APPLIED ARTS

APPLIED ARTS DESIGN AWARDS 2020 CATEGORIES

DEADLINE: FINAL DEADLINE FEBRUARY 28, 2020

Enter on or before February 7, 2020 and pay the early bird rate.

Early bird pricing reduces the fee by $10 per entry.

Eligibility

The competition is open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts created between March 2019 and February 2020 (but not entries that have been submitted into last year's competition).

Young Blood: Professionals that have graduated within the last 5 years may apply to the Young Blood categories. For further details and eligibility refer to page 10.

Community: For Canadian artists and studios working in smaller communities or with smaller businesses or budgets, to help them get the recognition they deserve without competing directly with big-budget projects and studios/agencies. See further details and eligibility on page 12.

Guidelines: Entries must be submitted in digital, hi-res format only.

You must enter the actual creative work. Case-studies, translations for any non-English important text, and brief explanatory notes for judges may be added to your entry either as a multi-page PDF or as a supporting file. See the Supporting Materials section below for important information.

Descriptions of Entry and Creative Credits you enter are for publication in the Annual and must also be provided at the entry stage. Note: Winners will be allowed a short window to review and edit descriptions and creative credits prior to publication.

Entry Material Requirements:

Single: One piece. Maximum of 1 file can be uploaded.

Series: 2-3 pieces from the same project. Maximum of 3 files may be uploaded.

Complete Single: 1 multi-page or multi-unit single entry (e.g. book, annual report, multiple pieces of an installation). Upload 1 file, with up to 9 pages.

Complete Series: 2-3 multi-page or multi-unit pieces (e.g. a series of books or magazines, multiple pieces of corporate stationery). Upload up to 3 files, with up to 9 pages per each book.

Campaign: Up to 9 pieces from an entire campaign. A maximum of 9 files can be uploaded.

Supporting Materials:

An additional supporting file may be included and does not count towards the file limitations noted above. Please note these important requirements for certain entries:

French (or other language) entries: You must include an English translation for any important text for judging purposes.

Case-studies: While we don't recommend case-studies (as outcomes are not a criteria for judges in scoring), they can be added for judging purposes only. If including case-study videos they should be limited to 45 seconds or less. REMINDER: You must include the actual creative to be judged in a separate file.

Explanatory notes for the judges: Although not recommended (except where noted within a category description), brief descriptions/explanations of up to 50 words may be added for clarity for the judges (or up to 10 seconds in the case of video/broadcast files).

Upload these materials to the Entry Supporting Materials sub-section of the ENTRY MATERIALS section (Step 4 of the entry form).

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. Also show work in the context of how it was seen by the audience.

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.

DEADLINE:

Final Deadline: February 28, 2020

Enter on or before February 7, 2020 and pay the early bird rate. Early bird pricing reduces the fee by $10 per entry.

CATEGORIES

DESIGN	Early Bird	Regular
DE/01 - Annual Report - Complete Single	$100	$110
DE/02 - Brand Identity - Logo - Single	$75	$85
DE/03 - Brand Identity - Logo - Series	$100	$110

SINGLE: One logo. SERIES: 2-3 logos from one overarching logo system. NOTE: Include a brief description (maximum 50 words) of the product or business for judging, included with your image(s) in 1 multi-page PDF.

	Early Bird	Regular
DE/04 - Brand Identity - Logo Applications - Complete Series	$150	$160

Multiple applications of a logo (e.g. stationery, business cards, signage, apparel). Submit a maximum of 9 examples, preferably as a multi-page PDF.

	Early Bird	Regular
DE/05 - Brand Identity - Rebrand - Logo - Single	$75	$85
DE/06 - Brand Identity - Rebrand - Logo - Series	$100	$110

Redesign of an established brand. SINGLE: One logo. SERIES: 2-3 logos from one overarching logo system. NOTE: You must include before and after images in 1 multi-page PDF. Also include a brief description (maximum 50 words) for judging in your PDF.

	Early Bird	Regular
DE/07 - Brand Identity - Rebrand - Logo Applications - Complete Series	$150	$160

Multiple applications of a redesigned logo (e.g. stationery, business cards, signage, apparel). Submit a maximum of 9 examples, preferably as a multi-page PDF. NOTE: You must include before and after images in 1 multi-page PDF. Also include a brief description (maximum 50 words) for judging in your PDF.

	Early Bird	Regular
DE/08 - Brochure - Single-page/Folder - Single	$75	$85
DE/09 - Brochure - Single-page/Folder - Series	$100	$110

A single-sheet mini brochure, leaflet or folder. SINGLE: One single-page/folder. SERIES: 2-3 single-page/folders for the same brand, product or service.

	Early Bird	Regular
DE/10 - Brochure/Catalogue - Multi-page - Complete Single	$100	$110
DE/11 - Brochure/Catalogue - Multi-page - Complete Series	$150	$160

Brochures/catalogues involving bound pages. COMPLETE SINGLE: One brochure. COMPLETE SERIES: 2-3 brochures for the same brand, product or service.

	Early Bird	Regular
DE/12 - Complete Calendar Design - Complete Single	$100	$110

Submit up to 9 images from the same calendar, in 1 multi-page PDF.

	Early Bird	Regular
DE/13 - Environmental/Signage - Single	$75	$85
DE/14 - Environmental/Signage - Complete Single	$100	$110

Retail, exhibition, venue and workplace design, and signage programs developed for interior and exterior environments. SINGLE: One element/sign. COMPLETE SINGLE: Up to 9 images of an entire project or installation, preferably as a multi-page PDF.

DESIGN *Continued*	Early Bird	Regular
DE/15 - Experiential/Event Design - Complete Single	$100	$110

A creation of a non-permanent environmental installation, such as a concert, festival, pop-up store, theatre production, etc. Include up to 9 images of an entire project or installation, preferably as a multi-page PDF.

	Early Bird	Regular
DE/16 - Infographics - Single	$75	$85
DE/17 - Infographics - Series	$100	$110
DE/18 - Menu - Single	$75	$85
DE/19 - Menu - Series	$100	$110

Use series if submitting multiple editions or variations on the same menu.

	Early Bird	Regular
DE/20 - Poster - Single	$75	$85
DE/21 - Poster - Series	$100	$110
DE/22 - Pro Bono Design - Single	$75	$85
DE/23 - Pro Bono Design - Series	$100	$110
DE/24 - Pro Bono Design - Complete Single	$100	$110
DE/25 - Pro Bono Design - Complete Series	$150	$160

Work undertaken voluntarily and without payment as a public service.

	Early Bird	Regular
DE/26 - Public Service/Charity - Single	$75	$85
DE/27 - Public Service/Charity - Series	$100	$110
DE/28 - Public Service/Charity - Complete Single	$100	$110
DE/29 - Public Service/Charity - Complete Series	$150	$160

Work for government, non-profit organizations or fundraising.

	Early Bird	Regular
DE/30 - Unpublished/Personal - Single	$75	$85
DE/31 - Unpublished/Personal - Series	$100	$110

Any personal work or work originally produced for a client that was not used.

	Early Bird	Regular
DE/32 - Design Other - Single	$75	$85
DE/33 - Design Other - Series	$100	$110

Any design work that does not fall into any other listed category. Entries will be judged on their individual design merits.
NOTE: You may include a description (maximum 50 words) for judging, included with your image(s) in 1 multi-page PDF.

	Early Bird	Regular
DE/34 - Entire Design Program - Campaign	$150	$160

Up to 9 different design pieces created as part of an identity for the same event, brand, product, service or business.

EDITORIAL DESIGN

	Early Bird	Regular
ED/01 - Cover, Page or Spread - Single	$75	$85
ED/02 - Cover, Page or Spread - Series	$100	$110

SINGLE: One cover, page or spread from a book or publication. SERIES: 2-3 single pages, covers or spreads from the same book or publication.

ED/03 - Complete Book Design - Complete Single	$100	$110
ED/04 - Complete Book Design - Complete Series	$150	$160

COMPLETE SINGLE: Up to 9 images from 1 book. COMPLETE SERIES: 2-3 books, show examples from up to 9 images from each. Upload a multi-page PDF file or files.

NOTE: For e-books see Digital Design - Content (DW/04).

ED/05 - Complete Publication Design - Complete Single	$100	$110
ED/06 - Complete Publication Design - Complete Series	$150	$160

COMPLETE SINGLE: Up to 9 images from 1 complete magazine or newspaper. COMPLETE SERIES: 2-3 issues from the same title, showing up to 9 examples for each title in a multi-page PDF file or files.

NOTE: For e-pubs see Digital Design - Content (DW/04).

PACKAGING DESIGN

PD/01 - Beverages - Alcohol - Single	$75	$85
PD/02 - Beverages - Alcohol - Series	$100	$110
PD/03 - Beverages - Alcohol - Complete Series	$150	$160

SINGLE: One can/bottle. SERIES: 2-3 cans/bottles. COMPLETE SERIES: 4-9 different cans/bottles, including a case, if applicable, preferably uploaded as multi-page PDF.

PD/04 - Beverages - Non Alcohol - Single	$75	$85
PD/05 - Beverages - Non Alcohol - Series	$100	$110
PD/06 - Beverages - Non Alcohol - Complete Series	$150	$160

SINGLE: One can/bottle. SERIES: 2-3 cans/bottles. COMPLETE SERIES: 4-9 different cans/bottles, including a case, if applicable, preferably uploaded as multi-page PDF.

PD/07 - Consumer Products - Single	$75	$85
PD/08 - Consumer Products - Series	$100	$110

Cosmetics, pharmaceuticals, household products, etc.

PD/09 - Food - Single	$75	$85
PD/10 - Food - Series	$100	$110

PACKAGING DESIGN *Continued*	Early Bird	Regular
PD/11 - Retail Applications - Single	$75	$85
PD/12 - Retail Applications - Series	$100	$110

Bags, hand tags, labels, boxes, etc., for in-store presentation and packaging.

PD/13 - Packaging Design Other - Single	$75	$85
PD/14 - Packaging Design Other - Series	$100	$110

Any packaging design work that does not fall into any other listed category. Entries will be judged on their individual design merits. NOTE: You may include a description (maximum 50 words) for judging, included with your image(s) in a multi-page PDF.

PD/15 - Entire Packaging Design Program - Campaign	$150	$160

Up to 9 different packaging design pieces designed as part of a family of packages for the same event, brand, product, service or business.

PROMOTIONAL DESIGN

	Early Bird	Regular
DP/01 - Announcements/Invitations/Cards/Kits - Single	$75	$85
DP/02 - Announcements/Invitations/Cards/Kits - Series	$100	$110

Flyers, greeting cards and sales premiums that promote an event, brand, product, service or business.

DP/03 - Artist/Design Firm Promotions - Single	$75	$85
DP/04 - Artist/Design Firm Promotions - Series	$100	$110

Collateral or promotion designed to promote a creative firm or individual.

DP/05 - Gift Items/Premiums/Promotional Apparel - Single	$75	$85
DP/06 - Gift Items/Premiums/Promotional Apparel - Series	$100	$110
DP/07 - Promotional Design Other - Single	$75	$85
DP/08 - Promotional Design Other - Series	$100	$110

Any promotional design work that does not fall into any other listed category, ex. Guerrilla marketing. NOTE: You may include a description (maximum 50 words) for judging, included with your image(s) in a multi-page PDF.

DP/09 - Entire Promotional Design Program - Campaign	$150	$160

Up to 9 different promotional pieces designed as part of a family for the same event, brand, product, service or business.

TYPOGRAPHY DESIGN

	Early Bird	Regular
TD/01 - Corporate Application - Single	$75	$85
TD/02 - Corporate Application - Series	$100	$110
TD/03 - Digital Application - Single	$75	$85
TD/04 - Digital Application - Series	$100	$110

TYPOGRAPHY DESIGN *Continued*

	Early Bird	Regular
TD/05 - Editorial Application - Single	$75	$85
TD/06 - Editorial Application - Series	$100	$110
TD/07 - Environmental/Experiential Application - Single	$75	$85
TD/08 - Environmental/Experiential Application - Series	$100	$110
TD/09 - Motion Application - Single	$75	$85
TD/10 - Motion Application - Series	$100	$110
TD/11 - Packaging Application - Single	$75	$85
TD/12 - Packaging Application - Series	$100	$110
TD/13 - Promotional Application - Single	$75	$85
TD/14 - Promotional Application - Series	$100	$110
TD/15 - Typography Other - Single	$75	$85
TD/16 - Typography Other - Series	$100	$110

Any typography design work that does not fall into any other listed category. NOTE: You may include a description (maximum 50 words) for judging, included with your image(s) in a multi-page PDF.

TYPEFACE DESIGN

	Early Bird	Regular
DT/01 - Typeface Design - Complete Single	$100	$110
DT/02 - Typeface Design - Family - Complete Series	$150	$160

Entry should include complete character set and a text setting. Sample application may include headlines, short or long passages of text, or sample pages of books or magazines. COMPLETE SINGLE: 1 typeface with application. COMPLETE SERIES: 2-3 typefaces within a type family, showing applications, preferably uploaded as a multi-page PDF.

CRAFT

	Early Bird	Regular
CD/01 - Craft Calligraphy/Hand Lettering - Single	$75	$85
CD/02 - Craft Calligraphy/Hand Lettering - Series	$100	$110

Entry will be assessed on the use of calligraphy/hand lettering as a design element.

CD/03 - Craft Illustration - Single	$75	$85
CD/04 - Craft Illustration - Series	$100	$110

Entry will be assessed on the use of illustration as a design element.

CD/05 - Craft Motion/Animation - Single	$75	$85
CD/06 - Craft Motion/Animation - Series	$100	$110

Entry will be assessed on the use of motion/animation as a design element.

CRAFT *Continued*	Early Bird	Regular
CD/07 - Craft Photography - Single	$75	$85
CD/08 - Craft Photography - Series	$100	$110

Entry will be assessed on the use of photography as a design element.

CD/09 - Craft Printing/Bindery/Finishing - Single	$75	$85
CD/10 - Craft Printing/Bindery/Finishing - Series	$100	$110

Entry will be assessed on the use of printing, 3D printing, bindery or finishing techniques as a design element. NOTE: You may also include a description (maximum 50 words) for judging, included with your image(s) in 1 multi-page PDF.

DIGITAL DESIGN - CONTENT

Note: There are also many digital categories in our Advertising Awards. Check the Advertising Category Kit for e-marketing online ads, and other digital applications that are used to promote a brand/product/service.

DW/01 - Content, Apps - Desktop - Single	$125	$135

Applications designed specifically for desktop publishing, games, news, education, shopping, etc. Submit a screencast video or a link to a digital walkthrough video on a file-sharing site.

DW/02 - Content, Apps - Mobile/Tablet - Single	$125	$135

Any applications designed for mobile/tablet. Submit a screencast video or a link to a digital walkthrough video on a file-sharing site.

DW/03 - Content, Augmented & Virtual Reality - Single	$125	$135

Design of a real-world environment merging with digital imagery and interfaces. Submit a screencast video or a link to a digital walkthrough video on a file-sharing site.

DW/04 - Content, Editorial - Blog/e-pub/e-book - Single	$125	$135

Online editorial content or entire editions/companions to printed publications or books.

DW/05 - Content, Gaming - Single	$125	$135

All forms of video games and sites designed specifically for play. Submit a screencast video or a link to a digital walkthrough video on a file-sharing site.

DW/06 - Content, Social/Viral/Promotional - Single	$125	$135

Designs of messaging or content on Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, etc.

DIGITAL DESIGN - WEBSITE

DW/07 - Website, Business-to-Business - Single	$125	$135

Any site designed for any type of business or trade audience.

DW/08 - Website, Consumer Products - Single	$125	$135

Any site designed to promote consumer products, such as cosmetics, electronics, fashion, food, etc.

DIGITAL DESIGN - WEBSITE *Continued*	Early Bird	Regular
DW/09 - Website, Consumer Services - Single	$125	$135

Any site designed to promote a service such as telecommunications, utilities, household needs, etc.

	Early Bird	Regular
DW/10 - Website, e-Commerce - Single	$125	$135

Any site engaging customers in direct sales.

	Early Bird	Regular
DW/11 - Website, Educational/Reference - Single	$125	$135

Any site designed for the presentation of information for learning or reference.

	Early Bird	Regular
DW/12 - Website, Entertainment, Art & Tourism - Single	$125	$135

Any site designed to promote entertainment, arts, cultural events, festivals, heritage sites, hotels, restaurants, resort destinations, etc.

	Early Bird	Regular
DW/13 - Website, Public Service/Charity - Single	$125	$135

Any site designed to raise public awareness of a cause or charity.

	Early Bird	Regular
DW/14 - Website, Responsive Design - Single	$125	$135

Any site that features innovative responsive design. Entries should show a minimum of two applications, for example mobile/tablet and desktop.

	Early Bird	Regular
DW/15 - Website, Self-Promotion - Single	$125	$135

Any site designed for creative services, either for an individual or firm.

	Early Bird	Regular
DW/16 - Website, Other - Single	$125	$135

Any site that does not fall into any other listed category.

MOTION DESIGN

	Early Bird	Regular
DV/01 - Motion - Short - Single	$125	$135
DV/02 - Motion - Long - Single	$140	$150
DV/03 - Motion - Short/Long - Series	$175	$185

Explanatory videos, social media videos, event graphics, online graphics, etc. SHORT: Less than 3 minutes. LONG: 3 minutes or more. SERIES: 2-3 short and/or long videos.

YOUNG BLOOD

For entrants who have been out of school for 5 years or less. Entries can be any application from the corresponding above groupings of categories. NOTE: Please be sure to review the criteria for submission in the corresponding category above. Brief descriptions/ explanations of up to 50 words may be added for clarity for the judges (or up to 10 seconds in the case of video/broadcast files).

	Early Bird	Regular
DESIGN		
DY/01 - Young Blood Design - Single	$60	$70
DY/02 - Young Blood Design - Series	$75	$85
DY/03 - Young Blood Design - Complete Single	$75	$85
DY/04 - Young Blood Design - Complete Series	$100	$110
DY/05 - Young Blood Entire Design Program - Campaign	$100	$110

Entries may fall into any of the categories from the Design sub-group.

	Early Bird	Regular
EDITORIAL DESIGN		
DY/06 - Young Blood Editorial Design - Single	$60	$70
DY/07 - Young Blood Editorial Design - Series	$75	$85
DY/08 - Young Blood Editorial Design - Complete Single	$75	$85
DY/09 - Young Blood Editorial Design - Complete Series	$100	$110

Entries may fall into any of the categories from the Editorial Design sub-group.

	Early Bird	Regular
PACKAGING DESIGN		
DY/10 - Young Blood Packaging Design - Single	$60	$70
DY/11 - Young Blood Packaging Design - Series	$75	$85
DY/12 - Young Blood Packaging Design - Complete Series	$100	$110
DY/13 - Young Blood Packaging Design - Campaign	$100	$110

Entries may fall into any of the categories from the Packaging Design sub-group.

	Early Bird	Regular
PROMOTIONAL DESIGN		
DY/14 - Young Blood Promotional Design - Single	$60	$70
DY/15 - Young Blood Promotional Design - Series	$75	$85
DY/16 - Young Blood Promotional Design - Campaign	$100	$110

Entries may fall into any of the categories from the Promotional Design sub-group.

YOUNG BLOOD *Continued*

	Early Bird	Regular
### TYPOGRAPHY		
DY/17 - Young Blood Typography - Single	$60	$70
DY/18 - Young Blood Typography - Series	$75	$85

Entries may fall into any of the categories from the Typography sub-group.

	Early Bird	Regular
### TYPEFACE DESIGN		
DY/19 - Young Blood Typeface Design - Complete Single	$75	$85
DY/20 - Young Blood Typeface Design-Family - Complete Series	$100	$110

Entries may fall into any of the categories from the Typeface Design sub-group

	Early Bird	Regular
### CRAFT		
DY/21 - Young Blood Craft - Single	$60	$70
DY/22 - Young Blood Craft - Series	$75	$85

Entries may fall into any of the categories from the Craft sub-group. NOTE: You will need to select which craft your entry is to be assessed on at the time of entry.

	Early Bird	Regular
### DIGITAL DESIGN		
DY/23 - Young Blood Digital Design - Content - Single	$75	$85
DY/24 - Young Blood Digital Design - Website - Single	$75	$85

Entries may fall into any of the categories from the Digital Design sub-groups.

	Early Bird	Regular
### MOTION		
DY/25 - Young Blood Motion-Short - Single	$75	$85
DY/26 - Young Blood Motion-Long - Single	$100	$110
DY/27 - Young Blood Motion-Short/Long - Series	$125	$135

Explanatory videos, social media videos, event graphics, online graphics, etc. SHORT: Less than 3 minutes. LONG: 3 minutes or more. SERIES: 2-3 short and/or long videos.

COMMUNITY

For Canadian artists and studios working in smaller communities, or on smaller projects and local businesses. Entries can be any application from the corresponding above groupings of categories.

Work submitted in one of the other categories above is not eligible to be entered into the Community Awards categories, with the exception of Young Blood (i.e. you may not submit the same entry to both a Community and non-Community category, except for Young Blood).

To be eligible to enter Community categories you must be Canadian and meet at least one of the following criteria. You will need to select which criteria your entry is to be assessed on at the time of entry.

Small Community - The entrant and client must be in a community of less than 500,000.

Small Business - The client must be a single-establishment/small business, such as a restaurant, local retailer or service.

Shoe-String Budget - The budget for the assignment must have been extremely limited.

NOTE: Brief descriptions/explanations of up to 50 words may be added for clarity for the judges (or up to 10 seconds in the case of video/broadcast files).

	Early Bird	Regular
DESIGN		
CO/01 - Community Design - Single	$60	$70
CO/02 - Community Design - Series	$75	$85
CO/03 - Community Design - Complete Single	$75	$85
CO/04 - Community Design - Complete Series	$100	$110
CO/05 - Community Design Program - Campaign	$100	$110
Entries may fall into any of the categories from the Design sub-group.		
EDITORIAL DESIGN		
CO/06 - Community Editorial Design - Single	$60	$70
CO/07 - Community Editorial Design - Series	$75	$85
CO/08 - Community Editorial Design - Complete Single	$75	$85
CO/09 - Community Editorial Design - Complete Series	$100	$110
Entries may fall into any of the categories from the Editorial Design sub-group.		
PACKAGING DESIGN		
CO/10 - Community Packaging Design - Single	$60	$70
CO/11 - Community Packaging Design - Series	$75	$85
CO/12 - Community Packaging Design - Complete Series	$100	$110

COMMUNITY *Continued*	Early Bird	Regular
CO/13 - Community Packaging Design - Campaign	$100	$110

Entries may fall into any of the categories from the Packaging Design sub-group.

PROMOTIONAL DESIGN

	Early Bird	Regular
CO/14 - Community Promotional Design - Single	$60	$70
CO/15 - Community Promotional Design - Series	$75	$85
CO/16 - Community Promotional Design - Campaign	$100	$110

Entries may fall into any of the categories from the Promotional Design sub-group.

TYPOGRAPHY DESIGN

	Early Bird	Regular
CO/17 - Community Typography - Single	$60	$70
CO/18 - Community Typography - Series	$75	$85

Entries may fall into any of the categories from the Typography sub-group.

TYPEFACE DESIGN

	Early Bird	Regular
CO/19 - Community Typeface Design - Complete Single	$75	$85
CO/20 - Community Typeface Design - Family - Complete Series	$100	$110

Entries may fall into any of the categories from the Typeface Design sub-group.

CRAFT

	Early Bird	Regular
CO/21 - Community Craft - Single	$60	$70
CO/22 - Community Craft - Series	$75	$85

Entries may fall into any of the categories from the Craft sub-group. NOTE: You will need to select which craft your entry is to be assessed on at the time of entry.

DIGITAL DESIGN

	Early Bird	Regular
CO/23 - Community Digital Design - Content - Single	$75	$85
CO/24 - Community Digital Design - Website - Single	$75	$85

Entries may fall into any of the categories from the Digital Design sub-groups.

MOTION

	Early Bird	Regular
CO/25 - Community Motion - Short - Single	$75	$85
CO/26 - Community Motion - Long - Single	$100	$110
CO/27 - Community Motion - Short/Long - Series	$125	$135

Explanatory videos, social media videos, event graphics, online graphics, etc. SHORT: Less than 3 minutes. LONG: 3 minutes or more. SERIES: 2-3 short and/or long videos.