

APPLIED ARTS 2021 DESIGN AWARDS CATEGORIES

DEADLINE: MARCH 5, 2021

GET THE RECOGNITION YOUR WORK DESERVES

For 30 years, Applied Arts Awards has maintained a benchmark of creative excellence. And, we remain as committed as ever to celebrating all the great work out there. Winning a Design Award will get you the creative boost you deserve with added exposure to an international community of more than 115,000 creative and marketing professionals. Clients look for top talent, and the industry pays attention. That makes winning awards a win-win!

So show us — and the creative world — what you've poured your heart and soul into over the past year. The winning work chosen by our 2021 Design jury will get the recognition it deserves.

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between March 2020 and March 2021 (but not entries submitted into last year's competition).

YOUNG BLOOD CATEGORIES | For professionals that have graduated within the last 5 years. See page 8.

COMMUNITY CATEGORIES | Exclusively for Canadian artists and firms working in smaller communities or with smaller businesses or budgets, to help them get the recognition they deserve. See page 9.

STUDENTS | Applied Arts offers an awards competition exclusively for students. Visit Student Awards for eligibility and deadlines.

WHAT'S NEW

- **No late fees.** Early Bird prices stay in effect during the entire call for entry period.
- **More complete program categories,** including Brand Identity, Guerrilla Marketing, and Pro Bono/PSA/Charity. See Entire Design Programs on page 3.
- **COVID-19 Response categories,** for the positive design applications you've created under these difficult times. See page 10.

JUDGING CRITERIA

Entries are judged independently by the Design jury and given one total score based on three criteria:

1. Creative merit
2. Technical excellence
3. Suitability for end use in the category it was submitted

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- For French (or other language) entries, English translations **MUST BE** included for any important text (e.g. headlines), **AND** for your entry titles, for clarity during judging.
- Actual creative work must be entered. Brief explanatory notes or case-studies for the judges may be added as a supporting file.
- The Winners Information, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the Annual and online Winners Gallery and are not seen by the judges. **NOTE:** Winners will only have 48 hours to review and make edits prior to publication.

MATERIAL GUIDELINES

MAIN ENTRY FILES

REQUIRED

Your Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.

PERMITTED

SINGLE	SERIES	CAMPAIGN
One piece*/ max. 1 file	2-3 pieces*/ max. 3 files	Up to 9 pieces*/ max. 9 files

* Exceptions are noted in specific categories.

IMPORTANT NOTE RE MULTI-PAGE PDFS: Use a multi-page PDF to incorporate any additional images into the maximum number of files allowed (e.g. the piece in context, inside pages from a book, or multiple views of 3-dimensional entries such as packaging).

NOT PERMITTED

Case-studies are not permitted as your Main Entry Files. See below for more info.

SUPPORT FILES

Support Files are mainly for clarity to assist the judges. They are not for publication (except where noted), and do not count towards the file limitations stated above. Upload these to the "Entry Supporting Materials" sub-section of the **ENTRY MATERIALS** on the entry form.

Please make note of these important required vs. optional Support Files for certain entries:

REQUIRED

- **English translations for French (or other language) entries:** Include any important text (e.g. book titles and headlines) either as a Support File or within a multi-page PDF as your Main Entry File.


PERMITTED

- **Case-studies:** While not recommended (as outcomes are not a criteria for judges in scoring), case-studies can be added ONLY as a Support File and should be limited to max. 45 seconds. REMINDER: You must include the actual creative to be judged as your Main Entry File.
- **Explanatory notes for the judges:** Although not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words in English may be added for clarity (or up to 10 seconds for video files). Include either as a Support File or within a multi-page PDF as your Main Entry File.

NOT PERMITTED

- **Entering URLs of the same creative as a Support File:** (i.e. don't also submit a URL to a video, if you've already submitted the MP4 as your Main Entry File). However, available links to non-static creative are requested in the Winners Information section for publishing in the online Winners Gallery.

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

PDF JPG PNG GIF	300 dpi (min.) RGB Max. 8" (203 mm) Max. 5MB	8 inches wide maximum	8 inches high maximum
	MP4 Max. 80MB		

URL

- * Counts as 1 "file" upload.
- * File sharing sites OK.
- * Password-protected sites not allowed.
- * Ensure the URL is accessible until June 2021.

RECOMMENDED BEST PRACTICES

Entries are judged online. Here's how to help the judges:

- A multi-page PDF is preferred over multiple, individual JPG files.
- More is not better. Curate your images to the maximum indicated for each category, except where noted below.
- Use a multi-page PDF to give judges the full picture at a glance. Show multiple views of 3D pieces, zoom in on small print or details and show complex/novel work in the context of how it was seen by the audience.
- Where supporting information is requested, it is preferable to include it within a multi-page PDF as your Main Entry File.
- Look at your entry on a smaller-screen desktop and ensure all important details are legible at that size, as that's how a judge may be viewing it.

ENTIRE DESIGN PROGRAMS

REQUIREMENTS

- **Up to 9 design applications from the same project.** Entries may include print and/or digital applications.
- **ENTRY MATERIAL:** Upload print or static creative preferably in one multi-page PDF. Add video and URLs separately.
- **OPTIONAL:** Brief explanatory notes (max. 50 words) or case-studies for the judges to provide added clarity may be included. Upload as a Support File.

ENTIRE PROGRAM: \$125

EP/01 Complete Brand Identity Program

Show a logo (or logo system) design, plus up to 9 applications of the logo(s). Include a brief explanatory note if the business is not obvious.

EP/02 Complete Rebrand Identity Program

Redesign of an established brand. Show a logo (or logo system) redesign, plus up to 9 applications of the new logo(s). MUST SHOW before and after images of the logo(s). Include a brief explanatory note if the business is not obvious.

EP/03 Entire Design Program

A family of different pieces/applications designed for the same event, brand, product, service or business.

EP/04 Entire Packaging Design Program

A family of packages for the same event, brand, product, service or business.

EP/05 Entire Promotional Design Program

A family of promotional applications or messaging designed for the same event, brand, product, service or business.

EP/06 Guerrilla Marketing Program

Design of a complete interactive or unconventional promotional program.

EP/07 Pro Bono/PSA/Charity Entire Design Program

An entire design program for government, non-profits, or work undertaken voluntarily without payment.

DESIGN

REQUIREMENTS

A Single is **1** piece.* A Series is **2-3** pieces.*

*Except where indicated.

SINGLE: \$65 | SERIES: \$85, except where indicated.

DE/01 Annual Report – Single

Show up to 9 pages from 1 annual report. Upload as a multi-page PDF. (\$85)

DE/02 Brochure – Single-page/Folder – Single

DE/03 Brochure – Single-page/Folder – Series

A single-sheet mini brochure, leaflet, folder, or menu. For multi-page applications, use DE/04 or DE/05.

DE/04 Brochure/Catalogue – Multi-page – Single

DE/05 Brochure/Catalogue – Multi-page – Series

Brochures/catalogues/menus/etc. involving bound pages.

SINGLE: Show up to 9 pages from 1 brochure/catalogue.

SERIES: Show up to 9 pages each from 2-3 brochures/catalogues. (**SINGLE:** \$85/**SERIES:** \$125)

DE/06 Calendar Design – Single

Show up to 9 pages from 1 calendar. Upload as a multi-page PDF. (\$85)

DE/07 Environmental – Signage – Single

One sign or signage element (e.g. mural, storefront) for any interior or exterior space.

DE/08 Environmental – Environment Design – Single

Show up to 9 images of an entire interior or exterior space/installation (e.g. store, restaurant, workplace, park, etc.).

Upload as a multi-page PDF. (\$85)

DE/09 Environmental – Experiential/Event – Single

Show up to 9 images of a non-permanent interior/exterior installation (e.g. pop-up store, concert, exhibit, etc.). Upload

as a multi-page PDF. (\$85)

DE/10 Infographics – Single

DE/11 Infographics – Series

DE/12 Logo – Single

DE/13 Logo – Series

SINGLE: 1 logo. **SERIES:** 2-3 logos from an overarching logo system. Include a brief explanatory note if the business is not obvious.

DE/14 Logo Applications – Series

Show up to 5 applications of a logo (e.g. corporate stationery, promotional items, signage, etc.). Upload as a multi-page PDF. Include a brief explanatory note if the business is not obvious. (\$125)

DE/15 Rebrand Logo – Single

DE/16 Rebrand Logo – Series

SINGLE: 1 redesign of an established logo. **SERIES:** 2-3 redesigned logos from the same overarching logo system. **MUST INCLUDE** the before/after logo(s). Also include a brief explanatory note if the business is not obvious.

DE/17 Poster – Single

DE/18 Poster – Series

DE/19 Pro Bono – Single

DE/20 Pro Bono – Series

Work undertaken voluntarily and without payment as a public service.

DE/21 Public Service/Charity – Single

DE/22 Public Service/Charity – Series

Work for government or non-profits.

DE/23 Unpublished/Personal – Single

DE/24 Unpublished/Personal – Series

DE/25 Design Other – Single

DE/26 Design Other – Series

Any design work that does not fall into any other listed category. Entries will be judged on their individual design merits. **MUST INCLUDE** a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

EDITORIAL DESIGN

REQUIREMENTS

A Single is **1** cover, page or spread.*

A Series is **2-3** single pages, covers or spreads from the same book or publication.*

*Except where indicated.

SINGLE: \$65 | SERIES: \$85, except where indicated.

ED/01 Cover/Page/Spread – Single

ED/02 Cover/Page/Spread – Series

For books or publications, including digital editions.

ED/03 Entire Book Design – Single

ED/04 Entire Book Design – Series

Print editions only. For e-books use Digital Design – Content (DW/04). **SINGLE:** Show up to 9 pages from 1 book. **SERIES:** Show up to 9 pages each from 2-3 books. (**SINGLE:** \$85/**SERIES:** \$125)

ED/05 Entire Publication Design – Single

ED/06 Entire Publication Design – Series

Print editions only. For e-pubs use Digital Design – Content (DW/04). **SINGLE:** Show up to 9 pages from 1 publication. **SERIES:** Show up to 9 pages each from 2-3 publications. (**SINGLE:** \$85/**SERIES:** \$125)

PACKAGING DESIGN

REQUIREMENTS

A Single is **1** piece/can/bottle.* A Series is **2-3** pieces/cans/bottles.*

* Except where indicated.

SINGLE: \$65 | SERIES: \$85, except where indicated.

PD/01 Beverages – Alcohol – Single

PD/02 Beverages – Alcohol – Series

PD/03 Beverages – Alcohol Entire Package – Series

SINGLE/SERIES: follow instructions above.

ENTIRE PACKAGE: Consists of 4-9 different cans/bottles, and a case, if applicable. (\$125)

PD/04 Beverages – Alcohol-Free – Single

PD/05 Beverages – Alcohol-Free – Series

PD/06 Beverages – Alcohol-Free Entire PKG – Series

SINGLE/SERIES: follow instructions above. **ENTIRE PACKAGE:**

Consists of 4-9 different cans/bottles, and a case, if applicable. (\$125)

PD/07 Consumer Products – Single

PD/08 Consumer Products – Series

Cosmetics, pharmaceuticals, household products, fashion, etc.

PD/09 Food – Single

PD/10 Food – Series

PD/11 Retail Applications – Single

PD/12 Retail Applications – Series

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

PD/13 Packaging Design Other – Single

PD/14 Packaging Design Other – Series

Any packaging design work that does not fall into any other listed category. Entries will be judged on their individual design merits. **MUST INCLUDE** a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

PROMOTIONAL DESIGN

REQUIREMENTS

A Single is **1** piece. A Series is **2-3** pieces.

SINGLE: \$65 | SERIES: \$85, except where indicated.

DP/01 Artist/Design Firm Promotions – Single/Series

Print collateral or promotion designed for a creative firm or individual. For social media, use Digital Design – Content (DW/07), or for website, use Digital Design – Website (DW/16). (**SINGLE/SERIES:** \$85)

DP/02 Point-of-Sale Messaging – Single

DP/03 Point-of-Sale Messaging – Series

Promotional item used at point-of-sale (e.g. sign, poster, POP display).

DP/04 Premium/Gift Item – Single

DP/05 Premium/Gift Item – Series

Apparel, giveaway, etc.

DP/06 Promotional Collateral – Single

DP/07 Promotional Collateral – Series

Print collateral (e.g. flyer, announcement, card, invitation, etc.) to promote an event, brand, product, service, or business. For online content, use Digital Design – Content (DW/06).

DP/08 Promotional Messaging – Single

DP/09 Promotional Messaging – Series

Print-based promotional message (e.g. poster, sign, etc.). For online messaging, use Digital Design – Content (DW/06).

DP/10 Promotional Design Other – Single

DP/11 Promotional Design Other – Series

Any promotional design work that does not fall into any other listed category. **MUST INCLUDE** a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

TYPOGRAPHY DESIGN

REQUIREMENTS

A Single is **1** piece. A series is **2-3** pieces.

SINGLE: \$65 | SERIES: \$85

TD/01 Corporate Application – Single

TD/02 Corporate Application – Series

TD/03 Digital Application – Single

TD/04 Digital Application – Series

TD/05 Editorial Application – Single

TD/06 Editorial Application – Series

TD/07 Environmental/Experiential App. – Single

TD/08 Environmental/Experiential App. – Series

TD/09 Motion Application – Single

TD/10 Motion Application – Series

TD/11 Packaging Application – Single

TD/12 Packaging Application – Series

TD/13 Promotional Application – Single

TD/14 Promotional Application – Series

TD/15 Typography Other – Single

TD/16 Typography Other – Series

Any typography design work that does not fall into any other listed category. **MUST INCLUDE** a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

TYPEFACE DESIGN

REQUIREMENTS

A Single is **1** typeface with application. A Series is **2-3** typefaces within a type family, showing applications.

SINGLE: \$85 | SERIES: \$125

DT/01 Typeface Design – Single

DT/02 Typeface Design – Family – Series

A complete character set and a text setting. Sample application may include headlines, short or long passages of text, or sample pages of books or publications. Upload as a multi-page PDF.

CRAFT

REQUIREMENTS

A Single is **1** piece. A Series is **2-3** pieces.

SINGLE: \$65 | SERIES: \$85

CD/01 Craft Calligraphy/Hand Lettering – Single

CD/02 Craft Calligraphy/Hand Lettering – Series

Judged on the use of calligraphy/hand lettering as a design element.

CD/03 Craft Illustration – Single

CD/04 Craft Illustration – Series

Judged on the use of illustration as a design element.

CD/05 Craft Motion/Animation – Single

CD/06 Craft Motion/Animation – Series

Judged on the use of motion/animation as a design element.

CD/07 Craft Photography – Single

CD/08 Craft Photography – Series

Judged on the use of photography as a design element.

CD/09 Craft Printing/Bindery/Finishing – Single

CD/10 Craft Printing/Bindery/Finishing – Series

Judged on the use of printing, 3D printing, bindery or finishing techniques as a design element. May include a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

DIGITAL DESIGN – CONTENT

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

REQUIREMENTS

- **ENTRY MATERIAL:** Submit a URL to permanent online content. If unavailable, upload a video walkthrough as an MP4 or link to a file-sharing site, or a static walkthrough as a PDF.

A Single is **1** piece. A Series is **2-5** pieces.

SINGLE/SERIES: \$100

DW/01 Apps – Desktop – Single

Applications designed specifically for desktop: games, news, education, shopping, etc.

DW/02 Apps – Mobile/Tablet – Single

Any application designed for mobile/tablet.

DW/03 Augmented & Virtual Reality – Single or Series

Design of a real-world environment merging with digital imagery and interfaces.

DW/04 Editorial – Digital Editions – Single or Series

Online editorial content or an entire edition/companion to a printed book or publication. For blogposts, up to 5 examples may be included.

DW/05 Experimental/Innovative – Single or Series

Any digital content that explores new territory, ideas or technology.

DW/06 Gaming – Single

Video game or site designed specifically for play.

DW/07 Social/Viral/Promotional – Single or Series

Messaging or content on Facebook, Twitter, YouTube, LinkedIn, Instagram, Snapchat, TikTok, etc.

DW/08 Self-Promotion – Social – Single or Series

Messaging or content on any social site to promote creative services, either an individual or firm.

DIGITAL DESIGN – WEBSITE

REQUIREMENTS

- **ENTRY MATERIAL:** Submit a URL to the website. If unavailable, upload a video walkthrough as an MP4 or link to a file-sharing site, or a static walkthrough as a PDF.

A Single is **1** website.

SINGLE: \$100

DW/09 Business-to-Business – Single

One site for any type of business or trade audience.

DW/10 Consumer Products – Single

One site for consumer products, such as cosmetics, electronics, fashion, food, etc.

DW/11 Consumer Services – Single

One site for services such as telecommunications, utilities, household needs, etc.

DW/12 E-Commerce – Single

One site that engages customers in direct sales.

DW/13 Educational/Reference – Single

One site for the presentation of information for learning or reference.

DW/14 Entertainment, Art & Tourism – Single

One site designed to promote entertainment, arts, cultural events, heritage sites, hotels, restaurants, etc.

DW/15 Public Service/Charity – Single

One site for government or to raise public awareness of a cause or charity.

DW/16 Responsive Design – Single

One site that features innovative responsive design. **MUST INCLUDE** a minimum of TWO applications from mobile, tablet or desktop. Upload as a multi-page PDF.

DW/17 Self-Promotion – Single

One site for creative services, either an individual or firm.

DW/18 Other – Single

Any site that does not fall into any other listed category. **MUST INCLUDE** a brief explanatory note (max. 50 words) for the judges to provide added clarity. Upload as a Support File.

MOTION DESIGN

REQUIREMENTS

- SHORT: Less than 3 minutes.
- LONG: 3 minutes or more.

A Single is **1** video. A Series is **2-3** Short/Long videos.

SINGLE SHORT: \$100 | SINGLE LONG: \$115
SERIES SHORT/LONG: \$150

DV/01 Motion - Short – Single

DV/02 Motion - Long – Single

DV/03 Motion - Short/Long – Series

Educational and explanatory videos, social media videos, event graphics, online graphics, etc.

YOUNG BLOOD

REQUIREMENTS

- Open to professionals that have graduated within the last 5 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. If you wish to enter the same piece in more than one category (e.g. Annual Report and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.
NOTE: If selecting from one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.
- **JUDGING:** Entries are judged with the level of experience and exposure within the industry taken into consideration.
- **RECOMMENDED:** In cases where the application/category is not obvious, a brief explanatory note (max. 50 words, or up to 10 seconds for video/broadcast files) may be added for the judges to provide added clarity. Upload as a Support File.

A Single is **1** piece.* A Series is **2-3** pieces.*

A Campaign is **up to 9** applications from an entire design program.

* Any exceptions allowed are indicated in the corresponding previous categories.

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85,
except where indicated.

DY/01 Young Blood Design – Single

DY/02 Young Blood Design – Series

Any application from the Design section starting on page 4.

DY/03 Young Blood Editorial Design – Single

DY/04 Young Blood Editorial Design – Series

Any application from the Editorial Design section starting on page 5.

DY/05 Young Blood Packaging Design – Single

DY/06 Young Blood Packaging Design – Series

Any application from the Packaging Design section starting on page 5.

DY/07 Young Blood Promotional Design – Single

DY/08 Young Blood Promotional Design – Series

Any application from the Promotional Design section starting on page 5.

DY/09 Young Blood Typography Design – Single

DY/10 Young Blood Typography Design – Series

Any application from the Typography Design section starting on page 6.

DY/11 Young Blood Typeface Design – Single

DY/12 Young Blood Typeface Design – Series

Any application from the Typeface Design section starting on page 6. (SINGLE: \$60/SERIES: \$80)

DY/13 Young Blood Craft Design – Single

DY/14 Young Blood Craft Design – Series

Any application from the Craft Design section starting on page 6.

DY/15 Young Blood Digital Design – Single or Series

Any application from the Digital Design (Content or Website) section starting on page 7. (\$80)

DY/16 Young Blood Motion Design – Single

DY/17 Young Blood Motion Design – Series

Any application from the Motion Design section starting on page 8. (SINGLE: \$60/SERIES: \$80)

DY/18 Young Blood Entire Design Program – Campaign

Any application from the Entire Design Program section starting on page 3.

COMMUNITY

REQUIREMENTS

- Exclusively for Canadian artists and studios working in smaller communities, or with smaller businesses and budgets.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. If you wish to enter the same piece in more than one category (e.g. Annual Report and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.

NOTE: If selecting from one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.

- **JUDGING:** Entries are judged with the level of available resources taken into consideration.
- **RECOMMENDED:** A brief explanatory note (max. 50 words, or up to 10 seconds for video/broadcast files) is recommended for the judges to provide added clarity. Upload as a Support File.

A Single is **1** piece.* A Series is **2-3** pieces.* A Campaign is **up to 9** applications from an entire design program.

* Any exceptions allowed are indicated in the corresponding previous categories.

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85

SMALL COMMUNITY

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

CO/01 Small Community – Single

CO/02 Small Community – Series

CO/03 Small Community – Campaign

SMALL BUSINESS

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

CO/04 Small Business – Single

CO/05 Small Business – Series

CO/06 Small Business – Campaign

SHOE-STRING BUDGET

The budget for the assignment must have been extremely limited, given the project parameters.

CO/07 Shoe-String Budget – Single

CO/08 Shoe-String Budget – Series

CO/09 Shoe-String Budget – Campaign

COVID-19 CREATIVE RESPONSE

REQUIREMENTS

- Any design work that was created specifically a result of COVID-19 pandemic.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. If you wish to enter the same piece in more than one category (e.g. Annual Report and Public Service/Charity), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.
NOTE: If selecting from one of the Craft categories, you will need to select on the entry form which Craft the entry should be judged on.
- **JUDGING:** Entries are judged with the resource and time constraints taken into consideration.
- **OPTIONAL:** A brief explanatory note (max. 50 words, or up to 10 seconds for video/broadcast files) may be added for the judges to provide added clarity. Upload as a Support File.

A Single is **1** piece*. A Series is **2-3** pieces*. A Campaign is **up to 9** applications from an entire design program.

* Any exceptions allowed are indicated in the corresponding previous categories.

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85

SP/01 COVID-19 Response – Single

SP/02 COVID-19 Response – Series

SP/03 COVID-19 Response – Campaign