

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.

STUDENT AWARDS CATEGORIES KIT



WHY ENTER?

The Student Awards present students with a rewarding experience that offers numerous personal, academic, and professional benefits. There is no extra work. The work already created throughout an educational program is eligible to be submitted.

WINNER BENEFITS

- **Published in Applied Arts magazine** | Winning entries are featured prominently in the Advertising & Student Awards Annual, showcasing the best creative work in the industry.
- **Online Gallery** | Winning work showcased in a digital exhibition increases exposure and visibility.
- **Digital Winners' Badge** | Winners can display the Applied Arts Awards winners' badge on their website, portfolio, or marketing materials. It serves as a visual mark of distinction.
- **Award Certificate** | Winners receive an official certificate acknowledging their achievement in the Applied Arts Awards competition.
- **Industry Recognition** | The Applied Arts Awards are highly regarded within the creative industry. Winning can significantly enhance one's credibility and reputation, leading to career opportunities and collaborations.

DEADLINE | May 23, 2025

ELIGIBILITY

Any work completed as a school requirement or independently (personal work) during any year of your schooling is eligible, But work previously submitted to the Student Awards competition is not eligible.

ALL CATEGORIES | Open internationally to post-secondary (undergraduate and graduate studies) and high school students.

Note to upcoming graduates: If you will be graduating from a post-secondary school during the 2024/2025 term, you may still submit work completed during your studies. You are also eligible to enter the **YOUNG BLOOD** categories within each of the professional competitions. Visit the [Applied Arts Awards](#) competition for your creative arts stream for information.

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.

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) or a School Code issued by your school/instructor. 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.

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 June 2025**. Don't miss the results notification; be sure to add winners@appliedartsmag.com to your whitelist.

APPLICATION GUIDELINES

- **PROVIDE A PHONE NUMBER AND EMAIL ADDRESS THAT YOU ACCESS REGULARLY OUTSIDE OF SCHOOL** when setting up your “My Account” awards account. Entrants will be notified in June, so it is crucial that you are available to provide any additional images or information.
- **Enter the school you are attending or graduated from** as your company name. The information can be updated once you graduate.

ENTRY 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 INCLUDE** the entrant name(s), school, place of work or website/portfolio site anywhere in the work (including Entry Support Materials).
- **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

VIDEO

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

File size | Max. 80MB

***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).

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

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

SINGLE | 1 application/image/max. 1 file

Such as an ad, annual report, book/ publication, multi-page brochure, environmental signage for an event/storefront, poster, website, etc.

SERIES | 2-3 applications/max. 3 files

Such as a single image/illustration, a family of logos, packages, ads, posters, etc.

CAMPAIGN | 4-6 design units/max. 6 files

Up to 6 from a multi-component from a ad campaign or design program to promote an event, brand, product, service, or business.

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. 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 seconds 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).

Images in the context of the finished piece: Show the finished ad, self-promo piece, etc. Upload either as a Support File or as a multipage PDF as your Main Entry File or separately as a support 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 PDF or JPG files.
- **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.

ENTRY FEES

AD, DESIGN, PHOTOGRAPHY & ILLUSTRATION*

Single or Series: \$35 | **Campaigns** | \$45

DIGITAL, MOTION & GAMING

Single or Series: \$40

HIGH SCHOOL

Single or Series: \$20

* *except where indicated*

ADVERTISING

Advertising or promotional messages created for a brand, product, or service. Applications include but are not limited to, print advertising, events, out-of-home, online/digital ads, radio, TV, or online video, etc. Entries can be individual or group class assignments or personal (independent) projects.

Brand Activation Program – Campaign

See the Integrated Ad & Design Programs section
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).

Concept Development Program – Campaign

See the Integrated Ad & Design Programs section
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 (max. 50 words, or up to 10 seconds if video) that describes the overall concept.

Copywriting for Advertising – Single/Series

See the Advertising section
Any (excluding Radio spots) advertising or promotional messages judged on copywriting.

Digital Advertising – Single/Series

See the Advertising section
Online advertising or promotional messages that promote an event, brand, product, service, or business (e.g. online ads, social media, email, etc.).

Dig. Experimental/Innovative Program – Campaign

See Integrated Ad & Design Programs Section
Any digitally innovative promotional program that explores new technology, ideas, or territory for any new or existing brand/product/service. Programs that utilize AI to enhance brand awareness are eligible.

Experiential/Event – Single/Series

See the Advertising section
Sampling, in-person or virtual events, students, guerrilla marketing, etc.

Print Advertising – Single/Series

See the Advertising section

Offline advertising or promotional messages that promote an event, brand, product, service, or business (e.g. print, out-of-home, point-of-purchase, etc.).

PR/Viral – Campaign

See the Integrated Ad & Design programs section

An advertising or promotional campaign that creates brand awareness through earned media methods to generate attention and affect audience conversations, to influence consumer action or perception.

Radio – Single/Series

See the Advertising section

Any length radio spots for the radio or audio streaming. **MUST INCLUDE** the radio spot and script as part of your entry.

Social Responsibility – Single/Series or Campaign

See the Integrated Ad & Design programs section OR the Advertising section

Advertising or promotional messages to evoke consumer action for the greater good, or effect positive social change.

Video Advertising – Single/Series

See the Advertising section

Video spots created for television or online ads, any length.

Entire Advertising Campaign

See the Integrated Ad & Design Programs section

Promotional messages that share a single idea and theme for the same event, brand, product, service, or business.

High School Advertising – Single/Series

See the High School section

Any ads for print, online, TV/video, or radio.

Advertising Other – Single/Series

See the Advertising section

Any advertising applications for work created to promote an event, brand, product, service, or business that doesn't fall into any other listed category. Entries will be judged on their individual ad/promotional merits. **MUST INCLUDE** a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity.

DESIGN

Any design work, such as brand identity, brochures/catalogues, corporate design (annual reports), logo design, digital and website design, motion work, packaging design, promotional design, etc. Entries can be individual or group class assignments or personal (independent) projects.

Apps – Single

See the Digital, Motion & Gaming section

An app designed for desktop, tablet or mobile. Submit the prototype through a video walkthrough as an MP4 or link to a video-sharing site, or a static walkthrough as a PDF.

Brand Identity Design Program – Campaign

See the Integrated Ad & Design Programs section

A logo design plus up to 6 logo applications (e.g. stationery, business cards, signage, apparel) for any new or existing brand/product/service. **MUST SHOW** the before and redesigned logo if it's a redesign.

Concept Development – Campaign

See the Integrated Ad & Design Programs section

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.

Design - Single/Series or Campaign

See the Integrated Ad & Design Programs section OR the Design section

Design application for a new or existing brand, product, or service. Example: a multipage brochure, poster, infographic, etc.

Logo Design – Single or Series

See the Design section

A single is one logo design. A Series is a family of 2-3 logo designs for a new brand or company. Include a brief description of the company. See below for a redesigned logo of an existing brand or company. (Single: \$30, Series: \$35)

Logo Rebrand – Before/After – Single or Series

See the *Design* section

A single is one logo. A series is a family of 2–3 redesigned logos of an established brand or company. **MUST INCLUDE** the before logo. (*Single: \$30, Series: \$35*)

Logo Applications – Single

See the *Design* section

Applications of a logo (e.g. corporate stationery, promotional item, signage, etc.). (*\$35*)

Digital Content – Single

See the *Digital, Motion & Gaming* section

Content developed for online (e.g. blog, social/ promotional messages, e-zines or books, etc.). For blogposts or social messages, up to 3 examples may be included.

Digital Experimental/Innovative Program – Campaign

See the *Integrated Ad & Design Programs* section

Any digitally innovative promotional program that explores new technology, ideas, or territory for any new or existing brand/product/service. Programs that utilize AI to enhance brand awareness are also eligible.

Editorial Design – Cover/Spread – Single or Series

See the *Design* section

2-3 editorial pages (cover, page or spread) from a print or digital book or magazine. (*Single: \$30, Series: \$35*)

Editorial – Entire Book/Magazine – Single

See the *Design* section

Show up to 6 single pages, spreads or covers from 1 book or magazine. (*\$40*)

Game Design & Development – Single

See the *Digital, Motion & Gaming* section

Whole or part of a game design. For non-digital games, such as cards or a board game, use DS/13 Design Other. Submit the prototype through a video walkthrough as an MP4 or link to a video-sharing site or a static walkthrough as a PDF.

Motion – Single

See the *Digital, Motion & Gaming* section

A video or short film. Upload as an MP4 or a link to a video-sharing site.

Packaging Design – Single/Series or Campaign

See the *Integrated Ad & Design Programs* section OR the *Design* section

Packaging designed for the same event, brand, product, service, or business.

Product Development – Single/Series

See the *Design* section

Single or series of up to 3 designs for an entirely new product/service.

Promotional Design – Single/Series or Campaign

See the *Integrated Ad & Design Programs* section OR the *Design* section

Promotional design applications or messaging (e.g. posters, announcements, invitations, promotional items/apparel, etc.) created for the same event, brand, product, service, or business.

Social Responsibility – Single/Series or Campaign

See the *Integrated Ad & Design Programs* section OR the *Design* section

Design applications to evoke consumer action for the greater good or effect positive social change.

Typeface Design & Application – Single/Series

See the *Design* section

An original typeface design and up to 3 examples of that typeface being applied. If the application is digital, a URL or MP4 may be provided.

Typography Application – Single/Series

See the *Design* section

Any application where typography is the main focus of the design.

Website Design – Single

See the *Digital, Motion & Gaming* section

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 video-sharing site or a static walkthrough as a PDF.

High School Design – Single/Series

See the *High School* section

Any designed pieces, including logo, brochure, book, package, promotional items, poster, or other design unit.

High School Dig., Motion & Gaming – Single/Series

See the *High School* section

Single online elements, including website design, animation, game, app, etc.

Design Other – Single/Series

See the *Design* section

For any other design work that does not fall into any other listed category (e.g. a calendar, album cover, board game, etc.). Entries will be judged on their individual design merits. **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

Any Digital, Motion and gaming work that has been developed or created to a partial or prototype stage.

3D Modelling – Single/Series

See *Illustration* section

Hand or computer-generated modelling of inanimate 3D objects and shapes.

Apps – Single

See the *Digital, Motion & Gaming* section

An app designed for desktop, tablet or mobile. Submit the prototype through a video walkthrough as an MP4 or link to a video-sharing site, or a static walkthrough as a PDF.

Animated Element or Character – Single

See the *Digital, Motion & Gaming* section

A single animated element or character.

For an animated video, see Animation, below. Upload the animation as a GIF, or MP4, or a link to the animation on a video-sharing site.

Animation – Single

See the *Digital, Motion & Gaming* section

A single animated video. Upload the animation as a MP4, or a link to the animation on a video-sharing site.

Digital Content– Single

See the *Digital, Motion & Gaming* section

Content developed for online (e.g. blog, social/promotional messages, e-zines or books, etc.). For blogposts or social messages, up to 3 examples may be included.

Game Design & Development – Single

See the *Digital, Motion & Gaming* section

Whole or part of a game design. For non-digital games, such as cards or a board game, use Design Other (Design section). Submit the prototype through a video walkthrough as an MP4 or link to a video-sharing site or a static walkthrough as a PDF.

Motion – Single

See the *Digital, Motion & Gaming* section

A video or short film. For videos/spots that promote an event, brand, product, service or business. Upload as an MP4, or a link to a video-sharing site.

Video Advertising – Single/Series

See the *Advertising* section

Video spots created for television or online ads, any length.

Website Design

See the *Digital, Motion & Gaming* section

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 video-sharing site, or a static walkthrough as a PDF.

High School Dig., Motion & Gaming – Single/Series

See the *High School* section

Single online elements, including website design, animation, game, app, etc.

Digital, Motion & Gaming Other – Single

See the *Digital, Motion & Gaming* section

Any digital work that does not fall into any other listed category (e.g. augmented & virtual reality). Entries will be judged on their individual design merits. **MUST INCLUDE** a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity.

ILLUSTRATION

Illustration (hand or computer drawn) or animations created as an individual or group class assignment or personal (independent) projects.

3D Modelling – Single/Series

See the *Illustration* section

Hand or computer-generated modelling of inanimate 3D objects and shapes.

Animated Element or Character – Single

See the *Digital, Motion & Gaming* section

For an animated video, see Animation, below. Upload the animation as a GIF, or MP4, or a link to the animation on a video-sharing site.

Animation – Single

See the *Digital, Motion & Gaming* section

A single animated video. Upload the animation as a MP4, or a link to the animation on a video-sharing site.

Cartoon/Comic Illustration – Single/Series

See the *Illustration* section

Illustrations for a whole or part cartoon or comic.

Conceptual Illustration – Single/Series

See the *Illustration* section

Illustrations that represent an idea. The work must be staged to communicate a preconceived concept.

Editorial Illustration – Single/Series

See the *Illustration* section

Illustrations for books or magazines.

Graphic Novel Illustration – Single/Series

See the *Illustration* section

Illustration for graphic novels.

Packaging Illustration – Single/Series

See the *Illustration* section

Illustrations that appear on product packaging.

Photo Illustration/Mixed Media – Single/Series

See the *Photography* section

Images that use photo-editing techniques to create collage and montage illustrations. **MUST SHOW** before and after images.

Social Responsibility Illustration – Single/Series

See the *Illustration* section.

Illustrations to evoke consumer action for the greater good, or effect positive change.

High School Dig., Motion & Gaming – Single/Series

See the *High School* section

Single online elements, including website design, animation, game, app, etc.

High School Illustration – Single/Series

See the *High School* section

Any illustrations (i.e. hand or digitally drawn), or 3D modelling.

Illustration Other – Single or Series

See the *Illustration* section

Any illustration that does not fall into any other listed category.

PHOTOGRAPHY

For any photography or motion work created as an individual or group class assignment or personal (independent) project.

Conceptual Photography – Single/Series

See the *Photography* section

Images that represent an idea. The work must be staged to communicate a preconceived concept.

Food Photography – Single/Series

See the *Photography* section

Images capturing food.

Lifestyle Photography – Single/Series

See the *Photography* section

Images that capture and document real-life events, situations, or milestones in an artistic manner and the art of the everyday.

Motion – Single

See the *Digital, Motion & Gaming* section

A video or short film.

Nature, Landscape & Wildlife– Single/Series

See the *Photography* section

Images taken outdoors.

Portrait Photography – Single/Series

See the *Photography* section

Images used to capture portraits.

Photo Illustration/Mixed Media – Single/Series

See the *Photography* section

Images that use photo-editing techniques to create collage and montage illustrations. **MUST SHOW** before and after images.

Photo Manipulation – Single/Series

See the *Photography* section

Images that use image editing to create special effects. **MUST SHOW** before and after images.

High School Photography – Single/Series

See the *High School* section

Any images, including photo illustration/mixed media, or photo manipulation.

Photography Other – Single or Series

See the *Photography* section

Any other images that do not fall into any other listed category.

HIGH SCHOOL

This is specifically for high school students studying in a creative arts program. The work can be an individual or group class assignment or personal work from any visual arts discipline (advertising, graphic design, digital, motion and gaming, illustration, or photography). Entries can be either a single or a series.

High School Advertising – Single/Series

Any ad for print, online, TV/video, or radio.

High School Design – Single/Series

Any designed pieces, including logo, brochure, book, package, promotional items, poster, or other design unit.

High School Dig., Motion & Gaming – Single/Series

Single online elements, including website design, animation, game, app, etc.

High School Portrait Illustration – Single/Series

Any portraiture illustrations, hand or digitally drawn.

High School Illustration Other – Single/Series

Any illustrations (i.e. hand or digitally drawn), or 3D modelling.

High School Photography – Single/Series

Any images, including photo illustration/mixed media, or photo manipulation.

CONTACT US

For category-related entry requirements, general enquiries 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.