, exhibition, venue and workplace design, and signage programs developed for interior and exterior environments. Content that was originally intended and created for digital format/use is also accepted in this category.	Series	D
DE/15	Retail Applications	Single	HC or D
DE/16	Retail Applications Bags, hangtags, labels, boxes	Series	HC or D
DE/17	Menu	Single	HC or D
DE/18	Menu	Series	HC or D
DE/19	CD, DVD, Sleeve Design	Single	HC or D
DE/20	CD, DVD, Sleeve Design	Series	HC or D
DE/21	Poster	Single	HC or D
DE/22	Poster	Series	HC or D
DE/23	Infographics	Single	HC or D
DE/24	Infographics	Series	HC or D
DE/25	Public Service/Charity Design	Single	HC or D
DE/26	Public Service/Charity Design Work for government, non-profit organizations or fundraising	Series	HC or D
DE/27	Pro Bono Design	Single	HC or D
DE/28	Pro Bono Design Work undertaken voluntarily and without payment as a public service	Series	HC or D

DE/29	Unpublished/Personal	Single	HC or D
DE/30	Unpublished/Personal	Series	HC or D
DE/31	Design Miscellaneous	Single	HC or D
DE/32	Design Miscellaneous	Series	HC or D
	Any design entry that does not fall into any other listed category. Entries will be judged on their individual design merits		
DE/33	Entire Design Program	Campaign	HC or D
	FIVE to NINE different design pieces created as part of an identity for the same event, brand, product, service or organization (if you are including a website as one element, please print screen captures if submitting a hard copy entry)		

PACKAGING DESIGN

Hard-copy entries are suggested but not required.

PD/01	Food	Single	HC or D
PD/02	Food	Series	HC or D
PD/03	Non-Alcoholic Beverages	Single	HC or D
PD/04	Non-Alcoholic Beverages	Series	HC or D
PD/05	Wine/Beer/Spirits	Single	HC or D
PD/06	Wine/Beer/Spirits	Series	HC or D
PD/07	Bath/Beauty/Pharmaceuticals	Single	HC or D
PD/08	Bath/Beauty/Pharmaceuticals	Series	HC or D
PD/09	Home/Garden/Pets	Single	HC or D
PD/10	Home/Garden/Pets	Series	HC or D
PD/11	Clothing/Sports/Leisure	Single	HC or D
PD/12	Clothing/Sports/Leisure	Series	HC or D
PD/13	Electronics/Computers/Entertainment	Single	HC or D
PD/14	Electronics/Computers/Entertainment	Series	HC or D
PD/15	Packaging Design Other	Single	HC or D
PD/16	Packaging Design Other	Series	HC or D

Anything that doesn't fit in the above packaging design categories

PD/17	Entire Packaging Design Program	Campaign	HC or D
	FIVE to NINE different packaging pieces designed as part of a family of packages for the same event, brand, product, service or organization		

PROMOTIONAL DESIGN

Hard copy entries are suggested but not required. For digital promotions, see the Interactive Design section.

DP/01	Announcements/Invitations/Cards/Kits	Single	HC or D
DP/02	Announcements/Invitations/Cards/Kits	Series	HC or D
	POPs, flyers, menus, programs, greeting cards and sales premiums that promote an organization, product, service or event		
DP/03	Artist/Design Firm Promotions	Single	HC or D
DP/04	Artist/Design Firm Promotions	Series	HC or D
DP/05	Premiums/Gift Items/Promotional Apparel	Single	HC or D
DP/06	Premiums/Gift Items/Promotional Apparel	Series	HC or D
DP/07	Design Promotion Miscellaneous	Single	HC or D
DP/08	Design Promotion Miscellaneous	Series	HC or D
	Any promotion design entry that does not fall into any other listed promotion design category, ex. guerilla marketing		
DP/09	Entire Design Promotion Program	Campaign	HC or D
	FIVE to NINE different promotional pieces designed as part of a family for the same event, brand, product, service or organization		

EDITORIAL DESIGN

Hard copy entries are suggested but not required. For digital magazines, see the Interactive Design section.

ED/01	Magazine Page or Spread	Single	HC or D
ED/02	Magazine Article	Single	HC or D
	Multiple pages of one article. Tape all spreads together and submit duplicates for pages to be viewed front and back. Number your pieces, and affix an Entry Form to the back of each page or spread		
ED/03	Magazine Cover	Single	HC or D
ED/04	Magazine Cover	Series	HC or D

ED/05	Complete Magazine Design	Single	HC or D
ED/06	Complete Magazine Design	Series	HC or D
For Single, submit one entire magazine to be reviewed (we recommend a PDF if you are submitting digitally). Series is up to three issues from the same title. If you have designed a portion of a magazine, use the Magazine Article, Cover or Page categories.			
ED/07	Newspaper Page or Spread	Single	HC or D
ED/08	Newspaper Section	Single	HC or D
ED/09	Newspaper Section	Series	HC or D
Interior editorial design of a newspaper section. Submit one section (i.e. Section A) for Single, and up to three for Series			
ED/10	Newsletter, Journal or House Publication	Single	HC or D
ED/11	Newsletter, Journal or House Publication	Series	HC or D
ED/12	Book Cover/Jacket	Single	HC or D
ED/13	Book Cover/Jacket	Series	HC or D
ED/14	Complete Book Design	Single	HC or D
ED/15	Complete Book Design	Series	HC or D
For single, submit one whole book to be reviewed (we recommend a PDF if you are submitting digitally). Series is up to three PDFs books from the same title (i.e. Harry Potter 1-3).			

TYPOGRAPHY DESIGN

Hard copy (originals) are suggested but not required (with the exception of Motion). All Typography entries will be assessed on the use of typography as the primary visual element.

TD/01	Brochure/Catalogue/Folder/Leaflet	Single	HC or D
TD/02	Brochure/Catalogue/Folder/Leaflet	Series	HC or D
TD/03	Typographic Poster	Single	HC or D
TD/04	Typographic Poster	Series	HC or D
TD/05	Announcements/Invitations/Cards/Kits	Single	HC or D
TD/06	Announcements/Invitations/Cards/Kits	Series	HC or D
TD/07	Packaging	Single	HC or D
TD/08	Packaging	Series	HC or D

TD/09	Magazine	Single	HC or D
TD/10	Magazine	Series	HC or D
TD/11	Book	Single	HC or D
TD/12	Book	Series	HC or D
TD/13	Environmental	Single	HC or D
TD/14	Environmental	Series	HC or D
	Typography applied in a physical setting		
TD/15	Identity	Single	HC or D
TD/16	Identity	Series	HC or D
	Typography applied to a brand		
TD/17	Motion	Single	D
TD/18	Motion	Series	D
TD/19	Typography Miscellaneous	Single	HC or D
TD/20	Typography Miscellaneous	Series	HC or D
TD/21	Typography Unpublished/Personal	Single	HC or D
TD/22	Typography Unpublished/Personal	Series	HC or D

TYPEFACE DESIGN

DT/01	Typeface Design	Single	D
DT/02	Typeface Family Design	Series	D

Entry should include complete character set and a text setting. May include headlines, short or long passages of text, sample pages or double-page spreads of book or magazine make-up, or multi-column text. For Series, three to five typefaces within a type family may be submitted

BROADCAST GRAPHICS

DV/01	Broadcast Graphics	Single	D
DV/02	Broadcast Graphics	Series	D

Network/station/sponsor identities, TV program or film title sequences, TV bumpers, online graphics, etc.

CRAFT

Submit print or digital applications, but if it was originally intended for print we strongly suggest you mail in a printed copy based on judges' feedback.

CD/01	Craft Photography	Single	HC or D
CD/02	Craft Photography	Series	HC or D
Entry will be assessed on the use of photography as a design element			
CD/03	Craft Illustration	Single	HC or D
CD/04	Craft Illustration	Series	HC or D
Entry will be assessed on the use of illustration as a design element			
CD/05	Craft Calligraphy/Handlettering	Single	HC or D
CD/06	Craft Calligraphy/Handlettering	Series	HC or D
Entry will be assessed on the use of calligraphy/handlettering as a design element			
CD/07	Craft Motion/Animation	Single	D
CD/08	Craft Motion/Animation	Series	D
Entry will be assessed on the use of motion/animation as a design element			
CD/09	Craft Printing	Single	HC
CD/10	Craft Printing	Series	HC
Entry will be assessed on the use of 2D or 3D printing as a design element			
CD/11	Craft Bindery & Finishing	Single	HC
CD/12	Craft Bindery & Finishing	Series	HC
Entry will be assessed on the use of bindery and finishing techniques as a design element			

INTERACTIVE DESIGN

We also have many interactive categories in Advertising. Check the Advertising Categories PDF if you have e-marketing, online ads, etc.

WEBSITES

DW/01	Business-to-Business	Single	D
Any site designed for business or trade audiences. Can include any type or size of business			

DW/02	Consumer Products Any site designed to promote consumer products, such as electronics, fashion, apparel, household items, automotive, appliances, etc.	Single	D
DW/03	Consumer Packaged Goods Any site designed to promote consumable goods, such as food and beverages, cleaning products, cosmetics, etc.	Single	D
DW/04	Entertainment, Arts & Tourism Any site designed to promote entertainment, arts, cultural events and festivals, heritage sites, hotels, resort destinations, etc.	Single	D
DW/05	Financial Services Any site designed to promote banking, investment, financial planning, insurance services, etc.	Single	D
DW/06	E-Commerce Any site engaging customers in direct sales	Single	D
DW/07	Educational/Reference Any site designed for the presentation of information for learning or reference	Single	D
DW/08	Public Service/Charity Any site designed to raise public awareness of a cause or charity	Single	D
DW/09	Self-Promotion Any site designed for creative services, either for an individual or firm	Single	D
DW/10	Blogs Any site devoted to periodic, dated entries, including diaries/ journals, newswires, blogs, online comic strips, etc.	Single	D
DW/11	Other Services Any site designed to promote services not listed in other categories, including telecommunications, government, utilities, etc.	Single	D

CONTENT

DW/12	Digital Magazines Sites that are online editions or companions to printed trade/ consumer magazines or newspapers, or media sites that are published only online (e.g., e-zines)	Single	D
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DW/13	Gaming All forms of video games and sites designed specifically for play or promotion over some form of computer network	Single	D
DW/14	Digital Promotion Design Promotional design that is web-based or digital-based. Can include commercial messages, newsletters, promo websites. Entrants may submit more than one sample of work if part of the same campaign	Single	D
DW/15	Pro Bono Interactive work undertaken voluntarily and without payment as a public service	Single	D
DW/16	Viral/Social Designs for promotions or content on Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, etc.	Single	D
DW/17	Mobile/Tablet Responsive design for mobile or tablet. Can include digital publishing, websites, etc. Link as well as screencast/video walkthrough must be provided to represent entry	Single	D
DW/18	Apps Applications designed for mobile or desktop. Can include games, productivity, news, education, lifestyle, shopping, etc. Link to app/game as well as screencast/video walkthrough must be provided to represent entry	Single	D
DW/19	Augmented & Virtual Reality Design of a real world environment merging with digital imagery and interfaces. Executed by Oculus Rift, VR headgear, Tag, cameras, QR codes, etc.	Single	D

YOUNG BLOOD

Young Blood categories are open to entrants who have been out of school for five years or less. The highest scoring entrant in the Young Blood categories is eligible for the Young AACE Design Award.

DY/01	Young Blood Design	Single	HC or D
DY/02	Young Blood Design Any application from the Design categories starting on p. 16 (i.e. annual reports, menus, etc.)	Series	HC or D

DY/03	Young Blood Editorial	Single	HC or D
DY/04	Young Blood Editorial	Series	HC or D
	Any application from the Editorial categories starting on p. 19 (i.e. covers, articles, books, spreads, pages, etc.)		
DY/05	Young Blood Packaging	Single	HC or D
DY/06	Young Blood Packaging	Series	HC or D
	Any application from the Packaging categories starting on p. 18 (i.e. pet food, lifestyle, spirits, etc.)		
DY/07	Young Blood Typography	Single	HC or D
DY/08	Young Blood Typography	Series	HC or D
	Any application from the Typography categories starting on p. 20 (i.e. packaging, posters, motion, etc.)		
DY/09	Young Blood Broadcast Graphics	Single	D
DY/10	Young Blood Broadcast Graphics	Series	D
	Network/station/sponsor identities, TV program or film title sequences, TV bumpers, online graphics, etc.		
DY/11	Young Blood Typeface Design	Single	D
DY/12	Young Blood Typeface Family Design	Series	D
	Entry should include complete character set and a text setting. May include headlines, short or long passages of text, sample pages or double-page spreads of book or magazine make-up, or multi-column text. For Series, three to five typefaces within a type family may be submitted.		
DY/13	Young Blood Interactive Design	Single	D
DY/14	Young Blood Interactive Design	Series	D
	Any application from the Interactive Design categories starting on p. 22 (i.e. websites, digital magazines, apps, gaming, etc.)		
DY/15	Young Blood Entire Design Program	Campaign	HC or D
	FIVE to NINE different design pieces created as part of an identity for the same event, brand, product, service or organization. Please submit the material in the format that it was intended to be viewed. If the work is digital, please submit as a digital entry. If the material is physical and would benefit from the judges interacting with it, please submit as hard copy.		



IMPORTANT INFORMATION

Many categories in the Advertising section require physical pieces/photographic representations to be mailed into our office. Digital/URL options are for content that was originally intended and created for digital format/use, e.g. website or motion, or our Interactive Advertising categories.

Use the following legend to determine if you need to send a hard copy or a digital version of your entry.

HC	Hard copy
D	Digital

Do not upload an entry originally intended for print. You will find our mailing address in your entry confirmation email, along with labels to cut out and paper clip or lightly tape to your entries.

We strongly recommend some categories to be submitted in hard copy based on judges' feedback. You will encounter a pop-up when you submit your entry form if you are entering one of these categories.

Single	One piece
Series	Up to three pieces from the same project unless indicated otherwise

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/advertising_awards and click on Preparing Entry Material.

ADVERTISING

AD/01	Consumer Magazine	Single	HC
AD/02	Consumer Magazine	Series	HC
AD/03	Trade Magazine	Single	HC
AD/04	Trade Magazine	Series	HC

AD/05	Newspaper	Single	HC or D
AD/06	Newspaper	Series	HC
AD/07	Billboard	Single	HC or D
AD/08	Billboard	Series	HC
AD/09	Transit Vehicle	Single	HC
AD/10	Transit Vehicle	Series	HC
AD/11	Out-of-Home	Single	HC or D
AD/12	Out-of-Home	Series	HC or D
	Ads created for a bus shelter, subway station, airport, washroom, shopping mall, etc.		
AD/13	Public Service/Charity	Single	HC or D
AD/14	Public Service/Charity	Series	HC or D
	Ads created for government, non-profit organizations or fundraising		
AD/15	Pro Bono	Single	HC or D
AD/16	Pro Bono	Series	HC or D
	Ads undertaken voluntarily and without payment		
AD/17	Copywriting	Single	HC or D
AD/18	Copywriting	Series	HC or D
	To ensure legibility, please send print material enlarged within size limitation: 22 x 26 inches max.		
AD/19	Art Direction	Single	HC or D
AD/20	Art Direction	Series	HC
AD/21	Craft - Image	Single	HC
AD/22	Craft - Image	Series	HC
	Entries will be judged on photography, illustration, photomanipulation, etc. as an advertising element		
AD/23	Craft - Typography	Single	HC or D
AD/24	Craft - Typography	Series	HC
	Entries will be judged on typography as an advertising element. Can submit print or digital applications, but if it was originally intended for print we strongly suggest you mail in a printed copy based on judges' feedback		
AD/25	Craft - Printing	Single	HC
AD/26	Craft - Printing	Series	HC
	Entries will be judged on 2D or 3D printing techniques as an advertising element		

AD/27	Branded Content	Single	HC or D
AD/28	Branded Content	Series	HC or D
	Content intended to entertain, inform or engage while strengthening connection to a brand. Print/out-of-home applications only. See Broadcast section for TV/radio branded content and Interactive Advertising section for web-based/digital branded content		
AD/29	Direct Mail Package - Advertising/Corporate	Single	HC
AD/30	Direct Mail Package - Advertising/Corporate	Series	HC
AD/31	Leaflets, Brochures, Media Inserts	Single	HC
AD/32	Leaflets, Brochures, Media Inserts	Series	HC
	Any flyer, leaflet, brochure, catalogue, advertising supplement or advertorial used as a media insert, as a stand-alone piece, or available in-store		
AD/33	Sales Presentation, Media or Event Kit	Single	HC
AD/34	Sales Presentation, Media or Event Kit	Series	HC
AD/35	Point-of-Purchase/In-Store Ad or Promotion	Single	HC or D
AD/36	Point-of-Purchase/In-Store Ad or Promotion	Series	HC or D
AD/37	Agency Self-Promotion	Single	HC or D
AD/38	Agency Self-Promotion	Series	HC or D
	Print or digital applications		
AD/39	Advertising - Promotional Miscellaneous	Single	HC or D
AD/40	Advertising - Promotional Miscellaneous	Series	HC or D
	Promotional advertising that doesn't fit into any of the above categories		
AD/41	Experiential/Event	Single	HC or D
AD/42	Experiential/Event	Series	HC or D
	Experiencing a brand through sampling, events, stunts, etc.		
AD/43	Advertising - Non-Traditional	Single	HC or D
AD/44	Advertising - Non-Traditional	Series	HC or D
	Any piece that falls outside the conventions of traditional print/TV advertising. Ex. guerilla marketing		
AD/45	Entire Advertising Campaign	Campaign	D
	Note: Entire campaign entries should be supplied in the form of a campaign video, uploaded or viewable by URL. Entries should consist of five to nine ads from at least TWO of the following: print, broadcast, digital or collateral.		

INTERACTIVE ADVERTISING

We also have many interactive categories in Design. Check the Design Categories PDF if you have websites, digital magazines, etc.

AW/01	Online Single	Single	D
AW/02	Online Series Online advertisements of any size and format placed in a designated advertising space	Series	D
AW/03	E-Marketing Commercial messages, newsletters or advertisements sent by e-mail. Entrants may submit more than one sample of work	Single	D
AW/04	Online Video Video shot specifically for distribution online, including video uploaded by marketers or agencies to social networking sites	Single	D
AW/05	Offline Digital Content that is not Internet related, such as digital signage, kiosks, public exhibits and interactive TV	Single	D
AW/06	Viral/Social Use of Twitter, Facebook, YouTube, LinkedIn, Instagram, Snapchat and other social sharing platforms to promote a brand that is not straight digital video	Single	D
AW/07	Branded Content Content intended to entertain, inform or engage while strengthening connection to a brand. See Advertising section for print branded content and Broadcast section TV/radio branded content	Single	D
AW/08	Mobile/Tablet Experiences for mobile or tablet created to promote a brand. Can include digital publishing, websites, apps, etc. Link as well as screencast/video walkthrough must be provided to represent entry	Single	D
AW/09	Augmented & Virtual Reality Real world environment merging with digital imagery and interfaces created to promote a brand. Executed by Oculus Rift, VR headgear, Tag, cameras, QR codes, etc.	Single	D
AW/10	Experimental/Artistic Anything that explores new territory, ideas or technology	Single	D
AW/11	Pro Bono Interactive work undertaken voluntarily and without payment as a public service	Single	D

AW/12	Interactive Miscellaneous Interactive work created to promote a brand that doesn't fit into any of the above categories	Single	D
AW/13	Entire Online Campaign An ad campaign that includes only online elements. A minimum of two online elements are required and can include a website, ads, microsite, apps, social media and e-mail	Series	D
AW/14	Integrated or Environmental Campaign Includes both online and offline elements. The dominant portion of the campaign must be the online elements. A minimum of one offline media platform is required (for integrated, e.g., print, out of home, broadcast, etc; for environmental, a physical installation the user experiences in tandem with online elements)	Campaign	D

BROADCAST

RADIO

RD/01	30 Seconds or Less	Single	D
RD/02	30 Seconds or Less	Series	D
RD/03	Over 30 Seconds	Single	D
RD/04	Over 30 Seconds	Series	D
RD/05	PSA/Charity (any length)	Single	D
RD/06	PSA/Charity (any length)	Series	D
RD/07	Pro Bono	Single	D
RD/08	Pro Bono Work undertaken voluntarily and without payment as a public service	Series	D
RD/09	Craft-Music	Single	D
RD/10	Craft-Music Entries will be judged on the effectiveness of music as an advertising element on the radio	Series	D
RD/11	Craft-Copywriting	Single	D
RD/12	Craft-Copywriting Entries will be judged on the effectiveness of copywriting as an advertising element on the radio	Series	D

RD/13	Craft-Direction	Single	D
RD/14	Craft-Direction	Series	D
	Entries will be judged on the effectiveness of direction as an advertising element on the radio		
RD/15	Craft-Editing	Single	D
RD/16	Craft-Editing	Series	D
	Entries will be judged on the effectiveness of editing as an advertising element on the radio		
RD/17	Branded Content	Single	D
RD/18	Branded Content	Series	D
	Radio content intended to entertain, inform or engage while strengthening connection to a brand		

TELEVISION

TV/01	30 Seconds or Less	Single	D
TV/02	30 Seconds or Less	Series	D
TV/03	Over 30 Seconds	Single	D
TV/04	Over 30 Seconds	Series	D
TV/05	PSA/Charity (Any Length)	Single	D
TV/06	PSA/Charity (Any Length)	Series	D
	Public service announcements and work for non-profits		
TV/07	Pro Bono	Single	D
TV/08	Pro Bono	Series	D
	Work undertaken voluntarily and without payment as a public service		
TV/09	Cinema (Any Length)	Single	D
TV/10	Cinema (Any Length)	Series	D
TV/11	Promotional Video (90 Seconds or Less)	Single	D
TV/12	Promotional Video (90 Seconds or Less)	Series	D
	Any non-broadcast promotional video: infomercials, corporate, educational, special-event videos, etc.		
TV/13	Craft - Editing	Single	D
TV/14	Craft - Editing	Series	D
	Entries will be judged on the effectiveness of editing as an advertising element. Can be television, video or web content		

TV/15	Craft - Music	Single	D
TV/16	Craft - Music	Series	D
Entries will be judged on the effectiveness of music as an advertising element. Can be television, video or web content			
TV/17	Craft - Cinematography	Single	D
TV/18	Craft - Cinematography	Series	D
Entries will be judged on the effectiveness of cinematography as an advertising element. Can be television, video or web content			
TV/19	Craft - Animation	Single	D
TV/20	Craft - Animation	Series	D
Entries will be judged on the effectiveness of animation as an advertising element. Can be television, video or web content			
TV/21	Craft - Direction	Single	D
TV/22	Craft - Direction	Series	D
Entries will be judged on the effectiveness of direction as an advertising element. Can be television, video or web content			
TV/23	Craft - Copywriting	Single	D
TV/24	Craft - Copywriting	Series	D
Entries will be judged on the effectiveness of copywriting as an advertising element. Can be television, video or web content			
TV/25	Branded Content	Single	D
TV/26	Branded Content	Series	D
Content intended to entertain, inform or engage while strengthening connection to a brand. Submissions to be made in the form of video illustrating the campaign in 3 minutes or less. See Advertising section for print branded content and Interactive Advertising section for web-based/digital branded content			

YOUNG BLOOD

Open to entrants who have been out of school for five years or less. The highest scoring entry received within the Young Blood Advertising categories will be eligible for the Young AACE Advertising Award.

AY/01	Young Blood Advertising	Single	HC or D
AY/02	Young Blood Advertising	Series	HC or D
Any application from the Advertising categories starting on p. 26			

AY/03	Young Blood Television	Single	D
AY/04	Young Blood Television	Series	D
	Any application from the Broadcast – Television categories starting on p. 31		
AY/05	Young Blood Radio	Single	D
AY/06	Young Blood Radio	Series	D
	Any application from the Broadcast – Radio categories starting on p. 30		
AY/07	Young Blood Interactive Advertising	Single	D
AY/08	Young Blood Interactive Advertising	Series	D
	Any application from the Interactive Advertising categories starting on p. 29. Entry must be uploaded or viewable by URL		
AY/09	Young Blood Entire Advertising Campaign	Campaign	D
	Entire Campaign entries should be supplied in the form of a campaign video, uploaded or viewable by URL. Can include print and digital elements		



IMPORTANT INFORMATION

- Single** One piece
Series Up to three pieces from the same project unless indicated otherwise

Only digital entries are accepted for this competition.

CATEGORIES

Examples are set in smaller text for categories that may not be self-explanatory

For further instructions on material specifications, visit appliedartsmag.com/student_awards and click on Preparing Entry Material.

DESIGN

DS/01	Design	Single
DS/02	Design	Series
	Single: A single design unit (annual report, brochure, calendar, CD/DVD cover, logo, poster, etc.) Series: Up to three different examples that relate to one another for the same product, brand, service, business or institution	
DS/03	Packaging Design	Single
DS/04	Packaging Design	Series
	Single: One designed piece for any brand or product. Series: Up to three different design pieces for the same brand or product (for example, beer bottles and case, a line of cosmetic packaging, a line of frozen dinners, etc.)	
DS/05	Editorial Design	Single
DS/06	Editorial Design	Series
	Single: One page, cover or spread from a magazine or article. Series: Up to three single pages, covers or spreads from the same project. If entering a book, submit to the Complete Book Design category	
DS/07	Typography Design & Application	Series
	A typeface design and samples of that typeface being applied. Up to three file uploads	

DS/08	Entire Packaging Program Up to SIX different packaging pieces designed as part of a family of packages for the same event, brand, product, service or organization	Campaign
DS/09	Complete Book Design ONE to SIX books of the same series, or an overview video. We recommend submitting a PDF for each book that will show at least a good selection of the exterior and interior pages.	Campaign
DS/10	Entire Design Program Up to SIX different design pieces created as part of an identity for the same event, product, service or organization (for example, logo applications, stationery, notepads, business cards, posters, etc.)	Campaign

ADVERTISING

AS/01	Advertising	Single
AS/02	Advertising One single ad or a series of up to three ads that relate to one another for the same product, brand, service, business or institution	Series
AS/03	Television Advertising	Single
AS/04	Television Advertising One single ad or a series of up to three ads that relate to one another for the same product, brand, service, business or institution	Series
AS/05	Radio Advertising	Single
AS/06	Radio Advertising One single ad or a series of up to three ads that relate to one another for the same product, brand, service, business or institution	Series
AS/07	Entire Advertising Campaign Up to SIX different pieces created as part of a campaign for the same product, brand, service, business or institution. Can be a combination of print and broadcast material	Campaign

INTERACTIVE GAMING

WS/01	Digital Animation A single interactive site or any moving graphics. All sites should be live and a URL provided during entry; for graphics submit an MP4	Single
WS/02	Website Design A single website. All sites should be live and a URL provided during entry	Single

WS/03	Game Design & Development	Single
	Whole or part of a game design. Must be viewable online as a demo/walkthrough or supplied as a QuickTime or MP4 file	
WS/04	Digital Visual Effects	Single
	Sample of computer-generated imagery depicting synthetic worlds and simulated natural environments. Must be viewable online as a demo/walkthrough or supplied as a QuickTime or MP4 file. May submit multiple effects for the same project to a maximum of three	
WS/05	Digital Character Animation	Single
	Sample of character animation demonstrating nuances of timing, dialogue and expression. Must be viewable online as a demo or supplied as a QuickTime or MP4 file. May submit multiple characters for the same project to a maximum of three	
WS/06	Broadcast Graphics	Single
	TV program or film title sequences, TV bumper, etc. Must be viewable online or supplied as a QuickTime or MP4	
WS/07	Complete Interactive/Demo Reel	Campaign
	A single submission of your demo reel. Must be viewable online or supplied as a QuickTime or MP4	
WS/08	Mobile	Single
	Content developed for mobile. Can include digital publishing, apps, games, etc. Link to app as well as screen cast/demo must be provided to represent entry	

PHOTOGRAPHY & ILLUSTRATION

IS/01	Illustration	Single
IS/02	Illustration	Series
	A single image on any topic, or a series of up to three images that relate to one another by topic, scenery or product	
PS/01	Photography	Single
PS/02	Photography	Series
	A single image on any topic, or a series of up to three images that relate to one another by topic, scenery or product	
PS/03	Photo Illustration/Mixed Media	Single
PS/04	Photo Illustration/Mixed Media	Series
	A single image on any topic, or a series of up to three images that relate to one another by topic or product. Images should use photo editing or mixed media to create a collage illustration	

HIGH SCHOOL

- HS/01 High School Advertising**
Single or series of up to three ads in print, television or radio
- HS/02 High School Design**
Single or series of up to three design in packaging, editorial, typography or other design unit (poster, logo, brochure, etc.)
- HS/03 High School Illustration**
Single or series of up to three illustrations, photo illustrations or mixed media
- HS/04 High School Photography**
Single or series of up to three photographs, photo illustrations or mixed media
- HS/05 High School Interactive/Gaming**
Single or series of up to three online elements: website design, animation, digital visual effects, film titles, etc.