

**APPLIED ARTS  
ILLUSTRATION  
AWARDS  
2020  
CATEGORIES**

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AWARDING CREATIVITY

**DEADLINE:  
FINAL  
DEADLINE  
JANUARY  
10, 2020**

Enter on or before December 20, 2019 and pay the early bird rate.

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

## Eligibility

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The contest is open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts created between January 2019 and January 2020 (but not entries that have been submitted into last year's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

**Young Blood:** Professionals that have graduated within the last 3 years may apply to the Young Blood categories. For further details and eligibility refer to page 05.

**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 06.

**Guidelines:** Entries must be submitted in digital, hi-res format only. Note: if you wish to show your entry as both the individual image(s) and in context, create one multi-page PDF and include both.

Your piece will be judged on illustration, not design or art direction. To have your work judged in these areas, submit to the Design and Advertising Awards competitions.

### DEADLINE:

**Final Deadline:  
January 10, 2020**

**Enter on or before December 20, 2019 and pay the early bird rate. Early bird pricing reduces the fee by \$10 per entry.**

## Entry Material Requirements

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

**Series:** 2-5 pieces from the same project, unless indicated otherwise. Maximum of 5 files may be uploaded.

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

**Complete Series:** 2-3 books/publications. Upload up to 3 files with up to 9 pages per each book.

**French or other languages:** you must submit a translation to English with your entry files for judging purposes. Upload the supporting files to the Supporting Documents sub-section of the ENTRY MATERIALS section (Step 4 of the entry form).

**Note:** URLs with links to the work is an acceptable format and counts towards one file upload. URLs to file sharing sites for videos are permitted, however, password-protected URLs are not allowed.

**Maximum File Size:** 5MB for stills and 80MB for motion/video.

Refer to the ACCEPTABLE FORMATS AND FILE LIMITATIONS section of the 2020 Call for Entry Kit, Page 04.

## Helpful Tips

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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.

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.

# CATEGORIES

	Early Bird	Regular
<b>IL/01</b> - Advertising Illustration - Single	\$50	\$60
<b>IL/02</b> - Advertising Illustration - Series	\$75	\$85
<i>Used in any advertising or promotional application.</i>		
<b>IL/03</b> - Architectural Illustration - Single	\$50	\$60
<b>IL/04</b> - Architectural Illustration - Series	\$75	\$85
<i>For architectural and real estate firms.</i>		
<b>IL/05</b> - Cartoon/Comic Illustration - Single	\$50	\$60
<b>IL/06</b> - Cartoon/Comic Illustration - Series	\$75	\$85
<i>For a complete graphic novel, use IL/15 of IL/16.</i>		
<b>IL/07</b> - Calendar Illustration - Complete Single	\$100	\$110
<i>Submit up to 9 illustrations from the same calendar. Upload 1 multi-page PDF file.</i>		
<b>IL/08</b> - Conceptual Illustration - Single	\$50	\$60
<b>IL/09</b> - Conceptual Illustration - Series	\$75	\$85
<i>Illustration that represents an idea. The work must be staged to communicate a preconceived concept.</i>		
<b>IL/10</b> - Corporate Illustration - Single	\$50	\$60
<b>IL/11</b> - Corporate Illustration - Series	\$75	\$85
<b>IL/12</b> - Corporate Illustration - Complete Single	\$100	\$110
<i>For use in annual reports, internal business communications, corporate websites, newsletters, etc. SINGLE: One illustration. SERIES: 2-5 illustrations for the same project. COMPLETE SINGLE: Up to 9 illustrations from one entire annual report.</i>		
<b>IL/13</b> - Editorial Illustration Cover or Spread - Single	\$50	\$60
<b>IL/14</b> - Editorial Illustration Cover or Spread - Series	\$75	\$85
<b>IL/15</b> - Editorial Illustration Entire Book - Complete - Single	\$100	\$110
<b>IL/16</b> - Editorial Illustration Entire Book - Complete - Series	\$150	\$160
<i>For books or publications. SINGLE: One cover or page or spread. SERIES: 2-5 covers/pages/spreads. COMPLETE SINGLE: Up to 9 illustrations from one book/publication. COMPLETE SERIES: 2-3 books or publications, with up to 9 illustrations from each. Upload multi-page PDFs.</i>		
<b>IL/17</b> - Fashion & Beauty Illustration - Single	\$50	\$60
<b>IL/18</b> - Fashion & Beauty Illustration - Series	\$75	\$85

	Early Bird	Regular
IL/19 - Gallery Illustration – Single	\$50	\$60
IL/20 - Gallery Illustration – Series	\$75	\$85
<i>Fine art illustrations, including limited editions.</i>		
IL/21 - Packaging Illustration – Single	\$50	\$60
IL/22 - Packaging Illustration – Series	\$75	\$85
<i>Illustrations that appear on product packaging. Also include an image of the finished product, as a multi-page PDF.</i>		
IL/23 - Photo Illustration – Single	\$50	\$60
IL/24 - Photo Illustration – Series	\$75	\$85
<i>Use of photo-editing techniques to create collage and montage illustration.</i>		
IL/25 - Portrait Illustration – Single	\$50	\$60
IL/26 - Portrait Illustration – Series	\$75	\$85
IL/27 - Poster Illustration – Single	\$50	\$60
IL/28 - Poster Illustration – Series	\$75	\$85
IL/29 - Pro Bono Illustration – Single	\$50	\$60
IL/30 - Pro Bono Illustration – Series	\$75	\$85
<i>Work undertaken voluntarily and without payment as a public service.</i>		
IL/31 - Public Service/Charity Illustration – Single	\$50	\$60
IL/32 - Public Service/Charity Illustration – Series	\$75	\$85
<i>Illustration for governments, non-profits and charities.</i>		
IL/33 - Retail Applications Illustration – Single	\$50	\$60
IL/34 - Retail Applications Illustration – Series	\$75	\$85
<i>Illustrations produced for use on apparel, greeting cards, wrapping paper or any other retail application. For illustrations on a package, use IL/21 or IL22.</i>		
IL/35 - Self-Promotion Illustration – Single	\$50	\$60
IL/36 - Self-Promotion Illustration – Series	\$75	\$85
<i>Package, mailer, online ad, etc. designed for self-promotion. Also include an image of the finished product/piece, as a multi-page PDF.</i>		
IL/37 - Unpublished/Personal Illustration – Single	\$50	\$60
IL/38 - Unpublished/Personal Illustration – Series	\$75	\$85
<i>Any personal work or work originally created for a client that was not published.</i>		

	Early Bird	Regular
IL/39 - Miscellaneous Illustration – Single	\$50	\$60
IL/40 - Miscellaneous Illustration – Series	\$75	\$85

*Illustrations that cannot reasonably fit in any other category, i.e. experimental, experiential, etc. Please include a brief description of up to 50 words if the application/usage/intention is not obvious.*

## MOTION

IL/41 – Motion Short – Single	\$125	\$135
IL/42 – Motion Long – Single	\$140	\$150

*To be judged on animation. SHORT: Less than 3 minutes. LONG: 3 minutes or more.*

## YOUNG BLOOD

*For entrants who have been out of school for 3 years or less. Entries can be any application from the corresponding above groupings of categories.*

IL/43 - Young Blood Illustration – Single	\$40	\$50
IL/44 - Young Blood Illustration – Series	\$60	\$70

*Entries may fall into any of the above Single/Series categories.*

IL/45 - Young Blood Illustration – Complete Single	\$75	\$85
IL/46 - Young Blood Illustration – Complete Series	\$100	\$110

*Entries may fall into any of the above Complete Single/Complete Series categories – IL/07, IL/12, IL/15, or IL/16.*

IL/47 - Young Blood Motion - Short – Single	\$75	\$85
IL/48 - Young Blood Motion - Long – Single	\$100	\$110

*To be judged on animation. SHORT: Less than 3 minutes. LONG: 3 minutes or more.*

# 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:

*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.

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

	Early Bird	Regular
IL/49 - Small Community Illustration – Single	\$40	\$50
IL/50 - Small Community Illustration – Series	\$60	\$70

Entries may fall into any of the above Single/Series categories.

IL/51 - Small Community Illustration – Complete Single	\$75	\$85
IL/52 - Small Community Illustration – Complete Series	\$100	\$110

Entries may fall into any of the above Complete Single/Complete Series categories – IL/07,IL/12, IL/15 or IL/16.

IL/53 - Small Community Motion - Short – Single	\$75	\$85
IL/54 - Small Community Motion - Long – Single	\$100	\$110

To be judged on animation. SHORT: Less than 3 minutes. LONG: 3 minutes or more.

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

IL/55 - Small Business Illustration – Single	\$40	\$50
IL/56 - Small Business Illustration – Series	\$60	\$70

Entries may fall into any of the above Single/Series categories.

IL/57 - Small Business Illustration – Complete Single	\$75	\$85
IL/58 - Small Business Illustration - Complete Series	\$100	\$110

Entries may fall into any of the above Complete Single/Complete Series categories – IL/07, IL/12, IL/15 or IL/16.

	Early Bird	Regular
<b>IL/59</b> - Small Business Motion - Short – Single	<b>\$75</b>	<b>\$85</b>
<b>IL/60</b> - Small Business Motion - Long – Single	<b>\$100</b>	<b>\$110</b>
<i>To be judged on animation. SHORT: Less than 3 minutes. LONG: 3 minutes or more.</i>		
<i>Shoe-String Budget - The budget for the assignment must have been extremely limited.</i>		
<b>IL/61</b> - Shoe-String Budget Illustration – Single	<b>\$40</b>	<b>\$50</b>
<b>IL/62</b> - Shoe-String Budget Illustration – Series	<b>\$60</b>	<b>\$70</b>
<i>Entries may fall into any of the above Single/Series categories.</i>		
<b>IL/63</b> - Shoe-String Budget Illustration – Complete Single	<b>\$75</b>	<b>\$85</b>
<b>IL/64</b> - Shoe-String Budget Illustration – Complete Series	<b>\$100</b>	<b>\$110</b>
<i>Entries may fall into any of the above Complete Single/Complete Series categories – IL/07, IL/12, IL/15 or IL/16.</i>		
<b>IL/65</b> - Shoe-String Budget Motion - Short – Single	<b>\$75</b>	<b>\$85</b>
<b>IL/66</b> - Shoe-String Budget Motion - Long – Single	<b>\$100</b>	<b>\$110</b>
<i>To be judged on animation. SHORT: Less than 3 minutes. LONG: 3 minutes or more.</i>		