APPLIED ARTS

CALL FOR ENTRY KIT

2023 APPLIED ARTS AWARDS

CREATE. CELEBRATE.

WHY ENTER?

Winning an Applied Arts Award is a recognition of creative excellence. Winners earn international exposure to a community of over 178,500 professionals and enthusiasts that includes the winning work publishing in Applied Arts magazine, appliedartsmag.com, and promoted across our social media channels. Applied Arts is Canada's leading voice for visual communicators, so winning is a valuable way to promote your work.

The jurors are award-winning creative professionals currently working in the industry from a variety of backgrounds. All entries are judged independently and without comparison based on creative merit, technical excellence and suitability for category end use in the category it was submitted to.

Below is a preview of some of the categories the Applied Arts Awards competition offers visual communications professionals, enthusiasts, or creative arts students.

ADVERTISING
Augmented & Virtual Reality
Brand Activation
Corporate Responsibility
Craft – Direction, Copywriting, Ideation, Special Effects for video and Digital Content
Cause-Related Creative Response
Experimental/Innovative
Experiential/Event
Point-of-Purchase
PR Influencer Campaign
Viral/Social

DESIGN
Editorial Design
Environmental Design
Digital Design – Interactive, Content & Websites
Logo Design
Brand Identity
Packaging Design
Promotional Design
Typeface Design
Typography Design

ILLUSTRATION
Advertising Illustration
Animation and Character Design
Cause-Related Illustration
Cartoon/Comic Illustration
Corporate Illustration
Editorial Illustration
Environmental/Spaces Illustration
Gallery and Limited-Edition Illustration
Promotional Illustration

PHOTOGRAPHY
Architectural Photography
Cause-Related Photography
Cinematography
Corporate Photography
Editorial Photography
Environmental/Spaces Photography
Events/Experiential Photography
Fashion Photography
Food Photography
Promotional Photography
Still-Life Photography

Be sure to check the Categories Kit for each awards competition for a full list.

WHAT WINNERS RECEIVE

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

ADD-ON OPPORTUNITIES FOR WINNERS*

- Order additional certificates for their creative team, client, etc. with an option to order a plaque-mounted certificates.
- Order additional copies of the Awards Annual at a discounted price.
- Order a personalized, engraved Awards trophy. The attractive and original Lucite AACE cube is 3.5x3.5x3.5 square inches.

*Additional fees apply.

WHEN ARE RESULTS RELEASED

All entrants will be notified by email once judging is complete (SEE CHART BELOW). Don't miss the results notification, be sure to add winners@appliedartsmag.com to your white list.

ELIGIBILITY

Applied Arts offers five (5) awards competitions open to international entrants, including both published, unpublished and personal work.

STUDENTS | A standalone awards competition for students studying in a creative arts program at the post-secondary or high school. Work from any year of study is eligible and may be entered up to one year after graduation. Students are only eligible to enter the Student Awards competition.

YOUNG BLOOD CATEGORIES | For professionals that have graduated within a certain number of years (3 years for Photography and Illustration, 5 years for Design and Advertising competitions). Young Blood entrants can also enter any of the non-Young Blood/Professional categories.

COMMUNITY CATEGORIES | Exclusively for Canadian artists and firms working in smaller communities or with smaller businesses or budgets. You must live/work in Canada to be eligible. Work submitted to Community categories may also be submitted to any non-Community categories.

ELIGIBILITY PERIODS
Illustration Awards
February 2022 – February 2023
Photography Awards
February 2022 – February 2023
Design Awards
March 2022 – March 2023
Advertising Awards
September 2022 – September 2023
Student Awards
Personal or class work completed at any time during their program is eligible. Current or recently graduated during the 2022/23 academic year.

COMPETITION	CALL FOR ENTRY OPENS	FINAL DEADLINE	WINNER NOTIFICATION	ANNUAL PUBLISHED
Photography	Nov. 14, 2022	Feb. 3, 2023	Mar. 8, 2023	**SUMMER ISSUE:** June 2023
Illustration	Nov. 14, 2022	Feb. 3, 2023	Mar. 8, 2023	**SUMMER ISSUE:** June 2023
Design	Nov. 14, 2022	Mar. 10, 2023	Apr. 12, 2023	**SUMMER ISSUE:** JUNE 2023
Student	Nov. 14, 2022	May 5, 2023	June 7, 2023	**WINTER ISSUE:** Dec. 2023
Advertising	May 1, 2023	Sept. 1, 2023	Oct. 4, 2023	**WINTER ISSUE:** Dec. 2023

JUDGING PROCESS

All work is entered and judged digitally. There are no hard copies. Read our Best Practices in each of the Categories Kit to ensure you submit your work for maximum impact.

A separate jury of senior creatives is chosen for each competition and does not include any staff from Applied Arts. All judges must be invited by Applied Arts.

Judges are divided into groups, each viewing a different and random group of entries. Each judge reviews and scores the entries separately. Judges do not confer or discuss the work and there is only one round of judging.

- Each entry is judged independently on its own merit. Judges are asked not to rank or compare entries.
- We have no predetermined quota of winners. If a category has no winners, it is eliminated. Similarly, a category may have multiple winners. All entries above the cut-off score are declared winners and are published.
- We do not rank winners (i.e. no gold, silver, etc.). Every entry above the cut-off score is given equal exposure in the Awards Annual.

Entries are given one total score, based on three criteria only:

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

NOTE: Student, Young Blood and Community entries are judged on the above with the level of experiences and/or available resources taken into consideration.

ENTRY MATERIAL GUIDELINES

All entries are submitted digitally only. Hi-res, final files are to be submitted for judging. These files will be used for publication, if selected as a winner.

MAIN ENTRY FILES REQUIRED
The Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.

PERMITTED
- Single | 1 piece*/max. 1 file.
- Series | 2-3 pieces*/max. 3 files (EXCEPTION: Photography & Illustration Awards – 2-5 pieces/files).
- Campaign | Up to 9 pieces from an entire campaign. Max. 9 files. (EXCEPTION: Student Awards – up to 6 pieces/files only).

* Any other 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 piece 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 information.

SUPPORT FILES
Support files are mainly for clarity to assist the judges. Support Files are optional, except for certain entries noted below. 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" subsection of the ENTRY MATERIALS on the entry form.

Please note these important required vs. optional Support Files for certain entries:

REQUIRED
- Non-English entries | English Translations of important text (i.e. Entry titles, headlines) must be included to ensure they are given full and fair consideration by the entire jury. Upload either as a support file, or within the Main Entry material, as a multi-page PDF, or sub-titles on video entries.
- Scripts for radio entries | Include an English script.

PERMITTED

- Case study | While not recommended (as outcomes are not a criteria for judges in scoring), they may 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 mandatory (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 your Main Entry File.
- Images in context of the finished piece | Show the finished ad or self-promo piece, etc. Upload as either 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: Don't submit a URL link if you've already submitted an MP4 as your Main Entry Material. However, available links to non-static creative are requested in the Winners Information section for publishing in the online Winners Gallery.
- Files submitted, both the Main Entry and Support Materials should not identify the entrant (exception for self-promotion work).

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

STILLS

- File Format | PDF, JPG, PNG, GIF
- File Size | 8-inches (or 2,400 pixels) on the longest dimension
- Resolution | 300 dpi (min.)
- Colour Mode | RGB
- File Limit | Max 5 MB for images/PDF files

AUDIO & VIDEO

- File Format | MP3, MP4 files, URL to a file sharing site. No password-protected videos
- File Limit | Max 80 MB

DIGITAL/INTERACTIVE

- File Format | Walkthrough or website as a MP4, URL or PDF.
- File Limit | 80 MB for MP4s, 5 MB for PDFs.

HOW TO ENTER

Entering an Applied Arts competition is easy thanks to a streamlined awards management system.

- You can stop and restart at any time during the entry process.
- All submissions are digital with a simple upload process and clearly defined ENTRY MATERIAL REQUIREMENTS.
- Simplified process for entering creative credit roles - once creative credit roles are input; they can be reused for subsequent entries.

The following information in this Call for Entry Kit will answer frequently asked questions and provide helpful entry tips. Be sure to download the Categories Kit for your desired Awards competition.
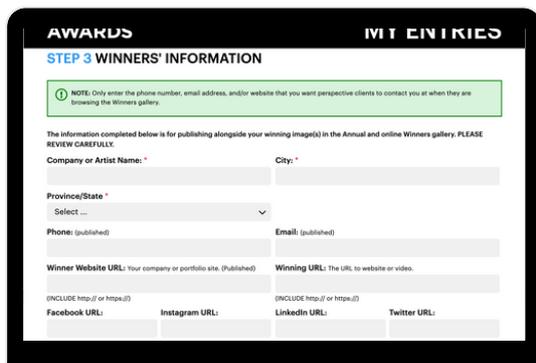
THE ENTRY FORM

Creative a "My Entries" account by visiting appliedartsmag.com/myentries. The Entry Form consists of five (5) steps.

NOTE: This is your Applied Arts Awards account for all Awards competitions. Once logged in: personal account information can be updated; a new entry started, copied from an existing one, or edited; and you can pay for all or some of your entries.
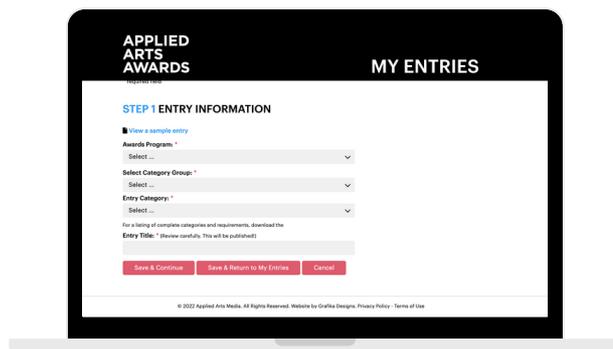
STEP 1: ENTRY INFORMATION

Select from one (1) of the Awards competitions, choose a sub-group, category, then add the entry title.

STEP 2: UPLOAD ENTRY MATERIAL

All entries are DIGITAL ONLY. ENTRY MATERIAL GUIDELINES on page 5 for detailed specifications and helpful tips. Reminder, you can upload two types of entry materials:

Main Entry Format | The Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res. format. These files will also be used for publication if selected for your Annual.

Support/Explanatory Files | Only one (1) file (such as a PDF, JPG, MP4, etc.), or URL may be uploaded. For non-English entries, you must include English translations for any important text i.e. entry title/headline or other important text), and scripts for radio entries.
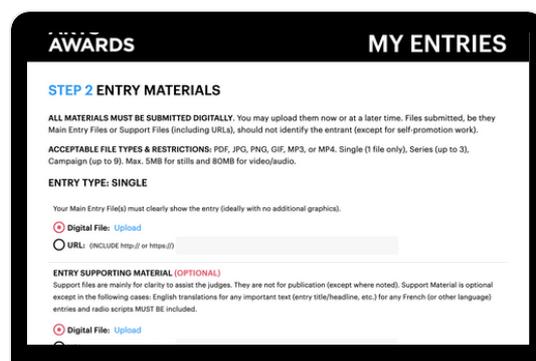
STEP 3: WINNERS' INFORMATION

This section is for publication only and is not visible to the judges. Please review the information carefully. There will only be 48 hours to edit this information after the Winners have been notified.

The "Winner" field is the primary company or individual you want to be credited on the piece

(i.e. company name, photographer, illustrator, young blood, etc.).

NOTE: In the instance that a team (e.g. AD & writer) worked together (typically for the Young Blood or Student categories), enter only the first individual of the team in the "Winner" field. The other team member(s) should be added in the CREATIVE CREDITS section. (See Step 4: CREATIVE CREDITS for further explanation on how to enter additional names so that they are properly credited as "Winners".

Optional Fields | Phone, email, web address, social handles, and the URL to the winning entry (typically, for websites and video entries). If these are entered, they will be published beside the winning work.

NOTE: If your entry is a digital or video entry we recommend including the URL, as due to file sizes, we don't upload the MP4 files directly for viewing in the Winners Gallery. They are only used for judging.

Description of Entry | For the purpose of providing a brief creative summary of the project to be published beside your winning entry. The description is limited to a maximum of 500 characters (includes spaces).

NOTE: The "Descriptions of Entry" are for publication use only and are not shown to the judges. If additional clarity is needed for the judges, a description/explanation may be added to either your Main Entry File(s) or as a Support File. Please limit it to 50 words or a max. 10-second intro for video/broadcast.
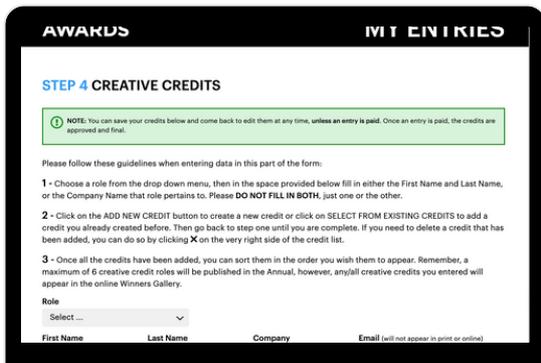
STEP 4: CREATIVE CREDITS

Credits are a summary of the individuals or company that have worked on the project.

A credit can be designated with an individual's name or an organization's. A credit role is a job function (e.g. Creative Director or Production House). Multiple names can be assigned to one credit role (i.e. if you have two Creative Directors, they are counted as only one credit role).

A maximum of six (6) creative credit roles will be published in the Annual, however, any/all creative credits you entered will appear in the online Winners Gallery.

IMPORTANT NOTES:
- In instances of a team entry (e.g. Young Blood or student group project), enter the subsequent names here (Reminder: you entered one name in the "Winner" field). Choose the "Other" role and enter Young Blood (or Student, or Winner) as a custom role field. They will not be counted towards your 6 credit roles and will be credited together as the "Winners". These individuals may also be added a second time, identifying their specific roles on the project (e.g. Art Director, Writer).
- Credits only need to be entered once. Credits automatically get saved to your account to be used for any competition. For subsequent entries, select either a saved credit or add a new credit. To change the order of your credits, change the number from the sort column and select "Update Sort" when finished.

- We strongly recommend credits be completed at the time of submission. If selected as a winner there will be only 48 hours to edit or add the creative credits. Be sure to review your creative credits carefully, particularly the credits to be printed in the Annual.
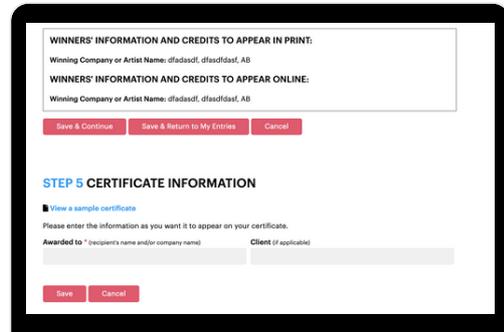
STEP 5: CERTIFICATE INFORMATION

Winners will receive one certificate for each winning entry. Complete the winning company/individual and/or client you wish to appear on the certificate. The entry title and the category the project won in will automatically be included on the certificate. Winners will have the opportunity to order additional certificates once winners have been notified.

NEXT: FINALIZING YOUR ENTRY

After Step 5, the entry form is complete. Press the "Save" button to return to the "My Entries" dashboard to submit a new entry, copy an existing entry to a new category, or submit payment.

IMPORTANT: A submitted entry is not final and entered in the competition until it's been paid. Entries may be edited until paid. But once payment is processed, entries are final and cannot be modified.

REMINDER: Winners will have only 48 hours to correct or finalize any creative credits and descriptions that may or may not have completed when entering.

PAYMENT & REFUNDS

Entry fees vary. Check the category kits for each Awards competition for entry fees. Some or all 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, PayPal and American Express (AmEx is for Canadian payments only at this time). US and international entry fees are payable in US funds and processed through PayPal. A PayPal account is not required to submit payment.

We only accept cheque or direct deposit in special circumstances. These cases must be pre-approved. Contact awards@appliedartsmag.com with your request.

NOTE FOR THE STUDENT AWARDS COMPETITION:
School codes are available for teachers who arrange for their school to pay for their students' entries. Students can complete the entry form individually and submit a school code as a form of payment. We will track entries and issue an invoice to the school.

FREQUENTLY ASKED QUESTIONS

ELIGIBILITY FAQ

Can I enter something I entered last year?
Not in the same competition, but if it meets the eligibility period for a different competition, then yes.

Can I enter something in multiple Awards competitions?
Yes. Each competition has different eligibility periods, please check each competition for eligibility requirements.

Can I enter something in multiple categories in the same competition?
Yes. Work can be submitted to multiple categories where it is suitable.

Can students enter?
Students may only enter the Student Awards competition. They many enter any of the professional awards. Visit appliedartsmag.com/student_awards for categories, eligibility and deadlines.

I'm a high school student. Can I enter?
Yes. There are a limited number of categories available for high school students in the Student Awards competitions. The rest of the student categories are open only to post-secondary students attending a college, university, or other type of art school. Visit appliedartsmag.com/student_awards.

I am currently enrolled in a postgraduate/graduate program. Am I still eligible to enter?
Yes. You are still eligible to enter the Student Awards competition.

Am I still eligible to enter the Student Awards competition if I recently graduated?
If you've graduated in the past year you are eligible to enter the Student Awards. You may also qualify to submit work to the Young Blood categories in the professional competitions. Please see the specific competition for eligibility.

JUDGING FAQ

Will the judges see my descriptions during the judging?
Judges do not see the creative descriptions you have entered. These are only for publishing beside your entry if chosen as a winner. If you feel judges need an explanatory note, you may include a brief description as a Support File (no more than 50 words or 10 seconds for broadcast/video.

CATEGORIES FAQ

Can I enter a piece in multiple categories?
Yes. In your account on the My Entries home page, click "Copy" on any entry you've created. Be sure to change the discipline and entry category to the new one you want to submit to.

Which category does my entry belong in?

The fastest way to understand a category is to review previous work that won in that category. Check our online Winners Gallery for examples. If you still have questions, contact awards@appliedartsmag.com. NOTE: Applied Arts reserves the right to move an entry to another category if we feel it unsuitable or incorrectly categorized.

What is a single, series and campaign?

A single means one piece. Series means you are submitting more than one element of the same project to a maximum of 3 (5 pieces for the Photography & Illustration competitions). A campaign is up to 9 pieces (6 pieces for the Student competition). NOTE: Exceptions are noted in specific categories. If an entry contains more than the specified images, we will either contact you to split the submission into multiple entries, or choose which ones to judge, so it's best to stick to the indicated number of pieces.

What is the Young Blood category?

Young Blood is a series of categories open only to entrants who have been out of school up to a certain number of years (3 for Photography and Illustration, and 5 for Design and Advertising). As with all categories, they are judged on creative excellence, technical merit and suitability for end use, but the jury also takes into account the level of professional experience. You will be required to specify the name of the Young Blood entrant to qualify.

What is the Community category?

Community is a series of categories exclusively for Canadian artists and firms working in smaller communities or with smaller budgets or local clients get the recognition they deserve. As with all categories, they are judged on creative excellence, technical merit and suitability for end use, but the jury also takes into account the resources available. You will be required to specify the name of the Young Blood entrant to qualify.

ENTRY MATERIAL FAQ

At what specs do I need to submit my entry?

Refer to ENTRY MATERIAL GUIDELINES section for specifications.

Can I submit a hard copy or disk?

No. Only digital uploads are accepted.

The program crashed. Did I lose everything?

No - you are saving your work as you go through each section of the entry form. If the program crashes as you are completing a certain section, it may not have been saved in that section.

The file I uploaded won't show me a preview. Why?

You may not see the image preview if you haven't followed the specs outlined in ENTRY MATERIAL GUIDELINES. Check your file and re-upload. If you continue to experience difficulties, try clearing your browser history or contact awards@appliedartsmag.com.

I uploaded the wrong file. Can I change it?

Yes. You can resubmit images at any time until payment is made. Click the "X" beside the appropriate file and re-upload your image. NOTE: The thumbnail image may not correctly display your new image. If this happens close your browser and log back into "My Entries" for the changes to show. If you continue to experience difficulties, try clearing your browser history or contact awards@appliedartsmag.com.

RIGHTS FAQ

Do I need to get the rights of the subjects or material used from external sources in my entry?

It is the responsibility of the entrant to ensure copyright is not infringed. Upon entry you must grant us the rights to reproduce the image or images for both our online and the print publications, so you would most likely need to have these rights in place to protect yourself. Although you do not need to send us a copy of the release forms, we do suggest that you have them. Entrants who request we don't run their winning work because they don't have the rights will not be refunded for their entry. NOTE: Student work is often exempt from copyright rules.

What rights do I retain if my work is chosen?

You retain all rights to your images.

My client has revoked the right for me to enter work I've won for. What do I do?
We do not issue refunds in these cases, but please contact awards@appliedartsmag.com if you need the entry removed from publishing.

PAYMENT FAQ

Can I submit more entries after paying?
Yes. In My Entries, you will have the opportunity to submit additional entries even if others already entered have been paid for. This will simply generate a new confirmation email when you complete your entries with payment.

I want to change something after I've paid. What do I do?
Once an entry is paid, you cannot change the category, entry title, entry format, winners' information, and description of entry or creative credits. A paid entry is final, so check it carefully before proceeding to the payment fields. If chosen as a winner, you will be given a small window of time to add or edit information.

Can I get a refund?
Entries are non-refundable. Costs cover administration, processing and the judging of the entry. A submission of entry acknowledges acceptance of these rules.

I'm getting an error message when I try to pay. What do I do?
If you entered your payment information incorrectly on your first attempt, any subsequent attempts will be declined, even if you change your payment type. Close your browser and log back into your my "My Entries"account. You should now be able to proceed with payment. If you continue to experience difficulties, contact awards@appliedartsmag.com.

WINNERS FAQ

What do winners receive?
- Their winning work published in the corresponding Awards Annual.
- A complimentary copy of the corresponding Awards Annual.
- Their winning work published online in our Winners Gallery and our social channels.
- A personalized Awards certificate for each winning entry signed by Georges Haroutiun, Applied Arts founder/art director.

There are also optional opportunities for winners. See the WHAT WINNERS RECEIVE section.

If I win, what image will you use for reproduction?
We will use the image(s) you submitted on entry. In the case of series, campaign, broadcast, digital or motion, we select a sampling at our discretion from the images/files submitted.

I NEED TO TALK TO SOMEONE AT APPLIED ARTS

If you've checked all of the above sections and cannot find the answer to your question, or if you are having difficulty entering, contact awards@appliedartsmag.com.

DISCLAIMER

Applied Arts reserves the right to amend these rules throughout the competition. Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein. Applied Arts reserves the rights to publish or exhibit entries for our print or electronic formats, or related promotions. Entries are non-refundable. Costs cover administration, processing, and the judging of the entry. Entries may be moved to a more suitable category if Applied Arts deems the category chosen unsuitable. All descriptions and credits are subject to be edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide. A submission of entry acknowledges acceptance of these rules.