

# APPLIED ARIS

CELEBRATING CREATIVITY



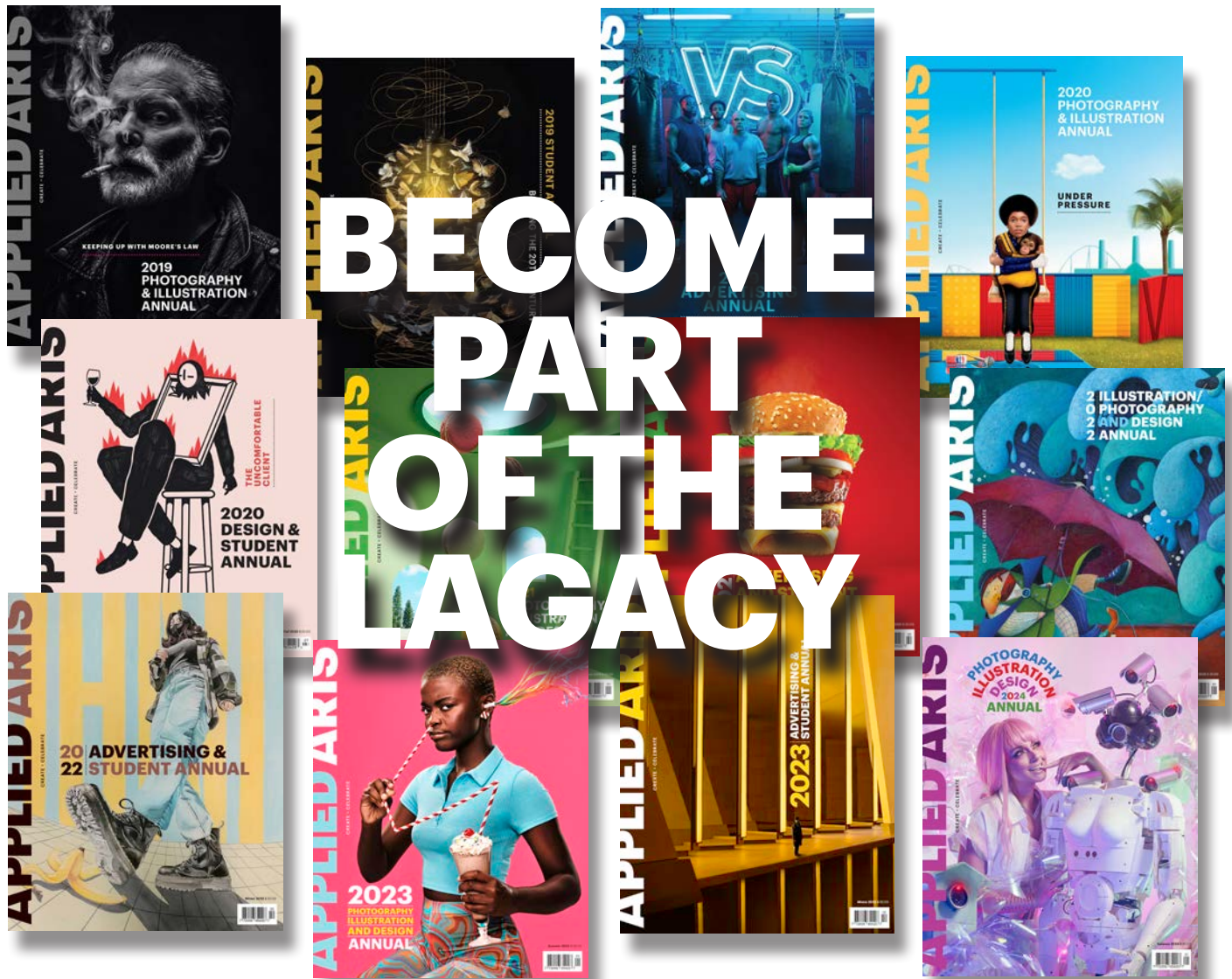
# 2025



Explore 400+ categories across our five (5) competitions, including these and many more: creative advertising, cinematography, copywriting, animation, design, editorial design, environmental design, illustration, interactive media, packaging, and photography.

# AWARDS CATEGORIES KIT





## WHY ENTER

Since 1992, the Applied Arts Awards have helped advertising agencies, design studios, and creative individuals gain credibility, which can significantly enhance their reputation and attract new clients or open new career opportunities. Additionally, the competition helps foster a sense of community and collaboration within the applied arts industry in Canada and beyond.

We help recognize creativity at different levels in the creative profession with specialized categories to give an added boost of confidence.

- **Young Blood Categories** are a specialized section of a limited number of categories for newer professionals with a limited number of years in the industry to enter. See each of the Award competitions for eligibility.
- **Student competition** is open to high school, post-secondary, graduate studies, or individuals who graduated up to 1 year ago. Work submitted to the student competition is judged alongside your peers at a similar level of experience.

The winning work is published in Applied Arts magazine, online in the Winners Gallery and archive, and shared across social media.

## COMPETITIONS & ELIGIBILITY

There are four (4) awards competitions open to international creative professionals and enthusiasts, including both published, unpublished and personal work. There is a stand-alone competition for Students, see below for eligibility for the Student Awards.

### ELIGIBILITY PERIODS

- **ILLUSTRATION AWARDS** | February 2024 – February 2025
- **PHOTOGRAPHY AWARDS** | February 2024 – February 2025
- **DESIGN AWARDS** | March 2024 – March 2025
- **ADVERTISING AWARDS** | August 2024 – August 2025
- **STUDENT AWARDS** | Open to current secondary and post-secondary students or recent graduates (graduated during the 2024/25 academic year). Work completed either as a school requirement or independently (personal work) during any year of your schooling is eligible (but not work submitted previously). Students are **ONLY ELIGIBLE** to enter the [Student Awards competition](#), where work is judged alongside your peers at a similar level of experience.

### SPECIALIZED CATEGORIES

- **COMMUNITY** | EXCLUSIVELY FOR CANADIAN ARTISTS & FIRMS working in smaller communities (less than 250,000 population) or on single-establishment/small business, such as a restaurant, local retailer or service. Work submitted to the Community categories is eligible to be entered to the non-community categories.
- **YOUNG BLOOD** | For professionals that have graduated within a certain number of years (three (3) years for Photography and Illustration, five (5) years for Design and Advertising competitions). Work submitted to the Young Blood categories are judged with the level of resources and experience taken into consideration.
- **HIGH SCHOOL** | Found within the Student Awards competition for high school students studying in a creative arts program at the high school level. Work submitted to the High School categories is judged on the level of resources taken into consideration.

### ELIGIBILITY PERIODS

COMPETITION	LAUNCH	DEADLINE	RESULTS NOTIFICATION	AWARDS ANNUAL
PHOTOGRAPHY	November 18, 2024	February 7, 2025	March 12, 2025	<b>SUMMER ISSUE:</b> July 2025
ILLUSTRATION	November 18, 2024	February 7, 2025	March 12, 2025	<b>SUMMER ISSUE:</b> July 2025
DESIGN	November 18, 2024	March 21, 2025	April 23, 2025	<b>SUMMER ISSUE:</b> July 2025
STUDENT	November 18, 2024	May 23, 2025	June 25, 2025	<b>WINTER ISSUE:</b> December 2025
ADVERTISING	May 12, 2025	August 29, 2025	October 1, 2025	<b>WINTER ISSUE:</b> December 2025

## JUDGING PROCESS

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

The 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.
- **There is 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:** Entries submitted to the Student, Young Blood and Community categories are judged on the above, with the level of experience and/or resources taken into consideration.

## ENTRY MATERIAL GUIDELINES

- **Submit entries in digital hi-res, final files.** These files will be used for publication if selected as a winner.
- **The actual creative work must be entered.** Case videos/boards or brief descriptions may only be added as a support 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 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.

## MAIN ENTRY FILES

### REQUIRED

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

**SINGLE | A single unit** - An ad, annual report, book/ publication, brochure, poster, environmental signage for an event/storefront, website, image/illustration, etc. **Only one (1) material type can be uploaded**

**SERIES | 2-3 units (EXCEPTION: Photography & Illustration Awards – 2-5 images/illustrations)** – Such as a family of logos, packages, posters, etc. **A maximum of 3 material types can be uploaded.**

**CAMPAIGN | Up to 9** elements/units from an entire campaign or program to promote an event, brand, product, service or business. Upload a **maximum of 9 material types.**

**NOTE ON MULTIPAGE PDFS:** Recommended when incorporating any additional images into the maximum number of files allowed (e.g. an image in context, inside pages from a book, or multipage views of 3-dimensional entries such as packaging).

## SUPPORT FILES

Support files are 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/URL may be uploaded.

### REQUIRED

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

**PERMITTED**

**Brief descriptions:** Recommended in cases where the use/intention is not obvious or to provide further clarity for the judges. Limit to a max. 50 words in English (10 seconds for videos).

**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 45 seconds 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.

**ACCEPTABLE FILE FORMATS****STILLS**

- **File type** | PDF, JPG, PNG, GIF
- **File dimensions** | Max. 8" (2,400 pixels) wide
- **Resolution** | 300 DPI (min.)
- **Colour mode** | RGB
- **File size** | Max. 5MB

**AUDIO & VIDEO**

- **File type** | MP3, MP4, URL to a video-sharing site (e.g. YouTube, Vimeo)
- **File size** | Max. 80MB

**DIGITAL/INTERACTIVE**

- **File format** | Walkthrough or website as an MP4, URL or PDF.
- **File size** | Max 80MB for MP4s, or 5 MB static.

**RESTRICTIONS**

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

**RECOMMENDATIONS AND BEST PRACTICES**

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

- **A multipage PDF is preferred over multiple,** individual PDF or JPG files.
- **More is not better.** Curate your images to the maximum indicated for each category, except where noted below.
- **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 it was seen by the audience.
- **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.

**HOW TO ENTER**

Entering work to an Applied Arts Awards 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.
- Easy to use Awards interface that allows entrants to enter multiple competitions.
- Simple process for entering creative credit roles – once creative credit roles are input; they can be reused for subsequent entries.

The following information will answer frequently asked questions and provide helpful entry tips. Be sure to download the Categories Kit for your desired Awards competition.

## ENTRY FORM

The Entry Form consists of five (5) steps. You will have the option to save your progress during each step of the process.

Create your “MY ACCOUNT” Account at [Appliedartsmag.com/myaccount](https://Appliedartsmag.com/myaccount).

This is your Applied Arts account. To start entering or to review existing entries, click the Awards Competition and click on the Awards Entries menu. Information can be edited by clicking the “Edit Profile” on the My Account homepage.

### STEP 1: ENTRY INFORMATION

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

### STEP 2: ENTRY MATERIALS

**Entry Format:** All entries are submitted in digital format. See the **ENTRY MATERIAL GUIDELINES** on page 04 for detailed specifications and helpful tips.

### 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 an individual you want to be credited on the piece (i.e. Design studio/ad agency, photographer, illustrator, young blood, etc.).

**NOTE:** In instances where 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 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 “Description of Entry” are for publication use only and are not shown to the judges.

### STEP 4: CREATIVE CREDITS

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

A credit can be designated with an individual or an organization. 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 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, 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 “Winner”. 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.
- **Creative credits must 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**

One certificate will be given 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 (and the school for the Student competition), 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 paid for. Entries may be edited until paid. However, once payment is processed, entries are final.

**PAYMENT & REFUNDS**

Entry fees vary. Check the corresponding category kits for entry fees. 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.

We only accept cheques or direct deposits in special circumstances. These cases must be pre-approved. To request them contact [awards@appliedartsmag.com](mailto:awards@appliedartsmag.com).

**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.

**CONTACT US**

Be sure to visit [appliedartsmag.com/awards](http://appliedartsmag.com/awards) for information about each of the Award's competitions or answers to frequently asked questions.

For general awards information, category-related questions or technical issues, contact our Awards Manager at [awards@appliedartsmag.com](mailto:awards@appliedartsmag.com) or call 416.510.0909 ext. 30.

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**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 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 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.