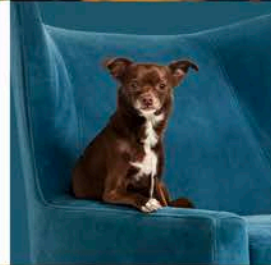


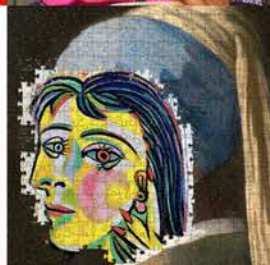
**2025**



*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.*



**PHOTOGRAPHY  
& ILLUSTRATION  
AWARDS CATEGORIES KIT**



**DEADLINE:**  
**FEBRUARY 7, 2025**



## WHY ENTER?

The Applied Arts Photography & Illustration Awards help image-creators—of all levels—professional or enthusiasts—Canadian, US or International—dabbling in stills or creating motion work—Gain recognition and foster a sense of community. Have your work published in print, online Winners Gallery, and the Awards Archive.

Judged by an International jury of award-winning creative professionals in the advertising and design industries. All judges are currently working in the industry. Winning can significantly enhance one's credibility and reputation, Leading to career opportunities and collaborations.

**DEADLINE | February 7, 2025**

## ELIGIBILITY

**ALL CATEGORIES** | Open internationally to all forms of commissioned, published, unpublished and personal work created between **February 2024** and **February 2025** (but not entries submitted into last year's competition).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 3 years. See page 08.
- **STUDENTS** | Applied Arts offers an awards competition exclusively for students. Work submitted to the Student competition is judged alongside your peers at a similar level of experience. Visit the [Student Awards](#) for information.

## PAYMENTS & REFUNDS

**Entry fees vary by sub-group and category.** 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 preapproved. Contact [awards@appliedartsmag.com](mailto: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 Photography & Illustration 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.

Entries will be judged on the image/illustration and not the design or art direction. To have your work judged on these areas, submit to the Design and/or Advertising Awards competitions.

## 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 **mid-March 2025**. Don't miss the results notification; be sure to add [winners@appliedartsmag.com](mailto: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 for 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.

## ENTRY MATERIAL GUIDELINES

### ENTRY REQUIREMENTS

- Submit entries in digital, hi-res format.
- Do not add a watermark that identifies the entrant. Self-promotion work is exempt.
- Where applicable, include the image/illustration in context (e.g., show the finished ad if an Advertising Photography), **IDEALLY** as a support file.
- 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.

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

## MAIN ENTRY FILES

### REQUIRED

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

#### **SINGLE** | 1 Image\*/max. 1 file

- A single piece, such as a single image, illustration, exhibit, storefront, or multipage unit, such as a book/publication/brochure, etc.

#### **SERIES** | 2-5 Images\*/max. 5 files

- A series of images/illustrations that relate to one another by topic or product.

\* *Exceptions are noted in specific categories.*

## SUPPORT MATERIALS

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.

### 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:** 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:** While 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.

**NOTE ON MULTIPAGE PDFS:** Are recommended when incorporating 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 its final context, inside pages from a book, or multiple views of 3D entries such as packaging.

# ILLUSTRATION

## REQUIREMENTS

A single is **1** illustration\*. A series is **2-5** illustrations.

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

**SINGLE: \$40 | SERIES: \$65\***

*\*Except where indicated.*

**IL/01 Advertising Illustration – Single**

**IL/02 Advertising Illustration – Series**

**IL/03 Cause-Related Illustration – Single**

**IL/04 Cause-Related Illustration – Series**

**IL/05 Conceptual Illustration – Single**

**IL/06 Conceptual Illustration – Series**

**IL/07 Corporate Illustration – Single**

**IL/08 Corporate Illustration – Series**

**IL/09 Corp. – Entire Brochure/Report – Single**

**IL/10 Editorial – Cover/Page/Spread – Single**

**IL/11 Editorial – Cover/Page/Spread – Series**

Books or magazines, including digital editions, include cartoon/comic strips. For a complete graphic novel, use IL/12 and IL/13.

**IL/12 Editorial – Entire Book – Single**

**IL/13 Editorial – Entire Book – Series**

Entire books or magazines, including digital editions and graphic novels. **SINGLE:** Up to 9 illustrations from 1 book or magazine. **SERIES:** Up to 9 pages each from 2-3 books or magazines. (SINGLE: \$65/ SERIES: \$100)

**IL/14 Environmental/Spaces – Single**

**IL/15 Environmental/Spaces – Series**

**IL/16 Fashion & Beauty – Single**

**IL/17 Fashion & Beauty – Series**

**IL/18 Gallery Illustration – Single**

**IL/19 Gallery Illustration – Series**

**IL/20 Packaging Illustration – Single or Series**

## Photo-Illustration

Use of photo-editing techniques to create collage and montage illustrations. To submit a Photo-Illustration, use PH/32 (see page 6).

**IL/21 Portrait Illustration – Single**

**IL/22 Portrait Illustration – Series**

**IL/23 Poster Illustration – Single**

**IL/24 Poster Illustration – Series**

**IL/25 Promotional – Social Media – Single**

**IL/26 Promotional – Social Media – Series**

**IL/27 Promotional – Retail Applications – Single**

**IL/28 Promotional – Retail Applications – Series**

**IL/29 Pro Bono/PSA/Charity – Single**

**IL/30 Pro Bono/PSA/Charity – Series**

**IL/31 Self-Promotion Illustration – Single**

**IL/32 Self-Promotion Illustration – Series**

Illustrations used for self-promotion in a commercial context (e.g. mailer, online ad, etc.). **MUST INCLUDE** the self-promotion in context. For work used in a non-commercial element, see Unpublished/Personal (IL/35 and IL/36).

**IL/33 Small Community/Business – Single**

**IL/34 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.

**IL/35 Unpublished/Personal Illustration – Single**

**IL/36 Unpublished/Personal Illustration – Series**

**IL/37 Illustration Other – Single**

**IL/38 Illustration Other – Series**

Illustrations that cannot reasonably fit in any other category (e.g. a calendar, experimental, experiential, etc.). Work submitted to IL/37 or IL/38 **CANNOT** be entered in IL/01-36. **MUST INCLUDE** a brief description (max. 50 words) for the judges explaining the application/usage/intention.

**NOTE:** Additional Illustration categories in the Motion and Young Blood sub-groups, starting on page 07.

# PHOTOGRAPHY

## REQUIREMENTS

A single is **1** image\* | A series is **2-5** image\*

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

**SINGLE: \$40 | SERIES: \$65**

\* *Except where indicated.*

**PH/01 Advertising Photography – Single**

**PH/02 Advertising Photography – Series**

**PH/03 Architectural Photography – Single**

**PH/04 Architectural Photography – Series**

**PH/05 Arts & Culture Photography – Single**

**PH/06 Arts & Culture Photography – Series**

**PH/07 Cause-Related Photography – Single**

**PH/08 Cause-Related Photography – Series**

**PH/09 Conceptual Photography – Single**

**PH/10 Conceptual Photography – Series**

**PH/11 Corporate Photography – Single**

**PH/12 Corporate Photography – Series**

**PH/13 Corp.– Entire Brochure/Report – Single**

Show up to 9 images from 1 complete multipage corporate application (e.g. annual report, brochure, catalogue, etc.). (\$65)

**PH/14 Editorial – Cover/Page/Spread – Single**

**PH/15 Editorial – Cover/Page/Spread – Series**

For books or magazines, including digital editions and cookbooks.

**PH/16 Editorial – Entire Book – Single**

**PH/17 Editorial – Entire Book – Series**

Entire books or magazines, including digital editions and cookbooks. **SINGLE:** Up to 9 images from 1 book or magazine. **SERIES:** Up to 9 pages each from 2-3 books or magazines. (**SINGLE:** \$65 / **SERIES:** \$100)

**PH/18 Environmental/Spaces – Single**

**PH/19 Environmental/Spaces – Series**

**PH/20 Event/Experiential – Single or Series**

**PH/21 Fashion & Beauty Photography – Single**

**PH/22 Fashion & Beauty Photography – Series**

**PH/23 Food Photography – Single**

**PH/24 Food Photography – Series**

For cookbook, use PH/14 – PH/17.

**PH/25 Gallery Photography – Single**

**PH/26 Gallery Photography – Series**

**PH/27 Lifestyle Photography – Single**

**PH/28 Lifestyle Photography – Series**

**PH/29 Nature, Landscape & Wildlife – Single**

**PH/30 Nature, Landscape & Wildlife – Series**

**PH/31 Packaging – Single or Series**

**PH/32 Photo-Illustration – Single or Series**

Use of photo-editing techniques to create a collage and montage illustration. Show the before and after images.

**PH/33 Photo Manipulation – Single**

**PH/34 Photo Manipulation – Series**

Use of image editing to create special effects. Minor image enhancements or corrections not accepted. **MUST SHOW** before and after images.

**PH/35 Photojournalism Photography – Single**

**PH/36 Photojournalism Photography – Series**

**PH/37 Portrait Photography – Single**

**PH/38 Portrait Photography – Series**

**PH/39 Promotional – Social Media – Single**

**PH/40 Promotional – Social Media – Series**

**PH/41 Promo – Retail Applications – Single**

**PH/42 Promo – Retail Applications – Series**

**PH/43 Pro Bono/PSA/Charity – Single**

**PH/44 Pro Bono/PSA/Charity – Series**

**PH/45 Self-Promotion Photography – Single****PH/46 Self-Promotion Photography – Series**

Images in a self-promotion used in a commercial element (e.g. mailer, online ad, etc.). **MUST INCLUDE** the self-promotion in context. For work used in a non-commercial element, use Unpublished/ Personal (PH/55 and PH/56).

**PH/47 Small Community/Business – Single****PH/48 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.

**PH/49 Sports Photography – Single****PH/50 Sports Photography – Series****PH/51 Still Life Photography – Single****PH/52 Still Life Photography – Series****PH/53 Travel Photography – Single****PH/54 Travel Photography – Series****PH/55 Unpublished/Personal – Single****PH/56 Unpublished/Personal – Series****PH/57 Photography Other – Single****PH/58 Photography Other – Series**

Photography that cannot reasonably fit in any other category (e.g. a calendar, catalogue, experimental, etc.). Work submitted to PH/57 or PH/58 **CANNOT** be entered in PH/01–56. **MUST INCLUDE** a brief description (max. 50 words) for the judges explaining the application/usage/intention.

**NOTE:** Additional photography categories under the Motion and Young Blood sub-groups, below.

**MOTION****REQUIREMENTS**

**SHORT:** Less than 3 minutes.

**LONG:** 3 minutes or more.

A Single is **1** video. A Series is **2-5** Short/Long videos.

**SINGLE SHORT: \$100 | SINGLE LONG: \$115 |  
SERIES SHORT/LONG: \$150**

**ANIMATION****MO/01 Animated Character – Single****MO/02 Animated Character – Series****MO/03 Animation - Short – Single****MO/04 Animation - Long – Single****MO/05 Animation - Short/Long – Series****MO/06 Explainer Videos – Single****MO/07 Explainer Videos – Series****MO/08 Promotional – Social Media – Single****MO/09 Promotional – Social Media – Series****MO/10 Pro Bono/PSA/Charity – Single****MO/11 Pro Bono/PSA/Charity – Single****MO/12 Small Community/Business – Single****MO/13 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.

**CINEMATOGRAPHY****MO/14 Cinematography – Short – Single****MO/15 Cinematography – Long – Single****MO/16 Cinematography – Short/Long – Series****MO/17 Directing for Ad – Short – Single****MO/18 Directing for Ad – Long – Single****MO/19 Directing for Ad – Short/Long – Series****MO/20 Explainer Videos – Single****MO/21 Explainer Videos – Series**

**MO/22 Promotional – Social Media – Single**  
**MO/23 Promotional – Social Media – Series**

**MO/24 Pro Bono/PSA /Charity – Single**  
**MO/25 Pro Bono/PSA/Charity – Single**

**MO/26 Viral/PR – Single**  
**MO/27 Viral/PR – Series**

**MO/28 Small Community/Business – Single**  
**MO/29 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 above.

## YOUNG BLOOD

### REQUIREMENTS

A Single is **1** illustration/image\*. A Series is **2–5** Illustrations/images.

- **Eligibility:** Open to professionals who have graduated within the last 3 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. The same project can be submitted in more than one category within a grouping (i.e. Advertising Photography 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:** Where context/end use or category is not obvious in your submission, include a brief description (max. 50 words, or max 10 second intro for motion files).
- **JUDGING:** Entries will be judged with the level of experience and exposure within the industry taken into consideration.

**SINGLE: \$30 | SERIES: \$55**

*\* Exceptions noted in the corresponding previous categories.*

**YB/01 Young Blood Illustration – Single**  
**YB/02 Young Blood Illustration – Series**

Any application from the Illustration groupings of categories on Page 05.

**YB/03 Young Blood Photography – Single**  
**YB/04 Young Blood Photography – Series**

Any application from the Photography groupings of categories starting on Page 06.

**YB/05 Young Blood Motion - Animation – Single**  
**YB/06 Young Blood Motion - Animation – Series**

Any application from the Motion – Animation groupings of categories on Page 07.

**YB/07 Young Blood Motion - Cinema. – Single**  
**YB/08 Young Blood Motion - Cinema – Series**

Any application from the Motion – Cinematography groupings of categories starting on Page 07.

### CONTACT US

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

For more information, visit [appliedartsmag.com](http://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 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.