

APPLIED ARTS 2022 STUDENT AWARDS CATEGORIES

DEADLINE: MAY 20, 2022

THE APPLIED ARTS ADVANTAGE

Winning awards has its advantages. Winning an Applied Arts Student Award can help stand out from the pack in the fiercely competitive creative industry. It is never too early to start fostering your career and getting the fruits of your creative labour in front of the same industry leaders you will be sending your resume to.

For over 30 years that has been the Applied Arts advantage. Award winners show initiative, and that initiative gets noticed, and gets them hired. So take advantage of what an Applied Arts Award has to offer and apply today.

WHAT WINNERS RECEIVE

- Their winning work published online in the Winners Gallery, in the Advertising & Student Awards Annual, set to release in December 2022 and promoted across our social platforms to an audience of well more than 178,500 senior-level creative's in the advertising and design industries.
- A complimentary copy of the **Student & Advertising Awards Annual**.
- 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 (undergraduate and graduate studies) and high school students.

HIGH SCHOOL STUDENTS | Are only eligible to apply to the high school categories. See page 7.

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

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).

PAYMENT

Entry fees vary per sub-grouping and category. You may pay for some or all of the entries can be paid for at any given time - just select which entries to pay. Once an entry is paid it is officially in the competition and cannot be modified.

Payments can be made by Visa, MasterCard or American Express (AmEx is for Canadian payments only at this time), or PayPal. US and international entry fees are payable in US funds.

Note for US/International entrants, select PayPal as the payment type and then click the "Pay with Credit Cards or VISA Debit."

JUDGING CRITERIA

- **Reduced entry fees.**
- **New categories include:** Concept Development Communications programs, PR/Viral campaigns, and Product Development.

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 Credit roles, 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 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 packag-

ing, etc. but it only counts as 1 file. This allows you more opportunities to show your work, without going over the file limit.

SUPPORT MATERIAL

Support Files are mainly for clarity to assist the judges. They are optional and 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 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.


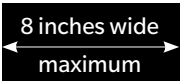


PERMITTED

- **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 studies:** 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 the same creative as a Support File:** Don't submit a URL link if you've already submitted an 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 Materials (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		
	MP3, MP4 Max. 80MB	Video files will be resized by our system to 800px wide keeping aspect ratio	

URL

- * Counts as 1 “file” upload.
- * File sharing sites OK.
- * Password-protected sites not allowed.
- * Ensure the URL is accessible until December 2022.

RECOMMENDED BEST PRACTICES

Entries are judged online. Here are some pro tips to help our 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: \$40

SI/01 Brand Activation Program

A campaign for any new or existing brand/product/service that enhances brand awareness via consumer engagements (e.g. using events, experiences, or interactions that use a medium in a novel way). Show 1 example, to a maximum of 6. You may include a brief description (or brief case study).

SI/02 Brand Identity Design Program

A logo design plus up to 6 logo applications (e.g. stationery, business cards, signage, apparel) for any new or existing brand/product/service. Include a brief explanatory note, describing the business (if not obvious). You must show the before and redesigned logo if it's a redesign.

SI/03 Concept Development Program

Show the concept of a launch of a new or existing brand/product/service as an advertising or promotional element (i.e. print, OOH, digital, radio, or video, Social/Viral, etc.). Must include a brief explanatory note (or case study) that describes the overall concept.

SI/04 Digital Experimental/Innovative Program

Any digitally innovative promotional program that explores new technology, ideas, or territory for any new or existing brand/product/service. You may include a brief description (or case study).

SI/05 Entire Advertising Campaign

A series of 4-6 promotional messages that share a single idea and theme for the same event, brand, product, service, or business.

SI/06 Entire Design Program

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

SI/07 Entire Packaging Design Program

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

SI/08 Entire Promotional Design Program

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/09 PR/Viral Campaign

An advertising or promotional campaign that creates brand awareness through earned media methods to generate attention and affect audience confirmations, to influence consumer action or perception.

SI/10 Social Responsibility

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

ADVERTISING

REQUIREMENTS

A Single is 1 single ad or promotional message. A Series is 2-3 ads or promotional messages that relate to one another.

RECOMMENDED: Include a brief description (or brief case study), especially if the business is not obvious, upload as a Support File.

SINGLE OR SERIES: \$35

AS/01 Advertising Print

Single or series of up to 3 offline advertising or promotional messages that promotes an event, brand, product, service, or business (e.g. print, out-of-home, point-of-purchase, etc.).

AS/02 Advertising Digital

Single or series of up to 3 online digital advertising or promotional messages that promote 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 6.

AS/03 Radio Advertising

Single or series of up to 3 radio spots, any length. **MUST INCLUDE** the radio spot and script as part of your entry.

AS/04 Social Responsibility

Single or series of up to 3 advertising or promotional messages to evoke consumer action for the greater good, or effect positive social change. For an entire campaign, use SI/10 on page 4.

AS/05 Video Advertising

Single or series of up to 3 television or online ads, any length.

AS/06 Advertising Other

Single or series of up to 3 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 design element (A single-page brochure, multi-page brochure counts as one design element).

A Series is 2 or 3 design elements (A single-page brochure, multi-page brochure counts as one design element)*.

RECOMMENDED: You may include a brief description (or brief case study) and encourage you to include if the business is not obvious. Upload as a Support file.

* Except where indicated.

SINGLE OR SERIES: \$35, except where indicated

DS/01 Design

Single or series of up to 3 design applications for a new or existing brand/product/service. Example: a multi-page brochure, poster, infographic, etc. If a multi-page item, please show a maximum of 6 pages from each piece.

DS/02 Logo Design

A logo or a family of 2-3 logo designs for a new brand or company. See below for a redesigned logo of an existing brand or company. Include a brief explanatory note if the business is not obvious.

DS/03 Logo Rebrand – Before/After

A logo, or a family of 2-3 redesigned logos of an established brand or company. **MUST INCLUDE** the before logo; upload as a multi-page PDF. Include a brief explanatory note if the business is not obvious.

DS/04 Editorial Design – Cover/Spread

Single or series of up to 3 editorial pages (cover, page or spread) from a print or digital books or publications.

DS/05 Editorial – Entire Book/Magazine

Print editions only. For e-books/e-pubs use WS/03 Digital Content (see page 6). Show up to 6 single pages, spreads or covers from 1-3 books or publications. (\$40)

DS/06 Packaging Design

Single or series of up to 3 packaging design units for the same event, brand, product, service, or business.

DS/07 Product Development

Single or series of up to 3 designs for an entirely new product/service.

DS/08 Promotional Design

Single or series of up to 3 promotional design pieces, such as an announcement, invitation, promotional apparel, etc.

DS/09 Typography Design & Application

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/10 Design Other

Single or series, for any other 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 application, except where indicated.

SINGLE: \$40

WS/01 Apps

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

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

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

Whole or part of a game design. For non-digital games, such as cards or a board game, use DS/10 Design Other (see page 5). 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

A video or short film. For videos/spots that promote an event, brand, product, service or business, use AS/05 video Advertising (see page 5). Upload as an MP4, or a link to a file-sharing site.

WS/06 Website Design

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

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

A Single is 1 illustration/image. A Series 2-3 illustrations/images that relate to one another by topic or product.

SINGLE OR SERIES: \$35

ILLUSTRATION

IS/01 Illustration

Single or series of up to 3 illustrations that relate to one another by topic or product.

IS/02 3D Modelling

Single or series of up to 3 images that use hand or computer-generated modelling of inanimate 3-dimensional objects and shapes. For animated elements or characters use WS/02 Digital Animation (see this page).

PHOTOGRAPHY

PS/01 Photography

Single or series of up to 3 images that relate to one another by topic or product.

PS/02 Photo Illustration/Mixed Media

Single or series of up to 3 images that use photo-editing techniques to create collage and montage illustration. **MUST SHOW** before and after images. Upload as a multi-page PDF.

PS/03 Photo Manipulation

Single or series of up to 3 images that use image editing to create special effects. **MUST SHOW** before and after images. Upload as a multi-page PDF.

HIGH SCHOOL

REQUIREMENTS

A Single is 1 piece/application. A Series is 2-3 pieces/applications that relate to one another by topic or product.

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

SINGLE OR SERIES: \$20

HS/01 High School Advertising

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

HS/02 High School Design

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 online elements, including website design, animation, game, app, etc.

HS/04 High School Illustration

Single or series of up to 3 illustrations (i.e. hand or digital drawn), or 3D modelling.

HS/05 High School Photography

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