

APPLIED ARTS MEDIA  
**APPLIED ARTS**



Details: Various winners of the 2018 Applied Arts Awards

# APPLIED ARTS AWARDS 2019 CALL FOR ENTRY KIT



If you've entered our Awards in the past, or are new to the Applied Arts Awards, you will find a streamlined entry process.

- ||| Digital-only submissions with a simple upload process and larger files size limits.
- ||| Community Awards categories have been rolled into each of our other competitions as either small community, small business or shoe-string budget (see FAQs on [page 10](#) for further explanation).

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*The call for entry information that follows should answer more of your questions and provide you with helpful entry tips. Plus, watch for some new things this year, where noted.*

## WHAT ARE THE APPLIED ARTS AWARDS?

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||| Launched in 1992, Applied Arts Awards have become an international recognition of creative excellence, and we are Canada's only competitions that recognize the work of both professionals and students across the visual communications spectrum, from image-makers to advertising, marketing and graphic designers.

||| Each competition is judged by a different and independent jury of award-winning creative professionals. Winning entries are not ranked and there is no pre-determined quota of winners. So if the jury votes you in, it means your work will be published in one of the Awards Annuals.

||| *Applied Arts* magazine is Canada's leading voice for visual communicators, so being published as a winner is your best opportunity to promote your work across Canada and beyond.

## ELIGIBILITY

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||| Each of the five competitions are open internationally, and include both published and personal work from professionals and students. We have a student-only competition which post-secondary and high-school students may enter. Students are only eligible to enter the Student Awards competition.

||| Community Awards categories are only open to work done by and for Canadians.

Each competition is judged by a different and independent jury of award-winning creative professionals. Winning entries are not ranked and there is no pre-determined quota of winners. So if the jury votes you in, it means your work will be published in one of the Awards Annuals.

## 2019 AWARDS SCHEDULE AT A GLANCE

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AWARDS	EARLY BIRD DEADLINE *	FINAL DEADLINE	WINNER NOTIFICATIONS	PUBLISHED ANNUAL DATE
Photography	Jan.25, 2019	Feb. 1, 2019	Feb. 2019	SPRING: April 2019
Illustration	Jan. 25, 2019	Feb. 1, 2019	Feb. 2019	SPRING: April 2019
Design	Mar. 8, 2019	Mar. 15, 2019	Apr. 2019	SUMMER: June 2019
Student	June 7, 2019	June 14, 2019	July 2019	FALL: Sept. 2019
Advertising	Sept. 13, 2019	Sept. 20, 2019	Oct. 2019	WINTER: Dec. 2019

\*Early bird rates apply.

||| Young Blood categories are only open to work produced by entrants who have been out of school up to a certain number of years (three for Photography and Illustration, and five for Design and Advertising competitions).

||| For eligibility periods, check each competition, as it varies for each discipline.

## WHAT WINNERS RECEIVE

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||| Your work published in print in the corresponding Awards Annual

||| A complimentary copy of the Annual your work appears in

||| Your work published online in our Winner's Gallery

||| A digital tear sheet of your winning work

||| A personalized Awards certificate for every winning entry, signed by Georges Haroutiun, the founder and art director of Applied Arts

||| Your work displayed at Applied Arts events

## OPTIONAL OPPORTUNITIES FOR WINNERS\*

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||| Order additional certificates for your creative team, client, etc. with an option to order a plaqued certificate – new this year!

||| Order additional copies of the Awards Annual at a discount price

||| PLUS, order a personalized, engraved, award trophy. This attractive Lucite cube is 3.5x3.5x3.5" and is back by popular demand

*\*Additional fees apply*

## HOW WILL YOU KNOW THE RESULTS?

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||| All entrants will be notified of the results by email once judging is complete. At that time, you will have a very short window of time to correct or finalize any creative credits and descriptions that you did not complete when entering.

||| To ensure you don't miss the results notifications, add winners@appliedartsmag.com to your address book.



Attractive Lucite cube is 3.5x3.5x3.5"

*\*Additional fees apply*

## JUDGING PROCESS

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||| All work is entered digitally and judged digitally. There are no hard copies. Therefore, please read our Helpful Tips throughout this document to ensure you prepare your work to be viewed in the best possible way.

||| A separate jury of senior creatives is chosen for each competition and does not include anyone from Applied Arts' staff. Judges must be invited.

||| The judges are divided into groups, each viewing a different and random group of entries. Each judge reviews and scores the entries separately. Judges do not confer or discuss the work and there is only one round of judging.

||| Entries are given one total score, based on three criteria only:

1. Creative merit
2. Technical excellence
3. Suitability for end use in the category into which it is entered

**NOTE:** Student and Young Blood entries are judged with the level of experience and available resources taken into consideration.

||| Each entry is judged independently on its own merit. Judges are asked not to rank or compare entries. And, judges do not discuss the work.

||| We have no pre-determined quota of winners. If a category has no winners, it is eliminated. Similarly, a category may have multiple winners. All entries above the cut-off score are declared winners and are published.

||| We do not rank winners. Every entry above the cut-off score is given equal exposure in the Awards Annual.

## ENTRY MATERIAL REQUIREMENTS

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||| All entries are submitted digitally only. Hi-res, final files are to be submitted for judging. These files will be used for publication, if selected for the Annual.

All work is entered digitally and judged digitally.

All entries are submitted as final, hi-res digital files.

## ACCEPTABLE FILE FORMATS

**Stills: (Files are limited to 15 MB)**

PDF (recommended), JPG, PNG, GIF

Resolution: 300 DPI

Dimensions: 8" (or 20.3 cm)  
on the longest dimension.

Colour mode: RGB

### Video and broadcast files:

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 and publication process.

### Interactive and apps:

URLs to websites or apps are accepted, or upload a file.

||| Please be sure any URLs will be available during the entire judging and publication process (please see the 2019 AWARDS SCHEDULE on page 2).

||| We strongly discourage using passwords for web-based entries.

## MAXIMUM NUMBER OF FILES

Single – Upload 1 file

Series – Up to 3 files

Complete – Upload 1 file

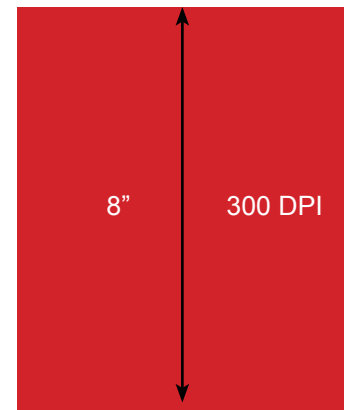
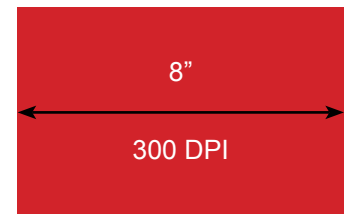
Complete Series – Up to 3 files

Campaign – Up to 9 pieces or files

## HELPFUL TIPS

||| Multiple-page PDFs are preferred over multiple, individual JPG files.

||| Use a multi-page PDF to ensure the judges can easily get the full picture, at a glance, on screen. We recommend entries be curated to the maximum number of images indicated for each category, except in the following instances: show inside pages, multiple views of 3D pieces and zoom in on small print or details.



Dimensions: 8"  
(or 20.3 cm)  
on the longest  
dimension.

||| Look at your entry on a smaller-screen desktop. A judge may be viewing it at that size, so take that into consideration and show zoom-ins on detail.

||| Avoid password-protected URLs. Judges do not like this added step.

## **CREATIVE CREDITS & DESCRIPTIONS FOR PUBLICATION**

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||| All creative descriptions and credits should be entered at the time of submission, as we only allow for a very short window of time to edit or add these once winners are notified.

||| Only six credit roles will appear in print. All creative credits entered will appear in the online Winner's Gallery and Awards Archive.

## **HELPFUL TIPS**

||| Descriptions for the judges are not recommended, except where specifically noted. The judges do not see the typed creative descriptions you have entered as they are for publication in the Annual. If you feel strongly that judges need a description/explanation, it must be added into your image files, but please limit it to 50 words or a max 10-sec intro for broadcast.

||| Case videos are not recommended. Outcomes are not a criteria for judges in scoring.

## **FEES AND PAYMENT**

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||| Entry fees vary. Check each Awards program for entry fees. Only once you have paid for an entry is it considered final and officially entered. You can pay for all or only some of your entries at any given time – just select which entries you want to pay for from your Awards account in 'My Entries'.

||| Payments can be made by Interac, Visa, MasterCard or American Express (Amex on Canadian payments only at this time). For US and international entries, fees are 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.

Only six credit roles will appear in print. All creative credits entered will appear in the online Winner's Gallery and Awards Archive.

||| **Note for Student Awards only:** School codes are available for teachers who arrange for their school to pay for their students' entries. Students can complete the entry form individually and submit a school code as form of payment. We will track the entries and issue an invoice for payment by the school.

## HOW TO ENTER

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||| Entering is easy with the following 4 steps.

||| **Step 1:** Create your 'My Entries' account by visiting [appliedartsmag.com/awards](http://appliedartsmag.com/awards).

||| Bookmark [appliedartsmag.com/myentries](http://appliedartsmag.com/myentries) for easy access to your account later.

||| This is your Applied Arts Awards account for all Awards competitions. Once logged in you can edit your personal information, add, copy or edit entries and pay for entries.

||| **Step 2:** Complete the entry form

||| Select category, title of entry and entry material format.

**NOTE:** If you work on community-based projects, small business or projects with a shoe-string budget in Canada, you may be eligible to enter under the Community categories. See the Entry Kit for the each Awards competition for details.

||| **Step 3:** Upload files

**Entry format:** All entries are to be submitted digitally only. High-resolution, final files are to be submitted for judging. These files will also be used for publication. See ENTRY MATERIAL REQUIREMENTS on page 5 for full details and helpful tips.

Bookmark  
[appliedartsmag.com/myentries](http://appliedartsmag.com/myentries)  
for easy access to your  
account later.

High-resolution files  
are to be submitted for  
judging. These files will  
also be used for  
publication.

## **MAXIMUM NUMBER OF FILES**

**Single – Upload 1 file**

**Series – Up to 3 files**

**Complete – Upload 1 file**

**Complete Series – Up to 3 files**

**Campaign – Up to 9 pieces or files**

### **||| Step 4: Review your credits & entries**

||| Everything entered in this section is for publication only and is not visible to the judges. Please review it carefully. There will only be a short window of time to edit this information after the winners have been notified.

||| The 'Winner' field is the primary company or individual you want to be credited on the piece. In most cases it is a company name, but could be an individual or individuals in the case of a photographer, illustrator, young blood or student work. The information entered in the 'Winner' field does not count towards the six credit roles that will appear in print.

||| Optional fields: Phone, email and web address. If these are entered, they will be published beside your winning work.

||| Creative Descriptions are for publication use only and do not get incorporated for judging. The intention of the creative description is to provide an overall summary of the project. The description is limited to a maximum of 500 characters.

||| It is recommended that credits be completed at the time of submission. If your entry is selected to be published in the Annual there will be a very limited time period to edit or add to your credits.

||| Multiple names can be assigned to one credit role (i.e. if you have two Creative Directors, they only get counted towards one credit role).

||| In the case of a photographer, illustrator, young blood or student work, to ensure they get recognized, enter their information under the 'Winner' field.

||| Please review your credits preview carefully, particularly the credits to be printed in the Annual.

**Multiple names  
can be assigned to one  
credit role.**



## SUBMIT YOUR ENTRY

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||| A submitted entry is not final and entered in the competition until you pay for it. You may edit an entry until you pay for it. Once payment is processed, it is final.

**Note:** Winner's will be given a short window of time to make edits.

## FREQUENTLY ASKED QUESTIONS

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### ELIGIBILITY FAQ

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

||| **I'm a high school student. Can I enter?** Yes. 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 a college, university or other type of art school.

||| **Can I enter something I entered last year?** Not in the same competition, but if it meets the eligibility period for a different competition, then yes.

||| **Can I enter something in multiple Awards competitions?** Yes.

### 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" and 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 submit 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 online Winner's Gallery for examples. If you still have questions regarding our categories or require assistance in selecting the appropriate category, contact [awards@appliedartsmag.com](mailto:awards@appliedartsmag.com).

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**||| 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 campaign or project to a maximum of three. 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 up to a certain number of years (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 also takes into account the level of professional experience. You will be required to specify the name of the Young Blood entrant.

**||| What is the Community category?** The Community Awards was our newest Awards program, launched in 2017, to help Canadian artists and studios working on smaller, local clients get the recognition they deserve without competing directly with big-budget projects and agencies/studios. This year, Community Awards categories have been rolled into each of the four competitions (Photography, Illustration, Design and Advertising). Entries in these categories may not be entered in any other non-Community category.

## **ENTRY MATERIAL FAQ**

**||| At what specs do I need to submit my entry?** Refer to ENTRY MATERIAL REQUIREMENTS on page 4 for specifications. All programs require hi-res, final files upon entry.

**||| Can I submit a hard copy or disk?** No. Only digitally-uploaded entries are accepted.

**||| The program crashed. Did I lose everything?** No - not if you saved during entering. Be sure to save frequently!

**||| The file I uploaded won't show me a preview. Why?** You may not see the image preview if you haven't followed the specs outlined in ENTRY MATERIAL REQUIREMENTS on page 4. Check your file and re-upload. If you continue to experience difficulties, contact awards@appliedartsmag.com.

**Young Blood means the person has been out of school, three years for Photography and Illustration, and five for Design and Advertising.**

**All programs require hi-res, final files upon entry.**

**||| I uploaded the wrong file. Can I change it?** Yes. You can resubmit images at any time until payment is made. Click the 'X' beside the appropriate file and re-upload your image.

## **RIGHTS FAQ**

**||| Do I need to get the rights of the subjects or material used from external sources in my entry?** It is the responsibility of the entrant to ensure copyright is not infringed. To enter, 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. Although you do not need to send us a copy of the release forms, we do suggest that you get them. 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. Note that student work is often exempt from copyright rules.

**||| What rights do I retain if my work is chosen?** You retain all rights to your images. Upon entry, you will need to grant us the rights to reproduce the image or images for both our online gallery and print edition.

**||| My client has revoked the right for me to enter work I've won for. What do I do?** We do not issue refunds in these cases, but please contact [awards@appliedartsmag.com](mailto:awards@appliedartsmag.com) if you need the entry removed from the Winners' pool.

## **PAYMENT FAQ**

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

**||| I want to change something after I've paid. What do I do?** Once an entry is paid, you cannot change the category, entry format title, creative credits or description. A paid entry is final, so check it carefully before proceeding to the payment fields. If chosen as a winner, you will be given a small window of time to add or edit information.

**||| 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. What do I do?** 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](mailto:awards@appliedartsmag.com).

If you experience difficulties, contact [awards@appliedartsmag.com](mailto:awards@appliedartsmag.com).

**||| How do students enter and pay?** Students can enter on their own, or teachers may submit on their behalf. 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](mailto:awards@appliedartsmag.com) for a School Group Code. Students submitting their entry must complete an online entry form (including final credits and a description, which will be used in the event that the entry wins), upload the corresponding images, 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?**

- Your work published in print in the corresponding Awards Annual.
- A complimentary copy of the Annual your work appears in.
- Your work published online in our Winner's Gallery
- A digital tear sheet of your winning work.
- A personalized Awards certificate for every winning entry, signed by Georges Haroutian, the founder and art director of Applied Arts.
- Your work displayed at Applied Arts events.
- There are also optional opportunities for winners. See the WHAT WINNERS RECEIVE section on page 3.

**||| If I win, what image will you use for reproduction?** We will use the image(s) you submitted on entry. In the case of series, complete, campaign or motion, we select a sampling at our discretion from the images submitted.

## CONTACT

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||| 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](mailto:awards@appliedartsmag.com).

## DISCLAIMER

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||| Applied Arts reserves the rights to amend these rules throughout the competition.

||| Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein.

||| Applied Arts reserves the rights to publish or exhibit entries for our print or electronic formats, or related promotions.

||| Entries are non-refundable. Costs cover administration, processing and the judging of the entry.

||| All descriptions and credits are subject to be edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide.

||| A submission of entry acknowledges acceptance of these rules.