

APPLIED ARTS

AWARDING CREATIVITY

PHOTOGRAPHY-ILLUSTRATION
STUDENT-DESIGN-ADVERTISING

APPLIED ARTS AWARDS 2020 CALL FOR ENTRY KIT

Entering Applied Arts Awards competitions is easy, with our more streamlined awards management system. You can stop and restart at any time during the entry form.

- ❖ Digital-only submissions with a simple upload process and larger file-size limits.
- ❖ Easy to use Awards interface to help simplify entry process and enter across multiple competitions.
- ❖ Simpler credits process – creative credit roles can now be stored in your account and selected as required.

The call for entry information that follows should answer more of your questions and provide you with helpful entry tips.

Winning work is published in print and online.

The Applied Arts Awards competitions are international with categories for Canadian and emerging artists.

What are the applied Arts Awards?

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 of our five competitions 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. If the jury votes you in, it means your work will be published in the Awards Annual you entered.

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

Each of the five competitions is open to international entrants and includes both published and personal work from professionals and students.

Students: There is an individual awards competition for students studying in a creative arts program at either the post-secondary or high school level. Work from any year of study is eligible and may be entered anytime up to one year after graduation. Students are only eligible to enter the Student Awards competition.

Community Categories: For artists and studios in Canada working in smaller markets, or with smaller businesses or budgets, you will find the Community categories in each professional competition. Work submitted to the Community categories is not eligible to be entered in any of the non-Community categories with the exception of the Young Blood categories. You must live/work in Canada to be eligible to apply.

Young Blood Categories: There are Young Blood categories in each professional competition. These categories are only open to work produced by entrants who have been out of school up to a certain number of years (3 for Photography and Illustration, and 5 for Design and Advertising competitions). Young Blood entries may also be entered in non-Young Blood/professional categories, as well as in Community categories.

Eligibility Periods

Illustration Awards: January 2019 – January 2020

Photography awards: January 2019 – January 2020

Design Awards: March 2019 – March 2020

Student Awards: Work completed at any time during their program is eligible.

Advertising Awards: August 2019 – August 2020

What Winners Receive

- ❖ The winning work published in print in the corresponding Awards Annual.
- ❖ A complimentary copy of the Annual your work appears in.
- ❖ Winning work published online in our Winners Gallery.
- ❖ The ability to share your winning entries in a digital tearsheet format directly from our online Winners Gallery.
- ❖ A personalized Awards certificate for every winning entry, signed by Georges Haroutian, the founder and art director of Applied Arts.

Optional Opportunities For Winners*

- ❖ Order additional certificates for your creative team, client, etc. with an option to order plaque-mounted certificates.
- ❖ Order additional copies of the Awards Annual at a discount price.
- ❖ Order a personalized, engraved Awards trophy.
This attractive Lucite cube is 3.5x3.5x3.5 square inches.

**Additional fees apply.*

How Will You Know The Results?

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 chose not to complete when entering.

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

2020 Awards Schedule At a Glance

Awards	Early Bird Deadline	Final Deadline	Winner Notifications	Annual Published
Photography	Dec. 20, 2019	Jan. 10, 2020	Feb. 2020	April 2020
Illustration	Dec. 20, 2019	Jan. 10, 2020	Feb. 2020	April 2020
Design	Feb. 7, 2020	Feb. 28, 2020	Apr. 2020	June 2020
Student	May 1, 2020	May 22, 2020	July 2020	Sept. 2020
Advertising	Aug. 21, 2020	Sept. 11, 2020	Oct. 2020	Dec. 2020



Opportunity to order a personalized engraved Awards trophy.

Don't miss the announcement, add winners@appliedartsmag.com to your contacts.

Work is judged independently and not compared or discussed.

Upon entry, you will need to grant us the rights to reproduce the image of images for both our online Winners Gallery and print edition.

Judging Process

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, Young Blood and Community 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 (i.e. no gold, silver, etc.).* Every entry above the cut-off score is given equal exposure in the Awards Annual.

Entry Material Requirements

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.

You must enter the actual creative work following the **ACCEPTABLE FILE FORMATS AND FILE LIMITATIONS**, as noted below. Be sure to read the *Supporting Files* section as well, for important notes re *French* (or other language) entries, case-study videos/boards, and descriptions for judges.

Please be sure any URLs submitted will be available during the entire judging and publication process (please see the 2020 AWARDS SCHEDULE on page 03).

Acceptable File Formats

Please also review the SUPPORTING FILES section below.

Stills: PDF (recommended), JPG, PNG, GIF

- ❖ File Size: 8-inches (or 203 mm) on the longest dimension
- ❖ Resolution: 300 dpi
- ❖ Colour Mode: RGB
- ❖ File size maximum: 5 MB

Motion / Online Video / Broadcast Video

- ❖ MP4 files are strongly recommended. In this case, we strongly suggest also including a URL to the winning work so it may be published in the Awards Annual and Online Winners Gallery. File size maximum: 80 MB.
- ❖ *Important re MP4:* Video files will be resized by our system to 800px wide keeping aspect ratio.
- ❖ URLs to file sharing sites are acceptable, however, password-protected URLs are not allowed. A URL is considered a file and counts towards one file upload.

Radio

- ❖ Include the script and the spot.
- ❖ MP3 files are strongly recommended. In this case, we strongly suggest also including a URL to the winning work so it may be published in the Awards Annual. File size maximum: 80 MB.
- ❖ URLs to file sharing are acceptable, however, password-protected URLs are not allowed. A URL is considered a file and counts towards one file upload.

Digital / Interactive / Apps

- ❖ URLs to websites is an acceptable format, or you may upload a screen walk-through file (File size maximum: 80 MB).
- ❖ A URL is considered a file and counts towards one file upload.
- ❖ URLs to file sharing sites are acceptable, however password-protected URLs are not allowed.

The actual creative work must be entered.

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

Password-protected URLs are not allowed.

Be sure to curate entry to the number of max. pieces except in instances to show small text, integrated or multiple views, etc.

Include English translations or descriptions for judges.

Case-studies are not required, outcomes are not a criteria for judges or scoring.

File Limitations

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. (**Exception:** Photography & Illustration Awards – 2-5 pieces/files).

Complete Single: 1 book/publication. Upload 1 file, with up to 9 pages. (**Exception:** Student Awards – up to 6 pages).

Complete Series: 2-3 books/publications. Upload up to 3 files, with up to 9 pages per each book. (**Exception:** Student Awards – up to 6 pages per book).

Campaign: Up to 9 pieces from an entire campaign. A maximum of 9 files can be uploaded. (**Exception:** Student Awards – up to 6 pieces/files).

Note: URLs with links to the work counts towards one file upload.

Supporting Files

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.

Radio spots: You must include the script for publication purposes.

Case-study videos or boards: 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. You must include the actual creative to be judged in a separate file.

Descriptions 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 documents to the Supporting Documents sub-section of the **Entry Materials section** (Step 4 of the entry form) as a multi-page PDF file.

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, especially in cases for advertising work.
- ❖ Including English translations or descriptions for judges within your multi-page PDF makes it easier for judges.

- ❖ 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.

Winners Details

On the online entry form the fields for the Winners Information, Description of Entry and Creative Credits are for publication use only and are not visible to the judges. Please review this information carefully – it will be published if your entry wins.

Winners' Information

The 'Winner' field is the primary company or individual you want to be credited on the project. In most cases, it is the company name, but could be an individual or individuals in the case of a photographer, illustrator, young blood, etc.

Description of Entry: The intention of the description is to provide an overall creative summary of the entry piece or project to be printed in the Annual. The description is limited to a maximum of 500 characters (including spaces).

Helpful Tips

Descriptions for the judges are not recommended, except where specifically noted. The judges do not see the typed Description of Entry – 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-second intro for video/broadcast.

Case-study videos/boards are not recommended. Outcomes are not a criteria for judges in scoring. If you wish to include, upload them within the Supporting Files subsection (step 4 of the entry form).

Creative Credits

Credits are a summary of the individuals or companies that have worked on the project.

A credit can be designated with an individual's name or an organization. A credit role is a job function (i.e. Creative Director, or Production House).

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

Important: A maximum of six credit roles will be published in the Annual, however, all creative credits you entered will appear in the online Winners Gallery.

Reminder: THE WINNERS' INFORMATION (including the Description of Entry) and *CREATIVE 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.

The primary company or individual to be credited on the project. Additional team members can be added in the CREATIVE CREDITS section.

Multiple names with the same role are counted as one credit role.

Entries are not final and submitted to competition until they are paid.

Bookmark appliedartsmag.com/myentries for easy access to your account later.

Fees And Payments

Entry fees vary. Check each Awards competition for entry fees. Only once you have paid for an entry is it considered final and officially entered and cannot be changed. 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 ‘My Entries’ account.

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 or direct deposit in special circumstances.

These cases must be pre-approved. Contact awards@appliedartsmag.com with your request.

Note For The Students Awards Competition: 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 a form of payment. We will track the entries and issue an invoice for payment by the school.

How To Enter

The Entry Form consists of 5 steps. You will have the option to save your progress during each step of the process.

Create your ‘My Entries’ account by visiting appliedartsmag.com/awards.

Note: 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 1: Entry Information

Select from one of the Awards competitions, choose a category and add your entry title.

Note: If you are a Canadian working within a small community or with smaller businesses or budgets you may enter under the Community categories. See the Entry Kit for each Awards competition for details.

Step 2: Entry Materials

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 04 for full details and helpful tips.

File Limitations

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.

(Exception: Photography & Illustration Awards – 2–5 pieces/files).

Complete Single: 1 book/publication. Upload 1 file, with up to 9 pages.

(Exception: Student Awards – up to 6 pages).

Complete Series: 2-3 books/publications. Upload up to 3 files, with up to 9 pages per each book. **(Exception:** Student Awards – up to 6 pages per book).

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

(Exception: Student Awards – up to 6 pieces/files).

Note: *URLs with links to the work counts towards one file upload. URLs to file sharing site for videos are permitted, however, password-protected URLs are not allowed.*

Reiminder: Case-study videos/board, translations, etc. that support the project can be uploaded to the Supporting Documents sub-section of the **Entry Material** section (Step 4 of the entry form).

Step 3: Winners' Information

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.

Reminder: The 'Winner' field is the primary company or individual you want to be credited on the piece (i.e. company name, photographer, illustrator, Young Blood, etc.).

Note: *For Young Blood categories & Student Awards entries, in the instance that a team (ad/writer) worked together, enter the first name in the Winners field. The other individual or individuals can be added in the CREATIVE CREDITS section. Use the 'Other' role and enter 'Young Blood' or 'Student' in the blank field. It will not be counted towards your 6 credit roles (See Step 4: CREATIVE CREDITS for further explanation).*

Optional fields: Phone, email, web address and winning URL (to direct readers and visitors to view the winning work in its entirety - typically, for motion and video entries). If these are entered, they will be published beside your winning work.

Description of Entry: For the purpose of providing an overall creative summary of the project in the Annual. The description is limited to a maximum of 500 characters (includes spaces).

Note: *Descriptions are for publication use only and are not shown to the judges. Descriptions you wish to share with the judges must be included with your uploaded files.*

URLs to file sharing sites is acceptable, be sure work is accessible during the entire judging and publication period, see page 03.

We recommend including the URL as we don't upload the MP3 & MP4 files directly for viewing in the Winners Gallery; They are only used for judging.

All descriptions of Entry are subject to be edited for length, clarity and grammar in accordance with Applied Arts editorial style guide

A credit can be designed with an individual's name or an organization. A credit role is a job function (i.e. Creative Director or Production House). Multiple names can be assigned to one role.

Winners will be given a short window of time to make edits to information in their Winner' Information or Creative Credits sections.

Step 4: Creative Credits

Credits are a summary of the individual or company that have worked on the project.

The first 6 credit roles you enter will be published in the Annual. Any/all additional credit roles will appear online in the Winners Gallery.

Reminder: A credit can be designated with an individual's name or an organization. A credit role is a job function (i.e. Creative Director). Multiple names can be assigned to one credit role (i.e. if you have two Creative Directors, they are counted as only one credit role).

You only have to enter credits once. Credits automatically get saved to your account to be used for any competition. You can either select a saved credit for your entry or you can add a new credit. To change the order of the credits, change the number from the sort column and select 'Update Sort' when you are finished.

Note: It is recommended that credits be completed at the time of submission. Please review your credits preview carefully, particularly the credits to be printed in the Annual. 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.

Step 5: Certificate information

You will receive one certificate for each winning entry. Complete the winning company/ individual and/or client you wish to appear on the certificate. The entry title and the category the project won in will also be included on the certificate. You will have the opportunity to order additional certificates once winners have been notified.

The entry form is now complete. You can now press the 'Save' button to return to your 'My Entries' dashboard to apply a new entry, copy the entry to a new category or to pay for your entry.

Note: 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.

Reminder: Winners will be given a short window of time to make edits to information in their **WINNERS' INFORMATION** or **CREATIVE CREDITS** sections.

Frequently Asked Questions

Eligibility FAQ

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. Each competition has different eligibility periods, please check each competition to ensure it meets the eligibility requirements.

Can I enter something in multiple categories in the same competition? Yes. With the exception of Community categories. Work submitted to the Community categories is not eligible to be entered in the non-Community categories with the exception of the Young Blood categories.

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 competitions. The rest of the categories are open only to post-secondary students attending a college, university or other type of art school.

I am currently studying a post-graduate/graduate program, am I still eligible to enter? Yes. You are still eligible to enter the Student Awards competition.

Am I still eligible to enter if I recently graduated? If you've graduated in the past year you are still eligible to enter the Student Awards. You may also qualify to submit work to the Young Blood categories in the professional competitions. Please see the specific discipline for eligibility.

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. 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 Winners Gallery for examples. If you still have questions regarding our categories or require assistance in selecting the appropriate category, contact awards@appliedartsmag.com.

Note: Applied Arts reserves the right to move an entry to another category if we feel it unsuitable or incorrectly categorized.

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 (five pieces for the Photography & Illustration competitions). A campaign, unless otherwise specified in the specific awards competition, is up to 9 pieces. 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 or series.

What is a Complete Single/Complete Series? 'Complete' refers to a multiple-page entry, such as a book or a publication. More images are typically required to properly show it and judge it.

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 to qualify.

What is the Community category? The Community Awards was our newest Awards competition, 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. In 2019, Community Awards categories were rolled into each of the four professional competitions (Photography, Illustration, Design and Advertising) giving these smaller studios and projects great exposure. Entries in these categories may not be entered in any other non-Community category with the exception of Young Blood categories.

Entry Material FAQ

At what specs do I need to submit my entry? Refer to *Entry Material Requirements* on page 04 for specifications. All competitions 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 – you will be saving your work as you go through each section of the entry form. If the program crashes as you are completing a certain section, it may not have saved.

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 04. Check your file and re-upload. If you continue to experience difficulties, contact awards@appliedartsmag.com.

I uploaded the wrong file. Can I change it? Yes. You can resubmit images at any time until payment is made. Click the 'Remove' beside the appropriate file and re-upload your image. Note: Thumbnail images may not correctly display your new image. You may need to close your browser and log back into my entries for the changes to show.

Right 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. Upon entry you must 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 Winners 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 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, entry title, description of entry or creative credits. 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 into 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. 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. Students submitting their entry must complete an online entry form (including final description of entry and creative credits, which will be published if 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 Winners Gallery.
- ❖ The ability to share your winning entries in a digital tearsheet format directly from our online Winners Gallery.
- ❖ A personalized Awards certificate for every winning entry, signed by Georges Haroutian, the founder and art director of Applied Arts.

There are also optional opportunities for winners. See the *What Winners Receive* section on page 03.

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, broadcast, digital or motion, we select a sampling at our discretion from the images submitted.

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](mailto:contact_awards@appliedartsmag.com).

Disclaimer

Applied Arts reserves the right 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.