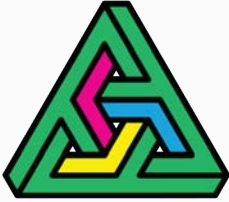


APPLIED ARIS

CELEBRATING CREATIVITY



2025

Honouring creativity in the visual communications sector. Since 1992, the awards have helped ad, design firms, photographers, illustrators, and emerging artists gain exposure across the industry, leading to collaboration and a sense of community in Canada and beyond.

DESIGN AWARDS CATEGORIES KIT

Version No. 1, November 2024

**DNA
MY
DOG**

**DEADLINE:
MARCH 21, 2025**



WHY ENTER?

The Design Awards recognize creative excellence across all streams: corporate identity, editorial, packaging, promotional, motion and interactive design. All work submitted to the 2025 Design Awards competition will be judged by an independent jury from different disciplines, backgrounds, geography, and gender.

Winning an Applied Arts Design Award can lead to new business, a career shift, and, most importantly, creative recognition across the industry.

DEADLINE | March 21, 2025

ELIGIBILITY

ALL CATEGORIES | Open internationally to all forms of commissioned, published, unpublished and personal work created between **March 2024** and **March 2025** (but not entries submitted into last year's competition).

Work can be submitted to any and all appropriate categories without limit.

- **YOUNG BLOOD CATEGORIES** | For professionals that have graduated within the last 5 years. See page 10.
- **STUDENTS** | Applied Arts offers an awards competition exclusively for students. Visit the Student Awards for information.

PAYMENTS & REFUNDS

Entry fees vary by sub-group and category. You can pay for some or all of the entries at any given time—select which entries to pay for. Once an entry is paid, it is officially entered into 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.

We only accept cheques or direct deposits in special circumstances. These cases must be pre-approved. Contact awards@appliedartsmag.com.

Entries are non-refundable. If an entry is submitted to the same category, entrants have the option to move it to another category or enter new work in its place.

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 to.

RESULTS

Entries that meet a pre-determined cut-off score are selected as winners and will be published in the photography & Illustration and Design Awards Annual and online within the Winners Gallery, equally and without prejudice.

All entrants will be notified by email by **late April 2025**. Don't miss the results notification; be sure to add winners@appliedartsmag.com to your whitelist.



The AACE Cube trophy can be purchased for an additional fee.

WINNERS

Award recipients will earn the following recognition of their outstanding work:

- **Published in Applied Arts magazine:** Prominently in the Summer 2025 – Photography/Illustration & Design Awards Annual, showcasing the best creative work in the industry.
- **Online Winners Gallery:** A digital exhibition of the awarded entries. This online presence can increase exposure and visibility for the winners' work.
- **Certificate:** An official certificate acknowledging their achievement in the Applied Arts Awards competition. This certificate is a tangible symbol of their accomplishment and can be used for promotional purposes.

MATERIAL GUIDELINES

ENTRY REQUIREMENT

- Submit entries in digital, hi-res format.
- Actual creative work must be entered. Brief descriptions or case studies for the judges may only be added as a supporting file.
- Do not add a watermark that identifies the entrant. Self-promotion work is exempt.
- Entries must be in English or include an English translation for any important text (e.g. headlines **AND** for your entry titles).
- Complete the Winners' Information, including the Description of Entry and Creative Credits, at the entry stage. **NOTE:** Winners will only have 48 hours to review and make edits.

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

STILLS

File type | PDF*, JPG, PNG, GIF

File dimensions | 8-inches or 2,400 pixels wide

Resolution | 300 DPI (min).

Colour mode | RGB

File size | Max. 5MB

* **Multipage PDFs are allowed and recommended** over uploading individual PDF or JPG files.

VIDEO

File type | MP4, URL to a video-sharing site (e.g. YouTube, Vimeo)

File size | Max. 80MB

RESTRICTIONS

- Password-protected sites are not allowed.
- MOV, MPEG and WMV file formats are not supported.
- File-sharing sites such as Dropbox, Google Drive, WeTransfer, etc. are not permitted.

NOTE ON MULTIPAGE PDFS: Recommended when incorporating 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). It only counts as 1 file.

MAIN ENTRY FILES

REQUIRED

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

SINGLE | 1 File

A single design unit – Such as an annual report, book/publication, multipage brochure, package, poster, environmental signage for an event/storefront, website, etc.

SERIES | 3 Files maximum

2 – 3 design units - Such as a family of logos, packages, posters, etc.

CAMPAIGN | 9 files maximum

Up to 9 elements/units from an entire program or campaign to promote an event, brand, product, service, or business.

SUPPORT MATERIALS

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. These files can be added to your main entry material or uploaded to the Supporting Materials of the **ENTRY MATERIALS** section. Only one file may be uploaded.

REQUIRED

English translations for non-English entries: Include any important text (e.g. headlines and the entry title) either as a Support File or within a multipage PDF as your Main Entry File.

PERMITTED

Brief descriptions: Are recommended in cases where the use/intention is not obvious or to provide further clarity for the judges. Limit to 50 words in English (10 second intro for motion).

Case studies: Not recommended (as outcomes are not a consideration for judges in scoring), case studies can be added **ONLY** as a Support File and should be limited to max. 50 words in English (or up to 45s for videos).

REMINDER: The actual creative is to be judged as your Main Entry File.

NOT PERMITTED

Uploading the same creative: Do not submit the same creative either as a file or URL if it's already been added as the Main Entry File.

Entrant information: Do not add a watermark that identifies the entrant on the Support files/URLs.

RECOMMENDED BEST PRACTICES

Judging is online. Here's how to help the judges:

- **A multipage PDF** is preferred over multiple individual JPGs or PDFs.
- **More is not better.** Curate your files to the maximum indicated for each category, except where noted.
- **Give the 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 the audience saw it.
- **Include supporting material** within a multipage PDF as your Main Entry File when requested.
- **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 view it.

ENTIRE DESIGN PROGRAMS

REQUIREMENTS

A Program is **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 multipage PDF. Add video and URLs separately.

OPTIONAL: A brief description or case video for the judges to provide clarity for the judges. Upload as a Support File.

ENTIRE PROGRAM: \$125

EP/01 Cause-Related/Social Responsibility Program

Any design entire design program that responds to or engages the current impacts on the environment (e.g. Climate change, human rights, diversity, equity and inclusion, etc.).

EP/02 Complete Brand Identity Program

EP/03 Complete Rebrand Identity Program

EP/04 Entire Design Program

EP/05 Entire Packaging Design Program

EP/06 Entire Promotional Design Program

EP/07 Guerrilla Marketing Program

EP/08 Pro Bono/PSA/Charity Ent. Design Program

An entire design program for government, non-profits, or work undertaken voluntarily without payment.

EP/09 Small Community/ Business Design Program

Exclusively for Canadian artists/firms working in smaller communities (under 250,000) or on small businesses. Entries can be any application from the corresponding categories.

DESIGN

REQUIREMENTS

A Single is **1** piece. * A Series is **2-3** pieces.*

MULTIPAGE APPLICATIONS: Upload up to 9 pages or spreads that show a representation of the entire application.

OPTIONAL: A brief description or case video for the judges to provide clarity for the judges. Upload as a Support File.

SINGLE: \$65 | SERIES: \$85*

**Except where indicated.*

DE/01 Annual Report – Single

Show up to 9 pages from 1 annual report. (\$85)

DE/02 Brochure – Single-page/Folder – Series

1-3 single-sheet mini brochures, leaflets, folders, or menus. For multipage applications, use DE/03.

DE/03 Brochure/Catalogue – Multipage – Series

1-3 multipage brochures/catalogues/menus, etc., involves bound pages. (\$85)

DE/04 Cause-Related Creative – Single

DE/05 Cause-Related Creative – Series

Any design work that responds or engages the current impacts on the environment (e.g. Climate change, human rights, diversity, equity and inclusion, etc.).

DE/06 Data Visualization – Single

DE/07 Data Visualization – Series

DE/08 Environmental – Signage – Single

One sign or signage element (e.g. mural, storefront) for any interior or exterior space.

DE/09 Environmental – Enviro. Design – Single

Show up to 9 images of an entire interior or exterior space/installation (e.g. store, restaurant, workplace, park, etc.). (\$85)

DE/10 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 multipage PDF. (\$85)

DE/11 Logo – Single**DE/12 Logo – Series**

SINGLE: 1 logo. **SERIES:** 2-3 logos from an overarching logo system. Include a brief description if the business is not obvious.

DE/13 Logo Applications – Single

Show up to 5 applications of a logo (e.g. corporate stationery, promotional items, signage, etc.). Upload as a multipage PDF. (\$125)

DE/14 Rebrand Logo – Single**DE/15 Rebrand Logo – Series**

SINGLE: 1 redesign of an established logo. **SERIES:** 2-3 redesigned logos from the same overarching logo system. Include a brief description if the business is not obvious. **MUST INCLUDE** the before/after logo(s).

DE/16 Rebrand Logo Applications – Single

Show up to 5 applications of a redesigned logo (e.g. corporate stationery, promotional items, signage, etc.). Upload as a multipage PDF. (\$125)

DE/17 Poster – Single**DE/18 Poster – Series****DE/19 Pro Bono/PSA/Charity – Single****DE/20 Pro Bono/PSA/Charity – Series**

Work undertaken for government, non-profits or voluntarily and without payment as a public service.

DE/21 Small Community/Business Design – Single**DE/22 Small Community/Business Design – Series**

Exclusively for Canadian artists/firms working in smaller communities (under 250,000) or on small businesses. Entries can be any application from the corresponding categories.

DE/23 Unpublished/Personal – Single**DE/24 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/25 Design Other – Single**DE/26 Design Other – Series**

Any design work that does not fall into any other listed category (e.g. a calendar, album cover, postage stamps, etc.). Work submitted to DE/25-26 **CANNOT** be entered in DE/01-24, Entries will be judged on their individual design merits. **MUST INCLUDE** a brief description (max. 50 words).

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 magazine*

* Show up to 9 pages/spreads that represent 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/03). (SINGLE: \$85/SERIES: \$125)

ED/05 Entire Publication Design – Single**ED/06 Entire Publication Design – Series**

Print editions only. For e-zines, use Digital Design – Content (DW/03). (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 PKG – Series

SINGLE/SERIES: Follow the category requirements.

ENTIRE PACKAGE: Consists of 4-9 different cans/bottles and a case, if applicable. Upload as a multi-page PDF. (\$125)

PD/04 Beverages – Alcohol-Free – Single

PD/05 Beverages – Alcohol-Free – Series

PD/06 Beverages – Alcohol-Free Entire PKG – Series

SINGLE/SERIES: Follow the category requirements.

ENTIRE PACKAGE: Consists of 4-9 different cans/bottles and a case, if applicable. Upload as a multi-page PDF. (\$125)

PD/07 Consumer Products – Single

PD/08 Consumer Products – Series

PD/09 Food – Single

PD/10 Food – Series

PD/11 Promotional Packaging – Single

PD/12 Promotional Packaging – Series

PD/13 Rebrand Packaging – Single

PD/14 Rebrand Packaging – Series

PD/15 Sustainable Packaging – Single

PD/16 Sustainable Packaging – Series

PD/17 Packaging Design Other – Single

PD/18 Packaging Design Other – Series

Any packaging design work that does not fall into any other listed category. Entries submitted to PD/17-18

CANNOT be entered in PD/01-16. Entries will be judged on their individual design merits. **MUST INCLUDE** a brief description (max. 50 words).

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

1-3 print collateral or promotions designed for a creative firm or individual. For social media, use Digital Design – Content (DW/07), or for a website, use Digital Design – Website (DW/15). (*SINGLE/SERIES: \$85*)

DP/02 Point-of-Sale Messaging – Single

DP/03 Point-of-Sale Messaging – Series

DP/04 Premium/Gift Item – Single

DP/05 Premium/Gift Item – Series

DP/06 Promotional Collateral – Single

DP/07 Promotional Collateral – Series

Print collateral (e.g. flyer, announcement, invitation, etc.) to promote an event, brand, product, service, or business. For online content, use Digital Design – Content (DW/07).

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/07).

DP/10 Retail Applications – Single

DP/11 Retail Applications – Series

DP/12 Promotional Design Other – Single

DP/13 Promotional Design Other – Series

Any promotional design work that does not fall into any other listed category. Work submitted to DP/12-13

CANNOT be entered in DP/01-11. **MUST INCLUDE** a brief description (max. 50 words).

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. Work submitted to TD/15-16

CANNOT be entered in TD/01-14. **MUST INCLUDE** a brief description (max. 50 words).

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. The sample application may include headlines, short or long passages of text, or sample pages of books or publications.

CRAFT

REQUIREMENTS

A Single is **1** piece. A Series is **2-3** pieces.

SINGLE: \$65 | SERIES: \$85

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. A brief description (max. 50 words) may be added.

DIGITAL DESIGN

REQUIREMENTS

A Single is **1** piece. A Series is **2-5** pieces.

ENTRY MATERIAL: Submit a URL to permanent online content. If unavailable, upload a video walkthrough as an MP4 or link to a video-sharing site, or a static walkthrough as a PDF.

SINGLE/SERIES: \$100

CONTENT

DW/01 Apps – Single

Applications designed for desktop or mobile/tablet.

DW/02 AR & VR – Single or Series

DW/03 Editorial – Digital Editions – Single or Series

Online editorial content or an entire edition/companion to a printed book or magazine. For blogposts, up to 5 examples may be included.

DW/04 Experimental/Innovative – Single or Series

Any digital content that explores new territory, ideas, or technology.

DW/05 Gaming – Single

DW/06 Social/Viral/Promotional – Single or Series

DW/07 Self-Promotion – Social – Single or Series

Messaging or content on any social site to promote creative services, either an individual or firm.

WEBSITE

DW/08 Business-to-Business – Single

DW/09 Consumer Products – Single

DW/10 Consumer Services – Single

DW/11 Commerce – Single

DW/12 Educational/Reference – Single

DW/13 Entertainment, Art & Tourism – Single

DW/14 Public Service/Charity – Single

One site for government or to raise public awareness of a cause or charity.

DW/15 Self-Promotion – Single

One site for creative services, either an individual or firm.

DW/16 Other – Single

Any digital content or website that does not fall into any other listed category. Work submitted to DW/16 **CANNOT** be entered in DW/01-15. **MUST INCLUDE** a brief description (max. 50 words).

MOTION DESIGN

REQUIREMENTS

A Single is **1** video. A Series is **2-3** Short and/or-Long videos.

SHORT: *Less than 3 minutes.*

LONG: *3 minutes or more.*

**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.

DV/04 Pro Bono/PSA/Charity – Single

DV/05 Pro Bono/PSA/Charity – Series

For government, non-profits, or for work undertaken voluntarily without payment.

DV/06 Motion - Small Community/Business – Single

DV/07 Motion - Small Community/Business – Series

Exclusively for Canadian artists/firms working in smaller communities (under 250,000) or on small businesses. Entries can be any application from the corresponding categories.

YOUNG BLOOD

REQUIREMENTS

A Single is **1** piece*. A Series is **2-3** pieces*. A Program is **up to 9** applications from an entire design program.

- **Eligibility:** Open to professionals who have graduated within the last 5 years. Entries can be team-oriented, where the Young Blood take the lead on the project.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. The same design application can be submitted in more than one category within a grouping (e.g. Annual Report and Pro Bono/PSA/Charity. If submitting to more than categories we **STRONGLY RECOMMEND** including the category as part of your entry title for added clarity.
- **RECOMMENDED:** A brief description or case video for the judges to provide clarity for the judges. Upload as a Support File.
- **JUDGING:** Entries are judged with the level of experience and exposure within the industry taken into consideration.

SINGLE: \$50 | SERIES: \$65 | CAMPAIGN: \$85*

* Any exceptions allowed are indicated in the corresponding previous categories.

DY/01 Young Blood Design – Single

DY/02 Young Blood Design – Series

Any application from the Design section starting on page 05.

DY/03 Young Blood Editorial Design – Single

DY/04 Young Blood Editorial Design – Series

Any application from the Editorial Design section on page 06.

DY/05 Young Blood Packaging Design – Single

DY/06 Young Blood Packaging Design – Series

Any application from the Packaging Design section on page 07.

DY/07 Young Blood Promotional Design – Single

DY/08 Young Blood Promotional Design – Series

Any application from the Promotional Design section on page 07.

DY/09 Young Blood Typography Design – Single

DY/10 Young Blood Typography Design – Series

Any application from the Typography Design section on page 08.

DY/11 Young Blood Typeface Design – Single

DY/12 Young Blood Typeface Design – Series

Any application from the Typeface Design section on page 08. (SINGLE: \$60/SERIES: \$80)

DY/13 Young Blood Craft Design – Single

DY/14 Young Blood Craft Design – Series

Any application from the Craft section on page 08.

DY/15 Young Blood Digital Design – Single or Series

Any application from the Digital Design (Content or Website) section on page 09. (\$80)

DY/16 Young Blood Motion Design – Single

DY/17 Young Blood Motion Design – Series

Any application from the Motion Design section on page 09. (SINGLE: \$60/SERIES: \$80)

DY/18 Young Blood Ent. Design – Campaign

Any application from the Entire Design Program section on page 05.

CONTACT US

For category-related entry requirements, general awards information or technical issues, contact our Awards Manager at awards@appliedartsmag.com or call 416.510.0909 ext. 30.

For more information visit 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 right to publish or exhibit entries for our print or electronic formats or related pr motions. 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 deem 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.