

APPLIED ARTS STUDENT AWARDS 2020 CATEGORIES

**DEADLINE:
FINAL
DEADLINE
MAY
22, 2020**

Enter on or before May 1, 2020 and pay the early bird rate.

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

Eligibility

The student competition is international and open to post-secondary (under-graduate and graduate studies) and high-school students. Only digital entries are accepted for this competition.

High-school students may only apply to the high-school categories. The rest of the categories are for post-secondary students.

You may submit any work completed either as a school requirement or independently (personal work) during the course of your studies, during any year of your schooling, as long as you have not submitted the work to the Student Awards competition before.

If you graduated from a post-secondary school within the past year, you may submit work completed during your studies to the 2020 Student Awards.

Guidelines

- ❖ When setting up your 'My Entries' awards account be sure to provide a phone number and email address that you access regularly outside of school. All winners will be notified in late July, so it is crucial that you are available to provide any additional images or information we may need for the Awards Annual.
- ❖ Entries must be submitted in digital, hi-res format only.
- ❖ You must enter the actual creative work. Case-study videos or boards may only be added to your files as support information for the judges. Upload the supporting documents to the supporting documents sub-section of the ENTRY MATERIALS section (Step 4 of the entry form).
- ❖ Descriptions of Entry and Creative Credits you enter are for publication and must also be provided at the entry stage.
- ❖ We recommend including a brief description of the assignment/objectives/rationale for the judges of up to 50 words. Include it with your images in a multi-page PDF.

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Entry Material Requirements:

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

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

Complete Single: 1 book/publication. Upload 1 file, with up to 6 pages.

Complete Series: 2-3 books/publications. Upload up to 3 files, with up to 6 pages per each book.

Campaign: Up to 6 pieces from an entire campaign. A maximum number 6 files can be uploaded.

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

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.

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.

For best judging results, ensure your entry shows all aspects of the design. Create one multi-page PDF and include images of different angles of 3-dimensional items, interior pages, close-ups on detail, and the piece in context (if applicable).

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

ADVERTISING

	Early Bird	Regular
AS/01 Advertising – Single	\$30	\$40
AS/02 Advertising – Series	\$40	\$50
AS/03 Entire Advertising - Campaign	\$45	\$55
<i>For advertising or promotions that promote an event, brand, product, service or business. SINGLE: One single ad. SERIES: 2-3 ads that relate to one another. CAMPAIGN Up to 6 different pieces created as part of a campaign. It can be a combination of print and digital examples.</i>		
AS/04 Radio Advertising – Single	\$30	\$40
AS/05 Radio Advertising – Series	\$40	\$50
<i>Include the radio spot and scripts as part of your entry. SINGLE: One single ad. SERIES: 2-3 ads that relate to one another for an event, brand, product, service or business.</i>		
AS/06 Video Advertising – Single	\$30	\$40
AS/07 Video Advertising - Series	\$40	\$50
<i>Television or online ad. SINGLE: One single ad. SERIES: 2-3 ads that relate to one another for an event, brand, product, service or business.</i>		
AS/08 Advertising Other – Single	\$30	\$40
AS/09 Advertising Other – Series	\$40	\$50
<i>Any advertising work that is used to promote an event, brand, product, service or business that doesn't fall into any of the above categories (i.e. experiential/event). NOTE: It is recommended to include a description (maximum 50 words) for judging, uploaded with your project in a multi-page PDF. SINGLE: One single ad. SERIES: 2-3 ads that relate to one another for an event, brand, product, service or business.</i>		

■ ■ After getting my work published in the Student Awards issue of Applied Arts, I was extremely fortunate to have been contacted by two agencies ... and was hired! ■ ■

Marvin Veloso, Art Director, Student RGD, Alumni of Seneca College

DESIGN

	Early Bird	Regular
DS/01 Design – Single	\$30	\$40
DS/02 Design – Series	\$40	\$50
DS/03 Entire Design Program – Campaign	\$45	\$55
<i>SINGLE: A single design unit (annual report, brochure, calendar, logo, poster, etc.) SERIES: 2-3 examples that relate to one another for the same product, brand, service or business (for example 3 logos or 3 posters, etc.). CAMPAIGN Up to 6 different design pieces created as part of an identity for the same event, brand, product, service or business (for example, logo applications, stationery), notepads, business cards, posters, etc.), and can be a combination of print and digital examples.</i>		
DS/04 Editorial Design – Cover, Page or Spread – Single	\$30	\$40
DS/05 Editorial Design – Cover, Page or Spread – Series	\$40	\$50
DS/06 Editorial Design – Entire Publication/Book – Complete Single	\$45	\$55
<i>SINGLE: One page or cover or spread from a magazine or book. SERIES: 2-3 single pages, covers or spreads from the same project. COMPLETE: Up to 6 pages/covers/spreads from 1 book or publication.</i>		
DS/07 Packaging Design – Single	\$30	\$40
DS/08 Packaging Design – Series	\$40	\$50
DS/09 Entire Packaging Design Program – Campaign	\$45	\$55
<i>SINGLE: One designed package for any brand or product. SERIES: 2-3 designed packaging examples for the same brand or product (for example, beer bottles and case, a line of cosmetic packaging, a line of frozen dinners, etc.). CAMPAIGN: Up to 6 different packaging pieces designed as part of a family of packages for the same product, brand, service or business.</i>		
DS/10 Promotional Design – Single	\$30	\$40
DS/11 Promotional Design – Series	\$40	\$50
DS/12 Entire Promotional Design Program – Campaign	\$45	\$55
<i>SINGLE: One promotional design piece, such as an announcement, invitations, promotional apparel etc. SERIES: 2-3 promotional design pieces, such as an announcement, invitations, promotional apparel, etc. that relate to one another. CAMPAIGN: up to 6 different promotional pieces for an event, brand, product, services or business and can be a combination of print and digital examples.</i>		
DS/13 Typography Design & Application – Series	\$40	\$50
<i>A typeface design and samples of that typeface being applied. If the application is digital, a URL may be provided.</i>		
DS/14 Design Other – Single	\$30	\$40
DS/15 Design Other – Series	\$40	\$50
<i>Any design work that does not fall into any other listed category. NOTE: It is recommended to include a description (maximum 50 words) for judging, uploaded with your project in a multi-page PDF.</i>		

Applied Arts was such an important part of my design career, from being a student to a professional.

Kristina Valiunas, Senior Brand Designer, Amazon, Seattle, WA

Alumni of George Brown College

DIGITAL & GAMING

	Early Bird	Regular
WS/O1 Apps – Single	\$40	\$50
<i>For desktop, tablet or mobile. Link to app as well as screen cast/demo must be provided to represent entry.</i>		
WS/O2 Digital Content – Single	\$40	\$50
<i>Content developed for online. Can include digital publications, blogs, social/promotional messages, etc.</i>		
WS/O3 Digital Animation – Single	\$40	\$50
<i>A single animated element or character. For an animated video, use WS/O5.</i>		
WS/O4 Game Design & Development – Single	\$40	\$50
<i>Whole or part of a game design.</i>		
WS/O5 Motion – Single	\$40	\$50
<i>Any video or short film. For advertising videos/spots, use AS/O6 or AS/O7.</i>		
WS/O6 Website Design – Single	\$40	\$50
<i>A single website. All sites should be live and a URL provided for entry.</i>		



I can't begin to express how much your awards program has done for my career as a design professional. It's opened so many doors being a past winner.

Vicky Li, Senior Designer, Hero Digital, San Francisco, CA Alumni of OCAD University

ILLUSTRATION & PHOTOGRAPHY

	Early Bird	Regular
IS/O1 Illustration – Single	\$30	\$40
IS/O2 Illustration – Series	\$40	\$50
<i>SINGLE: One image on any topic. SERIES: 2-3 images that relate to one another by topic or product.</i>		
PS/O1 Photography – Single	\$30	\$40

	Early Bird	Regular
PS/O2 Photography – Series	\$40	\$50
<i>SINGLE: One image on any topic. SERIES: 2-3 images that relate to one another by topic or product.</i>		
PS/O3 Photo Illustration/Mixed Media – Single	\$30	\$40
PS/O4 Photo Illustration/Mixed Media – Series	\$40	\$50
<i>SINGLE: One image on any topic. SERIES: 2-3 images that relate to one another by topic or product. Images should use photo editing or mixed media to create a collage illustration.</i>		
PS/O5 3D Modelling – Single	\$30	\$40
PS/O6 3D Modelling – Series	\$40	\$50
<i>Hand or computer-generated modelling of inanimate dimensional objects and shapes. For animated elements or characters refer to WS/O3. SINGLE: One object. SERIES: 2-3 objects that relate to one another by topic or product.</i>		


 The Applied Arts Student Awards annual is distributed to a very large number of art directors and art buyers – and it showcases student work along with their contact details, making it a vital promotional vehicle and an excellent way to gain exposure.
 

Mohamed Danawi, Professor, Illustration, Savannah College of Art and Design, Savannah, GA

CATEGORIES

HIGH SCHOOL

	Early Bird	Regular
HS/O1 High School Advertising - Single or Series	\$20	\$30
<i>Single or series of up to 3 ads in print, television/video or radio.</i>		
HS/O2 High School Design – Single or Series	\$20	\$30
<i>Single or series of up to 3 designs in packaging, editorial, typography or other design unit (poster, logo, brochure, etc.).</i>		
HS/O3 High School Digital & Gaming - Single or Series	\$20	\$30
<i>Single or series of up to 3 online elements: website design, animation, game, app, etc.</i>		
HS/O4 High School Illustration - Single or Series	\$20	\$30
<i>Single or series of up to 3 illustrations, photo illustrations, mixed media, or 3D modelling.</i>		
HS/O5 High School Photography - Single or Series	\$20	\$30
<i>Single or series of up to 3 photographs, photo illustrations or mixed media.</i>		