

Applied Arts Scholarship Requirements

ELIGIBILITY

To qualify for the Applied Arts Scholarships, students must:

- Be currently enrolled in a full-time creative program in a Canadian school. Students who have completed a fundamentals program as a prerequisite to their current program are eligible. Continuing education students are not eligible.
- Complete the Application Form containing a written rationale for the chosen assignment, and submit the required materials outlined below.
- Consent to having their name and image published in *Applied Arts* print and/or online properties, and consent to be interviewed about their scholarship win and plans.

ASSIGNMENT

Task

You are helping to brand an urban, mid-priced restaurant called The Harvest Room that prides itself on its changing regional menu with healthy ingredients sourced from local farmers. The clientele is mostly millennials and young families. Giving back to the community is important to The Harvest Room, so it also donates 2% of its total sales to a local food bank and shelter.

Assignment Options

Proceed with one of the following assignments, independently (no teams). Entries that include more than one assignment option will be disqualified. Then include the rationale for your assignment on the Application Form.

Advertising

Create one print/poster for use in any traditional media — print, out-of-home, wild posting, transit ad, etc., to advertise The Harvest Room. Must include, at minimum, the company name, an original tagline and a call to action (i.e. pointing people to a website). Submit one JPEG only.

OR

Design

Create a logo for The Harvest Room and up to two other brand identity elements (ex. menu, business card, stationery, sign) for The Harvest Room. You may include up to three JPEGs showing your finished pieces.

OR

Image

Create one (1) compelling photograph or illustration to be used for either a print/poster advertisement (no tagline) or in-house display (wallpaper, art piece to be hung on the wall, mural, promotional display, etc.) for the interior or exterior of The Harvest Room. Black-and-white or colour photos are acceptable. Submit one (1) JPEG only. Your image may include lettering of the restaurant name, but do not come up with a tagline—you can explain your concept in the rationale section of the application form.

ACCEPTABLE FORMATS

Save the image(s) of your completed assignment in JPEG format, at 72 dpi resolution, with a maximum width of 1,200 pixels, as RGB (not CMYK). Files should not exceed 5MB.

Note: If you are selected as a winner, you will be asked to send in high-resolution version of your assignment.

SUBMISSION INSTRUCTIONS

Please upload your completed scholarship application package using the Upload button on our website at appliedartsmag.com/scholarship, **in a .zip file containing:**

1. Your completed two-page Scholarship Application form (This is an editable PDF and can be completed either on the computer, or filled out by hand, scanned and digitally added as a PDF to your application package).
2. JPEG(s) of your completed scholarship assignment. The maximum number of images depends on which option you have chosen. See Assignment Options for total number of JPEGs.

File name protocol:

ASSIGNMENTOPTION_LASTNAME_FIRSTNAME.zip

ASSIGNMENTOPTION_LASTNAME_FIRSTNAME_ASSIGNMENT.jpg

ASSIGNMENTOPTION_LASTNAME_FIRSTNAME_ASSIGNMENT2.jpg (if applicable;
Design only)

ASSIGNMENTOPTION_LASTNAME_FIRSTNAME_ASSIGNMENT3.jpg (if applicable;
Design only)

ASSIGNMENTOPTION_LASTNAME_FIRSTNAME_APPLICATION.pdf

Example: IMAGE_SMITH_JANE.zip contains these files:

IMAGE_SMITH_JANE_ASSIGNMENT.jpg

IMAGE_SMITH_JANE_APPLICATION.pdf

DEADLINE

Applications are due Monday, April 30, 2018, before 5 p.m. We will only accept digital applications.

JUDGING & WINNER SELECTION

Winners and runners-up will be selected by *Applied Arts* and an independent selection committee of senior-level creative professionals, and will be contacted by fall 2018.

AWARDS

We will award a total of \$7,500. A first-place winner (\$1,500) and runner-up (\$1,000) will be chosen for each assignment option.

QUESTIONS?

If you have any questions about the scholarship eligibility or entry process, please contact Applied Arts at editorial@appliedartsmag.com.