

APPLIED ARTS

2021

DEADLINE: FEBRUARY 12, 2021

PHOTOGRAPHY & ILLUSTRATION AWARDS CATEGORIES

GREAT WORK DESERVES TO BE RECOGNIZED

Now, more than ever before, getting business is all about credibility – what work you’ve already done, and who’s given it the nod. Applied Arts Awards have been a reliable source for showcasing the best of the best for 30 years. A nod from one of our juries – always different, always independent – gives you bragging rights, exposure, more confidence, and, above all, a portfolio showpiece.

We remain committed to celebrating all the great work out there. So show us – and the creative world – what you’ve poured your heart and soul into over the past year.

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between January 2020 and February 2021 (but not entries submitted into last year's competition).

YOUNG BLOOD CATEGORIES | For professionals that have graduated within the last 3 years. See page 7.

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 7.

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.
- **New categories**, including Environmental/Spaces, Events/Experiential, Animated Character, Promotional (Retail & Social Media), among others.
- **COVID-19 Response categories:** for the illustration and photography projects that you've worked on to help spread the positive messages during these difficult times.

JUDGING CRITERIA

Entries are judged independently by the Photography & Illustration 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

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

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- We encourage you to also include your image in context, where applicable, depending on the category (e.g. also show the finished ad, if Advertising Photography).
- 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.
- 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 images/illustrations to be judged in hi-res format.

PERMITTED

SINGLE

One
Image*/
max.
1 file

SERIES

2-5
Images*/
max.
5 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 image in context, inside pages from a book, or multiple views of 3-dimensional entries such as packaging).

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 noted above. Upload these to the "Entry Supporting Materials" sub-section of the ENTRY MATERIALS on the entry form.

Please note 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. headlines) either as a Support File or within a multi-page PDF as your Main Entry File.



PERMITTED

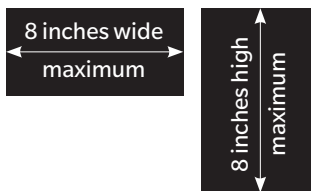
- **Images in context of the finished piece**, for example the finished ad or self-promotion piece, etc. Upload as either a Support File or within a multi-page PDF as your Main Entry File.
- **Explanatory notes for the judges:** Although not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words 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.
- **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.

NOT PERMITTED

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

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

	PDF	300 dpi (min.)
	JPG	RGB
	PNG	Max. 8" (203 mm)
	GIF	Max. 5MB
	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 multiple-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.
- 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.

ILLUSTRATION

REQUIREMENTS
A Single is **1** illustration.* A Series is **2-5** illustrations.*
*Except where indicated.

SINGLE: \$40 | SERIES: \$65, except where indicated.

IL/01 Advertising Illustration – Single

IL/02 Advertising Illustration – Series

IL/03 Calendar Illustration – Single

Up to 9 illustrations from 1 complete calendar. Upload as a multi-page PDF. (\$65)

IL/04 Cartoon/Comic Illustration – Single

IL/05 Cartoon/Comic Illustration – Series

For a complete graphic novel, use IL/13 and IL/14. For an animated character, use MO/01 and MO/02 (see page 6).

IL/06 Conceptual Illustration – Single

IL/07 Conceptual Illustration – Series

Illustration that represents an idea. The work must be staged to communicate a preconceived concept.

IL/08 Corporate Illustration – Single

IL/09 Corporate Illustration – Series

IL/10 Corporate – Entire Brochure/Report – Single

Up to 9 illustrations from 1 complete multi-page corporate application (e.g. annual report, multi-page brochure, catalogue, etc.). Upload as a multi-page PDF. (\$65)

IL/11 Editorial – Cover/Page/Spread – Single

IL/12 Editorial – Cover/Page/Spread – Series

For books or publications, including digital editions.

IL/13 Editorial – Entire Book – Single

IL/14 Editorial – Entire Book – Series

Entire books or publications, including digital editions.

SINGLE: Up to 9 illustrations from 1 book or publication.

SERIES: Up to 9 pages each from 2-3 books or publications.

Upload as a multi-page PDF. (SINGLE: \$65/SERIES: \$100)

IL/15 Environmental/Spaces Illustration – Single

IL/16 Environmental/Spaces Illustration – Series

Interior/exterior environments (e.g. exhibits, retail, venues, etc.).

IL/17 Fashion & Beauty Illustration – Single

IL/18 Fashion & Beauty Illustration – Series

IL/19 Gallery Illustration – Single

IL/20 Gallery Illustration – Series

Fine art illustration, including limited editions.

IL/21 Packaging Illustration – Single

IL/22 Packaging Illustration – Series

Illustrations that appear on product packaging. Include an image of the finished product. Upload as a multi-page PDF.

Photo-Illustration

Use of photo-editing techniques to create collage and montage illustration. To submit a Photo-Illustration, use PH/31 and PH/32 (see page 5).

IL/23 Portrait Illustration – Single

IL/24 Portrait Illustration – Series

IL/25 Poster Illustration – Single

IL/26 Poster Illustration – Series

IL/27 Promotional – Social Media – Single

IL/28 Promotional – Social Media – Series

Illustrations related to a product, business or service, posted in a promotional context.

IL/29 Promotional – Retail Applications – Single

IL/30 Promotional – Retail Applications – Series

Illustrations used on promotional items (e.g. apparel), or retail-related items (e.g. cards, bags, wrapping paper).

For illustrations on a package, use IL/21 and IL/22.

IL/31 Pro Bono Illustration – Single

IL/32 Pro Bono Illustration – Series

Work undertaken voluntarily and without payment as a public service.

IL/33 Public Service/Charity Illustration – Single

IL/34 Public Service/Charity Illustration – Series

Illustrations for governments, non-profits and charities.

IL/35 Self-Promotion Illustration – Single

IL/36 Self-Promotion Illustration – Series

Used for self-promotion (e.g. mailer, online ad, etc.). Include the illustration(s) in context. Upload as a multi-page PDF.

IL/37 Unpublished/Personal Illustration – Single

IL/38 Unpublished/Personal Illustration – Series

IL/39 Illustration Other – Single

IL/40 Illustration Other – Series

Illustrations that cannot reasonably fit in any other category (e.g. experimental, experiential). MUST INCLUDE a brief explanatory note (max. 50 words) for the judges explaining the application/usage/intention. Upload as a Support File.

NOTE: *Additional Illustration categories in Motion, Young Blood and Community, starting on page 6.*

PHOTOGRAPHY

REQUIREMENTS

A Single is **1** image.* A Series is **2–5** images.*

* Except where indicated.

SINGLE: \$40 | SERIES: \$65, except where indicated.

PH/01 Advertising Photography – Single

PH/02 Advertising Photography – Series

PH/03 Calendar Photography – Single

Up to 9 images from 1 complete calendar. Upload as a multi-page PDF. (\$65)

PH/04 Catalogue – Cover or Spread – Single

PH/05 Entire Catalogue – Single

Up to 9 images from 1 complete catalogue. Upload as a multi-page PDF. (\$65)

PH/06 Conceptual Photography – Single

PH/07 Conceptual Photography – Series

Photography that represents an idea. The work must be staged to communicate a preconceived concept.

PH/08 Corporate Photography – Single

PH/09 Corporate Photography – Series

PH/10 Corporate – Entire Brochure/Report – Single

Up to 9 images from 1 complete multi-page corporate application (e.g. annual report, brochure, catalogue, etc.). Upload as a multi-page PDF. (\$65)

PH/11 Editorial – Cover/Page/Spread – Single

PH/12 Editorial – Cover/Page/Spread – Series

For books or publications, including digital editions and cookbooks.

PH/13 Editorial – Entire Book – Single

PH/14 Editorial – Entire Book – Series

Entire books or publications, including digital editions and cookbooks. **SINGLE:** Up to 9 images from 1 book or publication. **SERIES:** Up to 9 pages each from 2-3 books or publications. Upload as a multi-page PDF. (**SINGLE: \$65/SERIES: \$100**)

PH/15 Environmental/Spaces Photography – Single

PH/16 Environmental/Spaces Photography – Series

Interior/exterior environments (e.g. exhibits, retail, venues, etc.).

PH/17 Event/Experiential Photography – Single

PH/18 Event/Experiential Photography – Series

For events, or interactive experiences (e.g. festival, pop-up store, etc.).

PH/19 Fashion & Beauty Photography – Single

PH/20 Fashion & Beauty Photography – Series

PH/21 Food Photography – Single

PH/22 Food Photography – Series

For cookbook, use PH/11 – PH/14.

PH/23 Gallery Photography – Single

PH/24 Gallery Photography – Series

Fine art images, including limited editions.

PH/25 Lifestyle Photography – Single

PH/26 Lifestyle Photography – Series

PH/27 Nature, Landscape & Wildlife – Single

PH/28 Nature, Landscape & Wildlife – Series

PH/29 Packaging Photography – Single

PH/30 Packaging Photography – Series

Images that appear on product packaging. Include an image of the finished product. Upload as a multi-page PDF.

PH/31 Photo-Illustration – Single

PH/32 Photo-Illustration – Series

Use of photo-editing techniques to create collage and montage illustration. You may show before and after images. Upload as a multi-page PDF.

PH/33 Photo Manipulation – Single

PH/34 Photo Manipulation – Series

Use of image editing to create special effects. Minor image enhancements or correction not accepted. Must show before and after images. Upload as a multi-page PDF.

PH/35 Photojournalism Photography – Single

PH/36 Photojournalism Photography – Series

PH/37 Portrait Photography – Single

PH/38 Portrait Photography – Series

PH/39 Promotional – Social Media – Single

PH/40 Promotional – Social Media – Series

Images related to a product, business or service, posted in a promotional context.

PH/41 Promotional – Retail Applications – Single

PH/42 Promotional – Retail Applications – Series

Images used on promotional items (e.g. apparel), or retail-related items (e.g. cards, bags, wrapping paper). For images on a package, use PH/29 and PH/30.

PH/43 Pro Bono Photography – Single

PH/44 Pro Bono Photography – Series

Work undertaken voluntarily and without payment as a public service.

PH/45 Public Service/Charity Photography – Single

PH/46 Public Service/Charity Photography – Series

Work for governments, non-profits and charities.

PH/47 Self-Promotion Photography – Single

PH/48 Self-Promotion Photography – Series

Used for self-promotion (e.g. mailer, online ad, etc.).

Include the image(s) in context. Upload as a multi-page PDF.

PH/49 Sports Photography – Single

PH/50 Sports Photography – Series

PH/51 Still Life Photography – Single

PH/52 Still Life Photography – Series

PH/53 Travel Photography – Single

PH/54 Travel Photography – Series

PH/55 Unpublished/Personal Photography – Single

PH/56 Unpublished/Personal Photography – Series

PH/57 Photography Other – Single

PH/58 Photography Other – Series

Photography that cannot reasonably fit in any other category (e.g. experimental). MUST INCLUDE a brief explanatory note (max. 50 words) for the judges explaining the application/usage/intention. Upload as a Support File.

MOTION

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

MO/01 Animated Character – Single

MO/02 Animated Character – Series

An animated character or element, for use in any application.

MO/03 Animation – Short – Single

MO/04 Animation – Long – Single

MO/05 Animation – Short/Long – Series

Animation for games, film, TV, video or web, where illustration is the primary element.

MO/06 Cinematography – Short – Single

MO/07 Cinematography – Long – Single

MO/08 Cinematography – Short/Long – Series

Cinematography for film, TV, web, etc. where photography is the primary element.

YOUNG BLOOD

REQUIREMENTS

- Open to professionals that have graduated within the last 3 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories.
- **JUDGING:** Entries are judged with the level of experience and exposure within the industry taken into consideration.
- **RECOMMENDED:** For clarity in judging, where context/end use or category is not obvious in your submission, include category-related words in your entry title (e.g. "Advertising", "Corporate", etc.) or a brief explanatory note (max. 50 words, or up to 10 seconds for motion files). Upload as a Support File.

A Single is **1** image.* A Series is **2–5** images.*

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

SINGLE: \$30 | SERIES: \$55

YB/01 Young Blood Illustration – Single

YB/02 Young Blood Illustration – Series

YB/03 Young Blood Photography – Single

YB/04 Young Blood Photography – Series

YB/05 Young Blood Motion – Single

YB/06 Young Blood Motion – Series

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.
- **JUDGING:** Entries are judged with the level of resources taken into consideration.
- **RECOMMENDED:** For clarity in judging, where context/end use or category is not obvious in your submission, include category-related words in your entry title (e.g. "Advertising", "Corporate", etc.) or a brief explanatory note (max. 50 words, or up to 10 seconds for motion files). Upload as a Support File.

A Single is **1** image.* A Series is **2–5** image.*

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

SINGLE: \$30 | SERIES: \$55

SMALL COMMUNITY

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

CO/01 Small Community Illustration – Single

CO/02 Small Community Illustration – Series

CO/03 Small Community Photography – Single

CO/04 Small Community Photography – Series

CO/05 Small Community Motion – Single

CO/06 Small Community Motion – Series

SMALL BUSINESS

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

CO/07 Small Business Illustration – Single

CO/08 Small Business Illustration – Series

CO/09 Small Business Photography – Single

CO/10 Small Business Photography – Series

CO/11 Small Business Motion – Single

CO/12 Small Business Motion – Series

SHOE-STRING BUDGET

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

CO/13 Shoe-String Budget Illustration – Single

CO/14 Shoe-String Budget Illustration – Series

CO/15 Shoe-String Budget Photography – Single

CO/16 Shoe-String Budget Photography – Series

CO/17 Shoe-String Budget Motion – Single

CO/18 Shoe-String Budget Motion – Series

COVID-19 RESPONSE

REQUIREMENTS

- Any images or illustrations created specifically as a result of COVID-19 pandemic.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories.
- **JUDGING:** Entries are judged with the resources and time constraints taken into consideration.
- **OPTIONAL:** For clarity in judging, where context/end use or category is not obvious in your submission, include category-related words in your entry title (e.g. “Advertising”, “Corporate”, etc.) or a brief explanatory note (max. 50 words, or up to 10 seconds for motion files). Upload as a Support File.

A Single is **1** image.* A Series is **2-5** images.*

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

SINGLE: \$30 | SERIES: \$55

SP/01 COVID-19 Response – Single

SP/02 COVID-19 Response – Series