APPLIED ARTS 2022 DESIGN AWARDS CATEGORIES

DEADLINE: MARCH 11, 2022

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THE BEST DESIGN IS VISIBLE

The old adage that "the best design is invisible" may apply in some cases, but here at Applied Arts, we've spent the past 30 years making sure that your designs are as visible as possible. When you win an Applied Arts Design Award you are getting your work in front of more than 178,500 creative and marketing professionals from around the world. Moreover, you are presenting your to be judged by industry veterans and hot commodities. Getting an accolade from them is more than a feather in your cap; it's the whole bird.

So make yourself and your work known to the industry, show us your designs, and get the visibility only an Applied Arts Award can bring.

The 2022 Design Award winner's will be published online in the Winners Gallery and in the Summer: Photography/Illustration & Design Awards Annual); July 2022 and promoted across our social platforms.

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **March 2021** and **March 202**2 (but not entries submitted into last year's competition).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 the deadline.

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: We strongly recommend uploading a multi-page PDF as the Main Entry File 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).

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 files 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.
- Files submitted, be they Main Entry Files or Support Files (including URLs), should not identify the entrant (except for self-promotion work).

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

| PDF JPG PNG GIF | 300 dpi (min.) RGB Max. 8" (2400 pixels wide) 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 2022.

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 files 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

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
Multi-page 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 Cause Related Creative Response – Single
DE/07 Cause Related Creative Response – Series
Any design work that respond or engages the current impacts on the environment (e.g. COVID-19, Climate change, etc.).

DE/08 Data Visualization – Single
DE/09 Data Visualization – Series
Visual representation of data for print or digital (e.g. infographics, charts, maps, graphs).

DE/10 Environmental – Signage – Single
One sign or signage element (e.g. mural, storefront) for any interior or exterior space.

DE/11 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/12 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/13 Logo – Single
DE/14 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/15 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/16 Rebrand Logo – Single
DE/17 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). Include a brief explanatory note if the business is not obvious.*

DE/18 Poster – Single
DE/19 Poster – Series

DE/20 Pro Bono – Single
DE/21 Pro Bono – Series
Work undertaken voluntarily and without payment as a public service.

DE/22 Public Service/Charity – Single
DE/23 Public Service/Charity – Series
Work for government or non-profits.

DE/24 Unpublished/Personal – Single
DE/25 Unpublished/Personal – Series
Work from any category in the competition that was solely a personal project, or for a client that was not produced.

DE/26 Design Other – Single
DE/27 Design Other – Series
Any design work that does not fall into any other listed category (e.g. a calendar). 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*

For multi-page applications, show up to 9 pages from the piece that provides a representation of the entire application.

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*.

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 PKG:** *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 PKG:** *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 Promotional Packaging – Single
PD/12 Promotional Packaging – Series
Packaging for promotional items, novelties, or self-promos.

PD/13 Rebrand Packaging – Single
PD/14 Rebrand Packaging – Series
Redesign packaging for an existing product.

PD/15 Retail Applications – Single
PD/16 Retail Applications – Series
Bags, tags, labels, boxes, etc. for in-store presentation and packaging.

PD/17 Sustainable Packaging – Single
PD/18 Sustainable Packaging – Series
Any packaging where mindful reduction is a key aspect.

PD/19 Packaging Design Other – Single
PD/20 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/08), or for website, use Digital Design – Website (DW/17). (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/04).

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/04).

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

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 walk through 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 submitting to 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 6.

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. (SINLGE: $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 7.

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 submitting to 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