

# APPLIED ARTS PHOTOGRAPHY AWARDS 2020 CATEGORIES

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**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

The contest is open to all forms of commissioned, published, unpublished and personal work from professionals and enthusiasts created between January 2019 and January 2020 (but not entries that have been submitted into last year's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 06.

**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 photography, 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

**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

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>PH/01</b> - Advertising Photography - Single	\$50	\$60
<b>PH/02</b> - Advertising Photography - Series	\$75	\$85
<i>Used in any advertising or promotional application, including posters.</i>		
<b>PH/03</b> - Architectural Photography - Single	\$50	\$60
<b>PH/04</b> - Architectural Photography - Series	\$75	\$85
<i>Photographs for architectural and real estate firms.</i>		
<b>PH/05</b> - Catalogue Cover or Spread - Single	\$50	\$60
<b>PH/06</b> - Catalogue Complete - Complete Single	\$100	\$110
<i>SINGLE: One cover or inside page or spread. COMPLETE: Show up to 9 images from a complete catalogue. Upload 1 multi-page PDF.</i>		
<b>PH/07</b> - Calendar Photography - Complete Single	\$100	\$110
<i>Submit up to 9 images from the same calendar. Upload 1 multi-page PDF.</i>		
<b>PH/08</b> - Conceptual Photography - Single	\$50	\$60
<b>PH/09</b> - Conceptual Photography - Series	\$75	\$85
<i>Photography staged to represent an idea. The work must be staged to communicate a preconceived concept.</i>		
<b>PH/10</b> - Corporate Photography - Single	\$50	\$60
<b>PH/11</b> - Corporate Photography - Series	\$75	\$85
<b>PH/12</b> - Corporate Photography - Complete Single	\$100	\$110
<i>For use in annual reports, internal business communications, corporate websites, newsletters, etc. SINGLE: One image. SERIES: 2-5 images for the same project. COMPLETE SINGLE: Up to 9 images from one entire annual report.</i>		
<b>PH/13</b> - Editorial Photography Cover or Spread - Single	\$50	\$60
<b>PH/14</b> - Editorial Photography Cover or Spread - Series	\$75	\$85
<b>PH/15</b> - Editorial Photography Entire Book - Complete Single	\$100	\$110
<b>PH/16</b> - Editorial Photography 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 images from one book/publication. COMPLETE SERIES: 2-3 books or publications, with up to 9 images from each. Upload multi-page PDFs.</i>		
<b>PH/17</b> - Fashion & Beauty Photography - Single	\$50	\$60
<b>PH/18</b> - Fashion & Beauty Photography - Series	\$75	\$85

	Early Bird	Regular
PH/19 - Food Photography - Single	\$50	\$60
PH/20 - Food Photography - Series	\$75	\$85
<i>For cookbook, use PH/13 - PH/16.</i>		
PH/21 - Gallery Photography – Single	\$50	\$60
PH/22 - Gallery Photography – Series	\$75	\$85
<i>Fine art images, including limited editions.</i>		
PH/23 - Lifestyle Photography – Single	\$50	\$60
PH/24 - Lifestyle Photography – Series	\$75	\$85
PH/25 - Nature Landscape & Wildlife Photography – Single	\$50	\$60
PH/26 - Nature Landscape & Wildlife Photography - Series	\$75	\$85
PH/27 - Packaging Photography - Single	\$50	\$60
PH/28 - Packaging Photography - Series	\$75	\$85
<i>Images that appear on product packaging. Also include an image of the finished product. Upload as a multi-page PDF.</i>		
PH/29 - Photo Illustration - Single	\$50	\$60
PH/30 - Photo Illustration - Series	\$75	\$85
<i>Use of photo-editing techniques to create collage and montage illustration. You may show before and after images in one multi-page PDF.</i>		
PH/31 - Photo Manipulation – Single	\$50	\$60
PH/32 - Photo Manipulation – Series	\$75	\$85
<i>Use of image editing to create special effects. Minor image enhancements or corrections not accepted for submission. You may show before and after images in one multi-page PDF.</i>		
PH/33 - Photojournalism Photography – Single	\$50	\$60
PH/34 - Photojournalism Photography – Series	\$75	\$85
PH/35 - Portrait Photography – Single	\$50	\$60
PH/36 - Portrait Photography – Series	\$75	\$85
PH/37 - Pro Bono Photography – Single	\$50	\$60
PH/38 - Pro Bono Photography – Series	\$75	\$85
<i>Work undertaken voluntarily and without payment as a public service.</i>		
PH/39 - Public Service/Charity Photography – Single	\$50	\$60

	Early Bird	Regular
<b>PH/40</b> - Public Service/Charity Photography – Series	\$75	\$85
<i>Work for governments, non-profits and charities.</i>		
<b>PH/41</b> - Retail Applications Photography – Single	\$50	\$60
<b>PH/42</b> - Retail Applications Photography – Series	\$75	\$85
<i>Images produced for use on apparel, greeting cards, wrapping paper or any other retail application. For images on a package, use PH/27 or PH/28.</i>		
<b>PH/43</b> - Self-Promotion Photography – Single	\$50	\$60
<b>PH/44</b> - Self-Promotion Photography – Series	\$75	\$85
<i>Package, mailer, online ad, etc. designed for self-promotion. Also include the image(s) in context. Upload as a multi-page PDF.</i>		
<b>PH/45</b> - Sports Photography – Single	\$50	\$60
<b>PH/46</b> - Sports Photography – Series	\$75	\$85
<b>PH/47</b> - Sill Life Photography – Single	\$50	\$60
<b>PH/48</b> - Sill Life Photography – Series	\$75	\$85
<i>Photography that depicts inanimate subject matter.</i>		
<b>PH/49</b> - Travel Photography – Single	\$50	\$60
<b>PH/50</b> - Travel Photography – Series	\$75	\$85
<b>PH/51</b> - Unpublished/Personal Photography – Single	\$50	\$60
<b>PH/52</b> - Unpublished/Personal Photography – Series	\$75	\$85
<i>Any personal work or work originally shot for a client that was not published.</i>		
<b>PH/53</b> - Miscellaneous Photography – Single	\$50	\$60
<b>PH/54</b> - Miscellaneous Photography – Series	\$75	\$85
<i>Photography 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.</i>		

## MOTION

<b>PH/55</b> - Motion Short – Single	\$125	\$135
<b>PH/56</b> - Motion Long – Single	\$140	\$150

*Judged on cinematography. SHORT: Less than 3 minutes. LONG: 3 minutes or more.*

## YOUNG BLOOD

	Early Bird	Regular
<i>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.</i>		
<b>PH/57</b> - Young Blood Photography – Single	\$40	\$50
<b>PH/58</b> - Young Blood Photography – Series	\$60	\$70
<i>Entries may fall into any of the above Single/Series categories.</i>		
<b>PH/59</b> - Young Blood Photography – Complete Single	\$75	\$85
<b>PH/60</b> - Young Blood Photography – Complete Series	\$100	\$110
<i>Entries may fall into any of the above Complete Single/Complete Series categories – PH/06, PH/07, PH/12, PH/15 or PH/16.</i>		
<b>PH/61</b> - Young Blood Motion - Short – Single	\$75	\$85
<b>PH/62</b> - Young Blood Motion - Long – Single	\$100	\$110
<i>Judged on cinematography. SHORT: Less than 3 minutes. LONG: 3 minutes or more.</i>		

## 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.*

<b>PH/63</b> - Small Community Photography - Single	\$40	\$50
<b>PH/64</b> - Small Community Photography – Series	\$60	\$70

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

	Early Bird	Regular
<b>PH/65</b> - Small Community Photography – Complete Single	\$75	\$85
<b>PH/66</b> - Small Community Photography – Complete Series	\$100	\$110
<i>Entries may fall into any of the above Complete Single/Complete Series categories – PH/06, PH/07, PH/12, PH/15 or PH/16.</i>		
<b>PH/67</b> - Small Community Motion – Short – Single	\$75	\$85
<b>PH/68</b> - Small Community Motion – Long – Single	\$100	\$110
<i>Judged on cinematography. SHORT: Less than 3 minutes. LONG: 3 minutes or more.</i>		
<i>Small Business - The client must be a single-establishment/small business, such as a restaurant, local retailer or service.</i>		
<b>PH/69</b> - Small Business Photography – Single	\$40	\$50
<b>PH/70</b> - Small Business Photography – Series	\$60	\$70
<i>Entries may fall into any of the above Single/Series categories.</i>		
<b>PH/71</b> - Small Business Photography – Complete Single	\$75	\$85
<b>PH/72</b> - Small Business Photography – Complete Series	\$100	\$110
<i>Entries may fall into any of the above Complete Single/Complete Series categories – PH/06, PH/07, PH/12, or PH/15 or PH/16.</i>		
<b>PH/73</b> - Small Business Motion – Short – Single	\$75	\$85
<b>PH/74</b> - Small Business Motion - Long – Single	\$100	\$110
<i>Judged on cinematography. 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>PH/75</b> - Shoe-String Budget Photography – Single	\$40	\$50
<b>PH/76</b> - Shoe-String Budget Photography – Series	\$60	\$70
<i>Entries may fall into any of the above Single/Series categories.</i>		
<b>PH/77</b> - Shoe-String Budget Photography – Complete Single	\$75	\$85
<b>PH/78</b> - Shoe-String Budget Photography – Complete Series	\$100	\$110
<i>Entries may fall into any of the above Complete Single/Complete Series categories – PH/06, PH/07, PH/12, PH/15 or PH/16.</i>		
<b>PH/79</b> - Shoe-String Budget Motion – Short – Single	\$75	\$85
<b>PH/80</b> - Shoe-String Budget Motion – Long – Single	\$100	\$110
<i>Judged on cinematography. SHORT: Less than 3 minutes. LONG: 3 minutes or more.</i>		