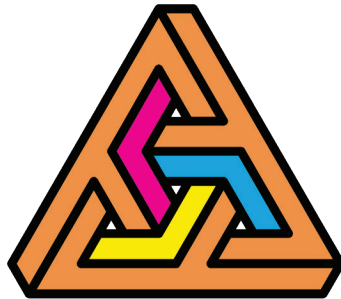


APPLIED ARIS



2023
STUDENT
AWARDS
CATEGORIES
KIT

DEADLINE: MAY 5, 2023

WHY ENTER?

Since 1992 Applied Arts Awards have helped creative individuals bolster their career. Our mandate is to foster new creative talent to help them earn recognition, confidence and initiative. Winning an Applied Arts Award will not only help you get your work noticed, it shows initiative to the creative industry. Whether you are just starting your journey or looking to launch your career, the Applied Arts Awards give you an advantage in this competitive market. So leverage what the Applied Arts Awards has to offer and enter today.

WHAT WINNERS RECEIVE

- Their winning work seen by more than 178,500 ad and design professionals through the Applied Arts Awards platform — Published in the Advertising & Student Awards Annual - Print & Digital versions, online in our winners gallery and shared across our social media channels.
- 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.

GRADUATES | If you graduated from a post-secondary school during the 2022/2023 term 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 (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 AmEX (AmEx is for Canadian payments only at this time), PayPal or submitted via a School Group Code issued by your school/instructor. 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" to pay without logging in/sign up for a PayPal account.

JUDGING CRITERIA

Entries are judged independently by the Student 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 to.

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 early 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.
- Entries must be submitted in English or include an English translation for any important text (e.g. headlines **AND** for your entry titles).
- Actual creative work must be entered. Brief explanatory notes or case studies for the judges may only 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.

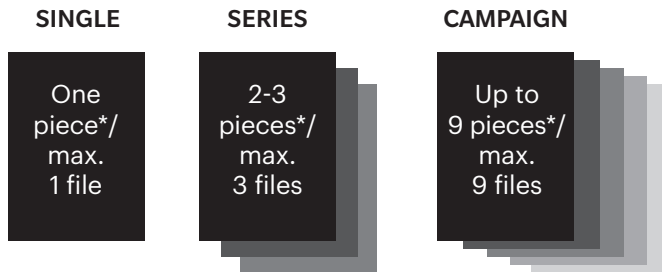
MATERIAL GUIDELINES

MAIN ENTRY FILES

REQUIRED

Your Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.

PERMITTED



* Exceptions are noted in specific categories.

IMPORTANT NOTE RE MULTI-PAGE PDFS: Upload 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 non-English language entries:** Include any important text (e.g. book titles, headlines and entry titles) either as a Support File or within a multi-page PDF as your Main Entry File.

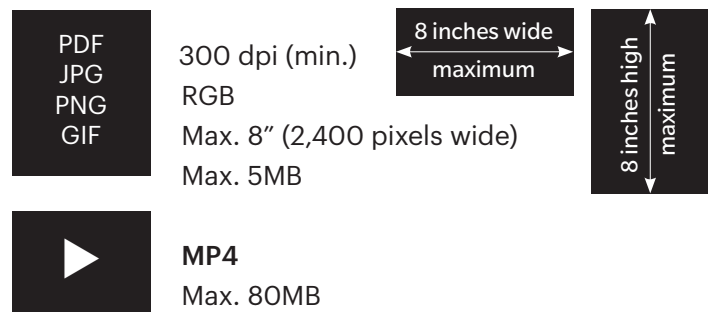
PERMITTED

- **Case studies:** While not recommended (as outcomes are not a criteria 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:** 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.
- **Main Entry Files or Support Files** (including URLs), should not identify the entrant (except for self-promotion work).

ACCEPTABLE FILE FORMATS AND RESTRICTIONS



URL

- File sharing sites OK.
- Password-protected sites not allowed.
- Ensure the URL is accessible until December 2023.

RECOMMENDED BEST PRACTICES

Entries are judged online. Here’s how to help the judges:

- **A multi-page PDF is preferred** over multiple, individual JPG or PDFs files.
- **More is not better.** Curate your files to the maximum indicated for each category, except where noted below.

- **Use a multi-page PDF to give 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** and ensure all important details are legible at that size, as that's how a judge may be viewing it.

INTEGRATED ADVERTISING AND DESIGN PROGRAMS

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

REQUIREMENTS

Up to **6** 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 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: \$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 Program

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: You may include a brief description (or brief case study) If the business is not obvious. Upload as a Support file.

SINGLE OR SERIES: \$35*

*Except where indicated.

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.

DESIGN

REQUIREMENTS

A **Single is 1** 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) If the business is not obvious. Upload as a Support file.

* For multi-page applications, show up to 6 pages from the piece that provides a representation of the entire application.

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.

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 magazines.

DS/05 Editorial – Entire Book/Magazine

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

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

DS/10 Typeface 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/11 Typography Application

An application where typography is the main application of the design.

DS/12 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.

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.

ILLUSTRATION & PHOTOGRAPHY

REQUIREMENTS

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

SINGLE: \$35

ILLUSTRATION

IS/01 Cartoon/Comic Illustration

Single or series of up to 3 illustration for a whole or part cartoon or comic.

IS/02 Conceptual Illustration

Single or series of up to 3 illustration that represents an idea. The work must be staged to communicate a preconceived concept.

IS/03 Editorial Illustration

Single or series of up to 3 editorial illustrations for books or magazines.

IS/04 Illustration Other

Single or series of up to 3 illustrations that do not fall into any other listed category.

IS/05 3D Modelling

Single or series of up to 3 images that use hand or computer-generated modelling of inanimate 3D objects and shapes. For animated elements or characters use WS/02 Digital Animation on page 6.

PHOTOGRAPHY

PH/01 Conceptual Photography

Single or series of up to 3 images that represents an idea. The work must be staged to communicate a preconceived concept.

PH/02 Lifestyle Photography

Single or series of up to 3 images that capture and document real-life events, situations, or milestones in an artistic manner and the art of the everyday.

PH/03 Nature, Landscape & Wildlife

Single or series of up to 3 images taken outdoors.

PS/04 Portrait Photography

Single or series of up to 3 portraits. For a series, images must relate to one another by topic or product.

PS/05 Photography Other

Single or series of up to 3 images that do not fall into any other listed category.

PS/06 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/07 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.