

APPLIED ARTS

2022

DEADLINE: FEBRUARY 4, 2022

PHOTOGRAPHY & ILLUSTRATION AWARDS CATEGORIES

ADD THAT FINAL TOUCH

You've already woken up at hours you didn't know existed to capture that perfect shot for your client, or spent days bathed in the blue light of your drawing tablet to make the perfect editorial illustration. An Applied Arts Award is the finishing touch that allows that work to go from just another piece in your portfolio, to award-winning, attention-getting, door opening, pillar. Getting an Applied Arts Award gets you in front of the top creative professionals working today to make sure that you are top of mind.

Our jury is made up of the best, like 2021 Photography and Illustration Judge Howard Poon, VP, Design, DDB Canada, responded when asked what he was looking for in a winner, "Is the image arresting? Does it make me stop to find out more?" Show this year's judges just how arresting your work is. You won't regret it.

ELIGIBILITY

ALL CATEGORIES | Open internationally (except Community categories) to all forms of commissioned, published, unpublished and personal work created between **February 2021** and **February 2022** (but not entries submitted into last year's competition).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

- **New categories:** Street Art Illustrations, Art & Culture Photography, Promotional Animations for Social Media.
- Cause-Related is a new category for any illustrations or images that respond to or engage with environmental causes (i.e. climate change, etc.).

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 PDF with multiple pages to incorporate any additional images while still adhering to the maximum number of files allowed. For example, the PDF could have several pages that show the image/ illustration in final context, inside pages from a book or multiple views of 3D entries such as packaging, etc. but it only counts as 1 file. This allows you more opportunities to show your work, without going over the file limit.

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.


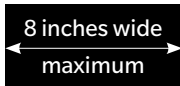


PERMITTED

- **Illustration/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:** 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:** Don't submit a URL link if you've already submitted an MP4 as your Main Entry Material as a Support 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

	300 dpi (min.)		
	RGB		
	Max. 8" (2,400 px)		
	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 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.
- 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*.

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

SINGLE: \$40 | SERIES: \$65*

**Except where indicated.*

IL/01 Advertising Illustration – Single

IL/02 Advertising Illustration – Series

IL/03 Cartoon/Comic Illustration – Single

IL/04 Cartoon/Comic Illustration – Series

For a complete graphic novel, use IL/14 and IL/15. For an animated character, use MO/01 or MO/02 (see page 6).

IL/05 Cause Related Illustration – Single

IL/06 Cause Related Illustration – Series

Illustration that respond to or engage with the current impacts on the environment (e.g. COVID-19, climate change, etc.).

IL/07 Conceptual Illustration – Single

IL/08 Conceptual Illustration – Series

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

IL/09 Corporate Illustration – Single

IL/10 Corporate Illustration – Series

IL/11 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/12 Editorial – Cover/Page/Spread – Single

IL/13 Editorial – Cover/Page/Spread – Series

For books or publications, including digital editions.

IL/14 Editorial – Entire Book – Single

IL/15 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 2-5 books or publications. Upload as a multi-page PDF. (SINGLE: \$65/SERIES: \$100)

IL/16 Environmental/Spaces Illustration – Single

IL/17 Environmental/Spaces Illustration – Series

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

IL/18 Fashion & Beauty Illustration – Single

IL/19 Fashion & Beauty Illustration – Series

IL/20 Gallery Illustration – Single

IL/21 Gallery Illustration – Series

Fine art illustration, including limited editions.

IL/22 Packaging Illustration – Single

IL/23 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/34 and PH/35 (see page 5).

IL/24 Portrait Illustration – Single

IL/25 Portrait Illustration – Series

IL/26 Poster Illustration – Single

IL/27 Poster Illustration – Series

IL/28 Promotional – Social Media – Single

IL/29 Promotional – Social Media – Series

Illustrations related to a product, business or service, posted in a promotional context. For promotional animations, use MO/06 and MO/07 in the Motion sub-group of categories starting on page 6.

IL/30 Promotional – Retail Applications – Single

IL/31 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/22 and IL/23.

IL/32 Pro Bono Illustration – Single

IL/33 Pro Bono Illustration – Series

Work undertaken voluntarily and without payment as a public service.

IL/34 Public Service/Charity Illustration – Single

IL/35 Public Service/Charity Illustration – Series

Illustrations for governments, non-profits and charities.

IL/36 Self-Promotion Illustration – Single

IL/37 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/38 Street Art Illustration – Single

IL/39 Street Art Illustration – Series

IL/40 Unpublished/Personal Illustration – Single

IL/41 Unpublished/Personal Illustration – Series

IL/42 Illustration Other – Single

IL/43 Illustration Other – Series

Illustrations that cannot reasonably fit in any other category (e.g. a calendar, experimental, experiential, etc.). 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.*

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

SINGLE: \$40 | SERIES: \$65*

* Except where indicated.

PH/01 Advertising Photography – Single

PH/02 Advertising Photography – Series

PH/03 Art & Culture Photography – Single

PH/04 Art & Culture Photography – Series

PH/05 Catalogue – Cover or Spread – Single

PH/06 Entire Catalogue – Single

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

PH/07 Cause Related Photography – Single

PH/08 Cause Related Photography – Series

Images that respond to or engage with the current impacts on the environment (e.g. COVID-19, climate change, etc.).

PH/09 Conceptual Photography – Single

PH/10 Conceptual Photography – Series

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

PH/11 Corporate Photography – Single

PH/12 Corporate Photography – Series

PH/13 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/14 Editorial – Cover/Page/Spread – Single

PH/15 Editorial – Cover/Page/Spread – Series

For books or publications, including digital editions and cookbooks.

PH/16 Editorial – Entire Book – Single

PH/17 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 2-5 books or publications. Upload as a multi-page PDF. (SINGLE: \$65/SERIES: \$100)*

PH/18 Environmental/Spaces Photography – Single

PH/19 Environmental/Spaces Photography – Series

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

PH/20 Event/Experiential Photography – Single

PH/21 Event/Experiential Photography – Series

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

PH/22 Fashion & Beauty Photography – Single

PH/23 Fashion & Beauty Photography – Series

PH/24 Food Photography – Single

PH/25 Food Photography – Series

For cookbook, use PH/14 – PH/17.

PH/26 Gallery Photography – Single

PH/27 Gallery Photography – Series

Fine art images, including limited editions.

PH/28 Lifestyle Photography – Single

PH/29 Lifestyle Photography – Series

PH/30 Nature, Landscape & Wildlife – Single

PH/31 Nature, Landscape & Wildlife – Series

PH/32 Packaging Photography – Single

PH/33 Packaging Photography – Series

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

PH/34 Photo-Illustration – Single

PH/35 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/36 Photo Manipulation – Single

PH/37 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/38 Photojournalism Photography – Single

PH/39 Photojournalism Photography – Series

PH/40 Portrait Photography – Single

PH/41 Portrait Photography – Series

PH/42 Promotional – Social Media – Single

PH/43 Promotional – Social Media – Series

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

PH/44 Promotional – Retail Applications – Single

PH/45 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/32 and PH/33.

PH/46 Pro Bono Photography – Single

PH/47 Pro Bono Photography – Series

Work undertaken voluntarily and without payment as a public service.

PH/48 Public Service/Charity Photography – Single

PH/49 Public Service/Charity Photography – Series

Work for governments, non-profits and charities.

PH/50 Self-Promotion Photography – Single

PH/51 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/52 Sports Photography – Single

PH/53 Sports Photography – Series

PH/54 Still Life Photography – Single

PH/55 Still Life Photography – Series

PH/56 Travel Photography – Single

PH/57 Travel Photography – Series

PH/58 Unpublished/Personal Photography – Single

PH/59 Unpublished/Personal Photography – Series

PH/60 Photography Other – Single

PH/61 Photography Other – Series

Photography that cannot reasonably fit in any other category (e.g. a calendar, experimental, etc.). **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 **2-5** 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 Animation - Promotional Social Media – Single

MO/07 Animation - Promotional Social Media – Series

Animations and GIFs for promoting a brand, product, service, or business on social media channels.

MO/08 Cinematography – Short – Single

MO/09 Cinematography – Long – Single

MO/10 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. If you wish to enter the same illustration/image in more than one category within a grouping (i.e. Advertising Photography and Public Service/Charity Photography, we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.

JUDGING: Entries will be 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 illustration/image*. A Series is 2–5 Illustrations/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

Any application from the Illustration groupings of categories starting on Page 3.

YB/03 Young Blood Photography – Single

YB/04 Young Blood Photography – Series

Any application from the Photography groupings of categories starting on Page 5.

YB/05 Young Blood Motion-Animation – Single

YB/06 Young Blood Motion-Animation – Series

Any application from the Motion – Animation groupings of categories starting on Page 6.

YB/07 Young Blood Motion-Cinematography – Single

YB/08 Young Blood Motion-Cinematography – Series

Any application from the Motion–Cinematography groupings of categories starting on Page 6.

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 illustration/image in more than one category within a grouping (i.e. Advertising Photography and Public Service/Charity Photography, we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.

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 illustration/image*. A Series is 2–5 Illustrations/images*.

* 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 250,000.

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 Animation – Single
CO/06 Small Community Animation – Series

CO/07 Small Community Cinematography – Single
CO/08 Small Community Cinematography – Series

SMALL BUSINESS

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

CO/09 Small Business Illustration – Single
CO/10 Small Business Illustration – Series

CO/11 Small Business Photography – Single
CO/12 Small Business Photography – Series

CO/13 Small Business Animation – Single
CO/14 Small Business Animation – Series

CO/15 Sm. Business Cinematography – Single
CO/16 Sm. Business Cinematography – Series

SHOE-STRING BUDGET

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

CO/17 Shoe-String Budget Illustration – Single
CO/18 Shoe-String Budget Illustration – Series

CO/19 Shoe-String Budget Photography – Single
CO/20 Shoe-String Budget Photography – Series

CO/21 Shoe-String Budget Animation – Single
CO/22 Shoe-String Budget Animation – Series

CO/23 Shoe-String Budget Cinematography – Single
CO/24 Shoe-String Budget Cinematography – Series