

APPLIED ARTS 2021 STUDENT AWARDS CATEGORIES

DEADLINE: MAY 21, 2021

EXPOSE YOURSELF TO POTENTIAL EMPLOYERS

Whether you are an aspiring designer, art director, photographer, illustrator, animator, or interactive producer, there is nothing better than winning an Applied Arts Student Award. Winning will help your work get noticed and gain recognition among the industry's super-stars and those looking to hire fresh talent.

Applied Arts Awards have been a benchmark of excellence for 30 years. And we are still here. Still committed to showcasing the best work out there. Winners are chosen each year by a new panel of independent judges – all award-winning, working creatives. Show them – and the creative world – your best work and give your portfolio that star quality.

WHAT WINNERS RECEIVE

- Their winning work published in the Student & Advertising Awards Annual.
- A complimentary copy of the Student & Advertising Awards Annual.
- Their winning work published online in our Winners Gallery and our social channel.
- A personalized Awards certificate for each winning entry signed by Georges Haroutian, Applied Arts founder/art director.

ELIGIBILITY

ALL CATEGORIES | Open internationally to post-secondary (under-graduate and graduate studies) and high-school students.

HIGH SCHOOL STUDENTS | Are only eligible to apply to the high-school categories. See page 6.

Work completed either as a school requirement or independently (personal work) during any year of your schooling is eligible to be submitted to the competition (but not work submitted previously).

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

WHAT'S NEW

- **No late fees.** Early Bird prices stay in effect during the entire call for entry period.
- **New Section:** Integrated Advertising & Design programs and campaigns. See page 3.
- **Categories for photo editing/manipulation**, to create effects in your images. See the Photography & Illustration sub-group on page 6.

JUDGING CRITERIA

Entries are judged independently by the Student Awards jury on three criteria:

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

ENTRY REQUIREMENTS

- Be sure to provide a phone number and email address that you access regularly outside of school, when setting up your 'My Entries' awards account. All winners will be notified in late June, 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.
- Actual creative work must be entered. Brief explanatory notes or case-studies for the judges may be added as a supporting file.
- 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 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 6 pieces*/ max. 6 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/illustration shown in final 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). Brief descriptions/explanations in **ENGLISH** of up to 50 words (or up to 10 seconds for video files), may be included 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 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

- **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 your Main Entry File.
- **Case-study videos:** While not recommended, 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 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.)	8 inches wide maximum	8 inches high maximum
	RGB		
	Max. 8" (203 mm) Max. 5MB		
	MP3, MP4 Max. 80MB		

URL

- * Counts as 1 "file" upload.
- * File sharing sites OK.
- * Password-protected sites not allowed.
- * Ensure the URL is accessible until December 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.
- For conceptual or innovative work, ensure the judges understand the assignment/objectives, by including a brief description. Keep it short and concise/to the point (max. 50 words, or up to 10 seconds if video).
- 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.

INTEGRATED ADVERTISING & DESIGN PROGRAMS

Multi-component campaigns and design programs created to promote an event, brand, product, service or business.

REQUIREMENTS

- **Up to 6 different advertising or design applications created as part of a single campaign.** Entries may include offline and digital examples. Any exceptions are noted.
- **ENTRY MATERIAL:** Upload print and static creative preferably in one multi-page PDF. Add video and URLs separately.
- **OPTIONAL:** Brief explanatory notes (max. 50 words) or case-studies may be included to provide added clarity for the judges. Upload as a Support File.

CAMPAIGN: \$45

SI/01 Brand Activation Program – Campaign

Work created to enhance awareness of a brand via consumer engagement, such as events, experiences, or interactions using a medium in a novel way.

SI/02 Brand Identity Design Program – Campaign

Show a logo design, plus up to 6 logo applications (e.g. stationery, business cards, signage, apparel). Upload as a multi-page PDF. Include a brief explanatory note if the business is not obvious.

SI/03 Digital Experimental/Innovative – Campaign

Any all-digital program that explores new territory, ideas or technology.

SI/04 Entire Advertising Campaign – Campaign

A series of 4-6 promotional messages that share a single idea and theme for the same event, brand, product, service or business. Can be a combination of offline and digital applications/media.

SI/05 Entire Design Program – Campaign

A family of 4-6 different design pieces/applications created for the same event, brand, product, service or business.

SI/06 Entire Packaging Design Program – Campaign

A family of 4-6 packages designed for the same event, brand, product, service or business.

SI/07 Entire Promotional Design Program – Campaign

A family of 4-6 promotional design applications or messaging (e.g. posters, announcements, invitations, promotional items/apparel, etc.) created for the same event, brand, product, service or business.

SI/08 Social Responsibility – Campaign

A campaign to evoke consumer action for the greater good, or effect positive social change.

ADVERTISING

REQUIREMENTS

A Single is **1** single ad. A Series is **2-3** ads that relate to one another.

SINGLE: \$30 | SERIES: \$40

AS/01 Advertising Print – Single

AS/02 Advertising Print – Series

Any offline advertising or promotional messaging that promotes an event, brand, product, service, or business (e.g. print, out-of-home, point-of-purchase, etc.).

AS/03 Advertising Digital – Single

AS/04 Advertising Digital – Series

Any online digital advertising or promotional messaging that promotes an event, brand, product, service or business (e.g. online ads, social media, email, etc.). For App and Website Design, and other Digital Content see the Digital, Motion & Gaming section, starting on page 5.

AS/05 Radio Advertising – Single

AS/06 Radio Advertising – Series

Any length radio spot. **MUST INCLUDE** the radio spot and script as part of your entry.

AS/07 Video Advertising – Single

AS/08 Video Advertising – Series

Any length television or online ad.

AS/09 Advertising Other – Single

AS/10 Advertising Other – Series

Any advertising work created to promote an event, brand, product, service or business that doesn't fall into any other listed category. **MUST INCLUDE** a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity. Upload as a Support File.

DESIGN

REQUIREMENTS

A Single is **1** single design unit*. A Series is **2-3** design units that relate to one another*.

* Except where indicated.

SINGLE: \$30 | SERIES: \$40, except where indicated

DS/01 Design – Single

DS/02 Design – Series

Any design application, such as a brochure, calendar, infographics, poster, etc.

DS/03 Logo Design – Single

DS/04 Logo Design – Series

Logo designs for a new brand or company. For redesign of an established logo, use DS/05 or DS/06. **SINGLE: 1 logo SERIES: A family of 2-3 logos from an overarching logo system. Include a brief explanatory note if the business is not obvious.**

DS/05 Logo Rebrand – Before/After – Single

DS/06 Logo Rebrand – Before/After – Series

Logo redesign of an established brand or company. **MUST INCLUDE** the before and after logos. Upload as multi-page PDF. **SINGLE:** 1 logo **SERIES:** A family of 2-3 redesigned logos from the same overarching logo system. Include a brief explanatory note if the business is not obvious.

DS/07 Editorial Design – Cover/Spread – Single

DS/08 Editorial Design – Cover/Spread – Series

For print or digital books or publications. **SINGLE:** 1 cover, page or spread. **SERIES:** 2-3 single pages, spreads or cover from the same publication.

DS/09 Editorial – Entire Book/Magazine – Single

Print editions only. For e-books/e-pubs use WS/03 Digital Content (see page 5). Show up to 6 single pages, spreads or covers from 1 book or publication. (\$40)

DS/10 Packaging Design – Single

DS/11 Packaging Design – Series

Any packaging design for an event, brand, product, service or business.

DS/12 Promotional Design – Single

DS/13 Promotional Design – Series

Any promotional design piece, such as announcements, invitations, promotional apparel, etc.

DS/14 Typography Design & Application – Series

A typeface design and up to 3 examples of that typeface being applied. Upload as a multi-page PDF. If the application is digital, a URL or MP4 may be provided.

DS/15 Design Other – Single

DS/16 Design Other – Series

Any design work that does not fall into any other listed category. **MUST INCLUDE** a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity. Upload as a Support File.

DIGITAL, MOTION & GAMING

REQUIREMENTS

- Entries in this section must have been developed, at least to a partial or prototype stage (i.e. concept-stage-only entries are not acceptable).
- **ENTRY MATERIAL:** Refer to each category for material upload instructions.

A single is **1** piece.

* Except where indicated.

SINGLE: \$40

WS/01 Apps – Single

An app designed for desktop, tablet or mobile. Submit the prototype through a video walkthrough as an MP4 or link to a file-sharing site, or a static walkthrough as a PDF.

WS/02 Digital Animation – Single

A single animated element or character. For an animated video, use WS/05 Motion (below). Upload the animation as a GIF, or MP4, or a link to the animation on a file-sharing site.

WS/03 Digital Content – Single

Content developed for online (e.g. blog, social/promotional messages, digital magazines or books, etc.). For blogposts or social messages, up to 3 examples may be included. Upload as a multi-page PDF.

WS/04 Game Design & Development – Single

Whole or part of a game design. For non-digital game, such as cards or a boardgame, use DS/16 Design Other (this page). Submit the prototype through a video walkthrough as an MP4 or link to a file-sharing site, or a static walkthrough as a PDF.

WS/05 Motion – Single

A video or short film. For videos/spots that promote an event, brand, product, service or business, use AS/07 or AS/08 Video Advertising (see page 4). Upload as an MP4, or a link to a file-sharing site.

WS/06 Website Design – Single

A single website for an event, brand, product, service or business. Submit the prototype through a video walkthrough as an MP4 or link to a file-sharing site, or a static walkthrough as a PDF.

WS/07 Digital Other – Single

Any digital work that does not fall into any other listed category (e.g. augmented & virtual reality). **MUST INCLUDE** a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity. Upload as a Support File.

PHOTOGRAPHY & ILLUSTRATION

REQUIREMENTS

- For series, the images/illustrations must relate to one another by topic or product.

A Single is **1** image/illustration. A Series is **2-3** images/illustrations.

SINGLE: \$30 | SERIES: \$40

IS/01 Illustration – Single

IS/02 Illustration – Series

For series, illustrations must relate to one another by topic or product.

PS/01 Photography – Single

PS/02 Photography – Series

For series, images must relate to one another by topic or product.

PS/03 Photo Illustration/Mixed Media – Single

PS/04 Photo Illustration/Mixed Media – Series

Use of photo-editing techniques to create collage and montage illustration. **MUST SHOW** before and after images. Upload as a multi-page PDF.

PS/05 Photo Manipulation – Single

PS/06 Photo Manipulation – Series

Use of image editing to create special effects. You may show before and after images. Upload as a multi-page PDF.

PS/07 3D Modelling – Single

PS/08 3D Modelling – Series

Hand or computer-generated modelling of inanimate dimensional objects and shapes. For animated elements or characters use WS/02 Digital Animation (see page 5).

HIGH SCHOOL

REQUIREMENTS

- Categories: Refer to the corresponding sub-groupings starting on page 4 (e.g. Advertising, Design, etc.) for applicable examples for each category below.

A Single is **1** image/illustration. A Series is **2-3** images/illustrations that relate to one another.

SINGLE/SERIES: \$20

HS/01 High School Advertising – Single or Series

Single or series of up to 3 related ads in print, online, television/video or radio.

HS/02 High School Design – Single or Series

Single or series of up to 3 related designed pieces, including logo, brochure, book, package, promotional items, poster, or other design unit.

HS/03 High School Digital/Motion&Gaming – Single/Series

Single or series of up to 3 related online elements, including website design, animation, game, app, etc.

HS/04 High School Illustration – Single or Series

Single or series of up to 3 illustrations, photo illustration/mixed media, or 3D modelling.

HS/05 High School Photography – Single or Series

Single or series of up to 3 images, photo illustration/mixed media, or photo manipulation.