



**COMM
UNITY**

2018 ENTRY KIT

TABLE OF CONTENTS

PREPARING TO ENTER THE AWARDS

About the Awards	03
Key Entry Deadlines	03
Eligibility	03
Creative Credits	04
Judges & Scoring	04
Material Requirements	04
How to Enter	05
Fees & Payment	07
Winners	07
Frequently Asked Questions	14
Contact & Disclaimer	17

CATEGORIES

Community

08

ABOUT THE APPLIED ARTS AWARDS

You've got ideas. Now get them noticed.

Launched in 1992, the Applied Arts Awards are the only competition in Canada that recognizes the creative work of professionals across the visual communications sector, from image makers to advertising executives to designers. These awards are your best opportunity to promote your work to an audience of the best and brightest of the industry as well as to potential clients. Over the past 25 years, the Applied Arts Awards have become an international recognition of creative excellence.

Juries of senior-level working industry professionals select all winners. Past jury members have included Patrick Scissons of KBS, Claire Dawson of Underline Studio, Claude Auchu of Ig2boutique, Cosmo Campbell of DDB Canada, Jordan Doucette of Edelman Toronto, and Brian Morgan of *The Walrus*.

KEY ENTRY DEADLINES

January 5, 2018	Photography Illustration
March 9, 2018	Design
May 25, 2018	Community (p. 08) Student
August 24, 2018	Advertising

*We can grant short extensions, but we cannot guarantee one.
Endeavour to have your entry finalized by the posted deadline date.*

ELIGIBILITY

The contests (except for Community, see p. 08) are international and open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts. For eligibility periods, check each individual discipline in this document (pages listed above).

Students may only enter the Student competition.

CREATIVE CREDITS

Once you pay for your entries, credits are FINAL. You can work on your entries, save and log out if you are still collecting credit information. Only proceed with payment once your credits and descriptions are complete.

We will reproduce these credits in the magazine and in our online winners gallery alongside your winning image(s). Credits are reproduced in the order that you specify. Review your credits and their sort order carefully! Only the first 6 credits will appear in print, whereas all of your credits will appear online. A sample credit entry is in the entry form at appliedartsmag.com/myentries.

REMEMBER: After the time of payment, credits will not be changed so carefully review titles, spellings and contact information.

JUDGES & SCORING

As of 2018, all Applied Arts Awards programs are judged online. We no longer accept hard copies for any competition.

Applied Arts contests are judged by panels of highly regarded industry professionals and experts in a rigorous process. Every entry is scored independently on creative merit, technical excellence and suitability for end use. Discussion is not permitted and judges must abstain from voting for their own work. Entries that meet our pre-determined cut-off score are published. Check appliedartsmag.com/awards for lists of judges.

ENTRY MATERIAL REQUIREMENTS

WE NO LONGER ACCEPT HARD COPIES FOR ANY COMPETITION. DO NOT SEND ANY ENTRY MATERIAL TO THE APPLIED ARTS OFFICE OR IT WILL NOT BE JUDGED.

Stills

File Format: JPG, PDF, GIF

File Size: 5 MB maximum, with a maximum width of 1,024 pixels and height of 768 pixels

Resolution: 72 dpi

Colour Mode: RGB

Broadcast (TV, Radio, Digital Video, etc.)

Upload your piece to a video-hosting site such as YouTube or Vimeo, or a non-branded website, and provide the URL. Link must remain active throughout the judging period.

Interactive Web-Based Entries or Apps

Provide the URL in the File Upload section on your entry form. Link must remain active throughout the judging period.

Specific entry material requirements can be found within each awards program starting on p. 08.

HOW TO ENTER

Entering is easy with these four steps.

1. CREATE AN ACCOUNT

Visit the [My Entries](#) page and sign up for an account, or log in if you already have one.

Your account with My Entries will be used to manage all of your entries. Once you've created that account, you can create, edit and pay for entries. Ensure you provide a telephone number and e-mail address that you access regularly should there be a question about your entry.

This site is also where you can log in once you have created your account. To edit your account information, click "Edit" at the top of the My Entries home page once you are logged in.

2. THE ENTRY FORM

ALL entrants must complete an online entry form in My Entries, regardless of payment method, to be eligible for entry.

In My Entries, click "Submit a new entry in one of the awards." Select the award program you want to enter, which will then allow you to review the information included in this entry kit. Then click "Enter Now." Move through the form and include all required fields. Use this entry kit to review categories and their individual material requirements before you choose from the category drop-down menu.

For series entries, only ONE form needs to be submitted per series. Write all the titles in the "Title" field, separated by a slash between each (ex. Title 1/Title 2/Title 3). If you are entering an image as both a Single and as part of a Series, a separate entry form must be created for the single and then for the series, with each entry each containing only the image(s) you want judged.

If your entry is hosted on a site and you choose "URL" as your Entry Format, a separate URL field will appear where you can add your entry website, YouTube or Vimeo video, etc. You may also specify technical requirements, such as recommended browsers, usernames or passwords, although this is not mandatory.

3. FILE UPLOAD

Once you have saved your entry, you will arrive at a "Thank You" page where you can upload files if you have chosen Digital Upload as your entry format—although you can return to do this later so long as the entry is not paid.

Review the material requirements on p. 04 before you upload your files (.jpg, .gif or .pdf only). Any additional material requirements pertinent to the category you're entering can be found in the category descriptions later in this entry kit.

If you arrive at the "Thank You" page and have chosen URL as your entry format, or if you don't want to upload files right away, you have the option to submit another entry into the same award or another award, or proceed to payment.

You also have the option to re-submit your previous entry to another category within the same award. This option will retain the information that you submitted, including credits and description, but you may still change any fields. You will be required to re-select the Entry Category. You will also be required to re-upload any files.

If you are selected as a winner, you will be notified by e-mail. Only then will we require high-resolution files of print work, stills, radio or video. We only accept low-res files on entry to the Applied Arts Awards.

4. REVIEW YOUR CREDITS AND ENTRIES

Review your credits before making final payment to be sure all information is accurate, or save and come back at a later date to add more entries, or to edit any existing unpaid entries.

NOTE: We now require complete credits at the entry stage. This information will be used in both the magazine and in our Winners' Gallery online if your entry is chosen as a winner. See CREATIVE CREDITS on p. 04 for more information.

All entries must be submitted with final credits and paid before the posted deadline, or your entries may not be judged in the competition.

FEES & PAYMENT

Entry fees vary. Check each awards program in this entry kit for entry fees. Pay for all or only some of your entries at any given time—just select which entries you want to pay for.

The payment option is on the My Entries home page. Payments can be made by Interac, Visa, MasterCard or American Express (Amex on Canadian payments only at this time). For U.S. and foreign entries, submit fees in US funds.

We only accept cheque, money order or direct deposit in special circumstances. These cases must be pre-approved. Contact awards@appliedartsmag.com with your request.

If you are entering a piece as both a Single and as part of a Series, ensure there are two separate entries on My Entries—one for the Series and one for the Single. Keep a record of your submissions.

If you are a teacher submitting on behalf of your students for the Student competition, see the payment-related Frequently Asked Questions on p. 16.

WINNERS

Winners receive:

- Their work published in print in one of our awards annuals, read by more than 46,000 creative professionals
- A complimentary copy of the award annual their work appears in
- Their work published online in our Winners' Gallery and Awards Archive
- Digital tear sheets of their work
- A personalized, embossed awards certificate for every winning entry signed
- Their work displayed at related Applied Arts events attended by our network of creative professionals.

When you'll find out the results:

Issue	Notified	Published
Photography	February 2018	Spring 2018
Illustration	February 2018	Spring 2018
Design	April 2018	Summer 2018
Community (p. 08)	July 2018	Fall 2018
Student	July 2018	Fall 2018
Advertising	October 2018	Winter 2018-19

All entrants will be notified of their status via email once judging is complete. At that time, those selected as winners will be required to submit high-res digital files for reproduction. To ensure you don't miss the winners' notifications, add winners@appliedartsmag.com to your contacts. Winners' certificates will be mailed separately, after the corresponding annual is published.



DEADLINE

May 25, 2018

ELIGIBILITY

The contest is open only to companies, studios and freelancers operating in Canada. Only digital entries are accepted for this competition. Students are not eligible to enter.

It is open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts created between January 2017 and May 2018, as long as the work was not entered in last year's Community Awards.

Work must 1) be created by professionals occupied in one of the population brackets outlined below, and 2) be intended for a limited market local to the entrant's town or province. Work that was seen by a national audience is not eligible to enter and should be entered into the Photography, Illustration, Design or Advertising programs instead.

Population Brackets

- Population Less than 100,000
- Population Between 100,001 and 500,000
- Population Above 500,000 (the work must be intended for regional markets only; i.e. a Toronto firm creating something for the Toronto market, or a Vancouver firm creating work not seen outside BC)

Your work will be judged within the context of your population grouping. You may not enter work into more than one population bracket. Note that when you fill out the entry form, you will be asked to select your population size once you have selected a category.

Example

Work produced for a Canada 150 campaign seen only in Saskatoon would be eligible in the 100,001-500,000 population category. Work produced for a Canada 150 campaign that appeared across Canada is not eligible to enter the Community program and should be entered into Advertising instead.

What's My Population?

Use Google, Wikipedia or your town's official website to get an estimate on your town's population. We trust that you will choose the most accurate category you can, and we reserve the right to move your work to a more fitting category if there is a discrepancy. While by no means exhaustive, [here's an example list of some population centres across Canada](#).

FEES

Single: \$50

Series (up to 3 images): \$75

Interactive: \$75

Entire Program or Campaign: \$100

CATEGORIES

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

Examples are set in smaller text for categories requiring further explanation.

For file specs and instructions, see Entry Material Requirements on p. 04.

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
	Any personal work, or work originally shot for a client that was not published	
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. Video must be viewable on a website or a hosting site such as YouTube, Vimeo, etc. 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
Any personal work, or work originally shot for a client that was not published		
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. Video must be viewable on a website or a hosting site such as YouTube, Vimeo, etc.		

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.). If submitting images <i>and</i> URLs, select Digital Upload as your entry format and include any URLs as hyperlinks in an interactive PDF, or select URL as entry format and create a non-branded website or video hosted on YouTube/Vimeo to house all the assets of your design program.		

CO/52	Entire Packaging Program	Campaign
<p>FIVE to NINE different packaging pieces designed as part of a family of packages for the same event, brand, product, service or organization. If submitting images <i>and</i> URLs, select Digital Upload as your entry format and include any URLs as hyperlinks in an interactive PDF, or select URL as entry format and create a non-branded website or video hosted on YouTube/Vimeo to house all the assets of your packaging program.</p>		

ADVERTISING

CO/53	Print Advertising	Single
CO/54	Print Advertising	Series
<p>Ads in consumer or trade magazines, newspapers, etc.</p>		
CO/55	Out-of-Home	Single
CO/56	Out-of-Home	Series
<p>Ads created for a billboard, bus shelter, subway station, airport, washroom, shopping mall, etc.</p>		
CO/57	Public Service/Charity	Single
CO/58	Public Service/Charity	Series
<p>Ads created for government, non-profit organizations or fundraising</p>		
CO/59	Promotional Advertising	Single
CO/60	Promotional Advertising	Series
<p>Ex. direct mail, brochures, media kits, leaflets, self-promotions</p>		
CO/61	TV/Cinema Commercials	Single
CO/62	TV/Cinema Commercials	Series
<p>Traditional, educational or infomercials, under 90 seconds</p>		
CO/63	Radio Commercials	Single
CO/64	Radio Commercials	Series
<p>Traditional, educational or infomercials, under 90 seconds</p>		
CO/65	Miscellaneous Advertising	Single
CO/66	Miscellaneous Advertising	Series
<p>Advertising that doesn't fit in the above categories (i.e. experiential/event, etc.)</p>		
CO/67	Entire Advertising Campaign	Campaign
<p>Entries to be supplied in the form of a campaign video, viewable on a website or a hosting site such as YouTube, Vimeo, etc. Entries should consist of five to nine ads from at least TWO of the following: print, broadcast or digital</p>		

INTERACTIVE

CO/68	Website Design A single website on any topic (ex. corporate, lifestyle, etc.). All sites should be live and a URL provided during entry	Single
CO/69	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
CO/70	E-Marketing Commercial messages, newsletters or advertisements sent by email. Entrants may submit more than one sample of work	Single
CO/71	Digital Content Miscellaneous Games for play or promotion, digital magazines, viral/social promotions/content, augmented and virtual reality applications	Single
CO/72	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 email. Entries to be supplied in the form of a campaign video or non-branded website, viewable at a URL.	Campaign

FREQUENTLY ASKED QUESTIONS

Eligibility	p. 14
Categories	p. 14
Entry Material	p. 15
Rights	p. 15
Payment	p. 16
Winners	p. 16

ELIGIBILITY FAQ

Can students enter? Students may only enter the Student competition. They may not enter any of the professional awards.

I'm a high school student. Can I enter? There are a limited number of categories available for high school students in the Student Awards. The rest of the categories are open only to post-secondary students attending college, university or other type of art school.

CATEGORIES FAQ

Can I enter a piece in multiple categories? Yes. In your account on the My Entries home page, click "Copy" on any entry you've created. Or, after you've finished an entry, click "Submit in another category." A duplicate entry will be created with all the same information. Be sure to change the discipline and entry category to the new one you want to apply to.

Which category does my entry belong in? Often the best way to understand a category is to see previous work that won in that category. Check our [Winners Gallery](#) for examples. If you still have questions regarding our categories or require assistance in selecting the appropriate category, contact awards@appliedartsmag.com.

Is my entry a single or a series? A single means one piece, and series means you are submitting more than one piece of the same project to a maximum of three (Community, Design, Advertising and Student) or of five (Photography, Illustration). If an entry contains more than the specified images, we will either contact you to split the submission into multiple entries, or choose which ones will be judged, so it's best to stick to the indicated numbers for single and series.

What is the Young Blood category? Young Blood is a series of categories open only to entrants who have been out of school for a certain number of years or less (three for Photography and Illustration, and five for Design and Advertising). As with all categories, they are judged on creative excellence, technical merit and suitability for end use, but the jury takes into account the level of professional experience. You will be required to specify the name of the Young Blood entrant to qualify.

ENTRY MATERIAL FAQ

At what specs do I need to submit my entry? Refer to p. 04 for specifications. All programs require low-res files on entry.

Can I submit a hard copy or disk? No. We accept digital entries only for all competitions. Entering is quick and easy, with entry, file upload and payment completed in a few simple steps.

The program crashed. Did I lose everything? No. In My Entries, you will have the opportunity to review your entries saved so far and submit additional entries. This will simply generate a new confirmation email when you complete your entries with payment.

The file I uploaded won't show me a preview. You may not see the image preview if you haven't followed the specs outlined in Material Requirements on p. 04. Check your file and re-upload. If you continue to experience difficulties, contact awards@appliedartsmag.com.

I uploaded the wrong file. You can resubmit images at any time. Click REMOVE beside the appropriate file and re-upload your image.

Why do I have to re-upload files if I have copied an entry? Each entry is assigned a unique entry number. In order to get the work judged, it must be separately attached to every entry submitted.

Can I direct the judges through my entry? If you have selected URL as your entry format, you may outline a path for the judges to follow that highlights the best elements of your entry. You may also include any necessary usernames and passwords.

RIGHTS FAQ

Do I need to get the rights of the subjects or material used from external sources in my entry? Although you do not need to send us a copy of release forms, we do suggest that you get them. If your work is chosen you will need to grant us the rights to reproduce the image or images for both our online and print publications, so you would most likely need to have these rights in place to protect yourself. Entrants that come back to us requesting we don't run their winning work because they don't have the rights will not be refunded for their entry. It is the responsibility of the entrant to ensure copyright is not infringed. Note that student work is often exempt from copyright rules.

What rights do I retain if my work is chosen? You retain all rights of your images. If selected, you will need to grant us the rights to reproduce the image or images for both our online and print publications.

My client has revoked the right for me to enter work I've won for. We do not issue refunds in these cases, but please contact the awards coordinator if you need the entry removed from the winners' pool.

PAYMENT FAQ

Can I submit more entries after paying? In My Entries, you will have the opportunity to submit additional entries even if yours have been paid. This will simply generate a new confirmation email when you complete your entries with payment.

I want to change something after I've paid. Once an entry is paid, you cannot change the category, entry format or credits. A paid entry is final, so make sure you submit your entry and come back to it if it's not final before proceeding to the payment fields.

Can I get a refund? Entries are non-refundable; costs cover administration, processing and the judging of the entry. A submission of entry acknowledges acceptance of these rules.

I'm getting error messages when I try to pay. If you entered your payment information incorrectly on your first attempt, any subsequent attempts will be declined, even if you change your payment type. Close your browser and log back in to My Entries. You should now be able to proceed with payment. If you continue to experience difficulties, contact awards@appliedartsmag.com.

How do students enter and pay?

Students can enter on their own, or teachers may submit on their behalf. Once payment is processed, an invoice is issued.

If you are a teacher with a large volume of student entries to submit and would like to organize payment through your school, you can contact awards@appliedartsmag.com for a School Group Code. Each student must complete an online entry form (including final credits and a description, which will be used in the event that the entry wins) and upload the corresponding images as part of this process. Then select School Code under Payment Method to finalize the entries. Once all students have submitted their entries, contact us with your School Group Code so that we can process your payment for the group.

WINNERS FAQ

What do winners receive?

- Their work published in print in the corresponding awards issue
- A complimentary copy of the issue their work appears in
- Their work published online in our Winners' Gallery and Awards Archive
- Digital tear sheets of their work
- A personalized, embossed awards certificate for every winning entry signed by noted designer Georges Haroutian, the founder of *Applied Arts*
- Their work displayed at related Applied Arts events attended by our network of creative professionals.

If I win, what image will you use for reproduction? When you are notified that you are a winner, full details will be provided on how to submit images for reproduction.

CONTACT

Questions? If you've checked all of the above sections and cannot find the answer to your question, or if you are having difficulty entering, contact awards@appliedartsmag.com.

DISCLAIMER

Applied Arts reserves the right to amend these rules throughout the competition, and to publish or exhibit entries in print or electronic formats, for use in the magazine or related promotions. Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein. Entries are non-refundable; costs cover administration, processing and the judging of the entry. Applied Arts requires entrants to provide full and final credits at the point of entry. A submission of entry acknowledges acceptance of these rules. All descriptions and credits are subject to be edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide.