APPLIED ARTS

2024 STUDENT
Awards Categories Kit

THE APPLIED ARTS STUDENT AWARDS OPENS DOORS

WHY ENTER?

Since 1992, the Applied Arts Awards have helped creative individuals bolster their careers. Whether you are just starting your journey or looking to launch your career, the Applied Arts Awards give you an advantage in this competitive market.

WHAT WINNERS RECEIVE:
- **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 are granted the right to 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, and winning can significantly enhance credibility.

Final Deadline: April 26, 2024

ELIGIBILITY

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

GRADUATES | If you will be graduating from a post–secondary school during the 2023/2024 term may still submit work completed during your studies. You may also be eligible to enter the **Young Blood** categories, within each of professional competitions. Visit the Awards competition for your creative arts stream for information.

Work completed either as a school requirement or independently (personal work) during any year of your schooling is eligible (but not work submitted previously).

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.

PAYMENT & REFUNDS

Entry fees vary per sub-grouping and category. You may pay for some, or all of the entries can be paid for at any given time – just select which entries to pay. Once an entry is paid it is officially in the competition and cannot be modified.

Payments can be made by Visa, MasterCard or AmEX (AmEx is for Canadian payments only at this time), PayPal or submitted via a School Group Code issued by your school/instructor. US and international entry fees are payable in US funds.

Note for US/International entrants: Select PayPal as the payment type and then click the *"Pay with Credit Cards or VISA Debit"* to pay without a PayPal account.

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

Entries are non-refundable. In cases of entries submitted to the same category, entrants will have the option to move the entry 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 Ad and Student Awards Annual and online within the Winners Gallery, equally and without prejudice.

All entrants will be notified by email by June. Don't miss the results notification, be sure to add winners@appliedartsmag.com to your whitelist.

ENTRY REQUIREMENTS

- **BE SURE TO PROVIDE A PHONE NUMBER AND EMAIL ADDRESS THAT YOU ACCESS REGULARLY OUTSIDE OF SCHOOL,** when setting up your "My Entries" awards account. All winners will be notified in June, so it is CRUCIAL that you are available to provide any additional images or information.
- Entries must be submitted in digital, hi-res format.
- Entries must be submitted in English or include an English translation for any important text (e.g. headlines **AND** for your entry titles).
- Actual creative work must be entered. Brief explanatory notes or case studies for the judges may only be added as a supporting file.
- The Winners Information, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the Annual and online Winners Gallery and are not seen by the judges. **NOTE:** Winners will only have 48 hours to review and make edits.

MATERIAL GUIDELINES

MAIN ENTRY FILES

- **All entries are submitted digitally.** Hi-res, final files are to be submitted for judging. These files will be used for publication if selected as a winner.
- **DO NOT INCLUDE** the entrant(s) name, school, place of work or website/portfolio site anywhere in the work (including Entry Support Materials). Self-promotion work is exempt.
- **Multiple-page PDFs are recommended** over uploading individual JPG or PDF files*.

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

PERMITTED
SINGLE | 1 File
- **A single unit** – Such as an ad, annual report, book/publication, multi-page brochure, environmental signage for an event/storefront, poster, website, etc.

SERIES | 3 Files maximum
- **2 – 3 units -** Such as a family of logos, packages, ads, posters, etc.

CAMPAIGN | 6 files maximum

- **Up to 6 elements/units** from an entire campaign or program to promote an event, brand, product, service or business.

*MULTI-PAGE PDFS:** Upload a multi-page PDF as the Main Entry File to incorporate 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).

NOT PERMITTED
Case studies are not permitted as your Main Entry Files. See below for more info.

SUPPORT FILES
Support Files are mainly for clarity to assist the judges. Support Files are optional, except for certain entries noted below. They are for judging only and do not count towards the file limitations stated above. Upload these files/URLs to the "Entry Supporting Materials" subsection of the ENTRY MATERIALS on the entry form.

REQUIRED
- **English translations for non-English entries:** Include any important text (e.g. book titles, headlines and entry titles) either as a Support File or within a multi-page PDF as your Main Entry File.

PERMITTED
- **Case studies:** While not recommended (as outcomes are not a criteria in scoring), case studies can be added ONLY as a Support File and should be limited to max. 45 seconds. **REMINDER:** You must include the actual creative to be judged as your Main Entry File.
- **Explanatory notes for the judges:** Although not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words in English may be added for clarity (or up to 10 seconds for video files). Include either as a Support File or within a multi-page PDF as your Main Entry File.
- **Images in context of the finished piece:** Show the finished ad or self-promo piece, etc. Upload as either a Support File or within a multi-page PDF as your Main Entry File.

NOT PERMITTED

- **Entrant information:** Do not add a watermark that identifies the entrant on the Support Files/URLs.
- **Uploading the same creative:** Don't submit the same creative either as a file or URL if it's already been added as the Main Entry File.

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

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

VIDEO FILES

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

RESTRICTIONS

- Password–protected sites not allowed.
- MPEG, WMV files are not supported.
- Do not upload images through file sharing sites. such Dropbox, Google Drive, WeTransfer, etc.

RECOMMENDED BEST PRACTICES

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

- **A multi-page PDF is preferred** over multiple, individual JPG or PDFs files.
- **More is not better.** Curate your files to the maximum indicated for each category.
- **Give judges 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.
- **Where supporting information is requested,** it is preferable to include it within a multi-page PDF as your Main Entry File.
- **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 be viewing it.

INTEGRATED ADVERTISING AND DESIGN PROGRAMS

Multi-component campaigns and design programs created to promote an event, brand, product, service or business.

REQUIREMENTS

Up to 6 advertising or design applications created as part of a single campaign. Entries may include offline and digital examples. Any exceptions are noted.

ENTRY MATERIAL: Upload print or static creative preferably in one multi-page PDF. Add video and URLs separately.

OPTIONAL: Brief explanatory notes (max. 50 words) or a brief case files for the judges to provide added clarity may be included. Upload as a Support File.

ENTIRE PROGRAM: $40

SI/01 Brand Activation Program
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).

SI/02 Brand Identity Design Program
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.

SI/03 Concept Development Program
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.

SI/04 Digital Experimental/Innovative Program
Any digitally innovative promotional program that explores new technology, ideas, or territory for any new or existing brand/product/service.

SI/05 Entire Advertising Campaign
A campaign of 4–6 promotional messages that share a single idea and theme for the same event, brand, product, service, or business.

SI/06 Entire Design Program

A family of 4–6 different design pieces/applications created for the same event, brand, product, service, or business.

SI/07 Entire Packaging Design Program

A family of 4–6 packages designed for the same event, brand, product, service, or business.

SI/08 Entire Promotional Design Program

A family of 4–6 promotional design applications or messaging (e.g. posters, announcements, invitations, promotional items/apparel, etc.) created for the same event, brand, product, service, or business.

SI/09 PR/Viral Campaign

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

SI/10 Social Responsibility Program

A campaign to evoke consumer action for the greater good, or effect positive social change.

ADVERTISING

REQUIREMENTS
A **Single is 1** single ad or promotional message. A **Series is 2-3** ads or promotional messages that relate to one another.
RECOMMENDED: A brief description (or case study) may be included If the business is not obvious. Upload as a Support file.

SINGLE OR SERIES: $35*
*Except where indicated.

AS/01 Advertising Print

Single or series of up to 3 offline advertising or promotional messages that promotes an event, brand, product, service, or business (e.g. print, out-of-home, point-of-purchase, etc.).

AS/02 Advertising Digital

Single or series of up to 3 online digital advertising or promotional messages that promote an event, brand, product, service, or business (e.g. online ads, social media, email, etc.). For online advertising videos use AS/05, for Apps and Website Design, and other Digital Content see the Digital, Motion & Gaming section, starting on page 06.

AS/03 Radio Advertising

Single or series of up to 3 radio spots, any length. MUST INCLUDE the radio spot and script as part of your entry.

AS/04 Social Responsibility

Single or series of up to 3 advertising or promotional messages to evoke consumer action for the greater good, or effect positive social change. For an entire campaign, use SI/10.

AS/05 Video Advertising

Single or series of up to 3 television or online ads, any length.

AS/06 Advertising Other

Single or series of up to 3 any advertising work created to promote an event, brand, product, service or business that doesn't fall into any other listed category. MUST INCLUDE a brief explanatory note (max. 50 words, or up to 10 seconds if video) for the judges to provide added clarity.

DESIGN

REQUIREMENTS
A **Single is 1** design element. A **Series is 2 or 3** design elements (A single-page brochure, multi-page brochure counts as one design element)*.
RECOMMENDED: You may include a brief description (or brief case study) If the business is not obvious. Upload as a Support file.

* For multi-page applications, show up to 6 pages from the piece that provides a representation of the entire application.

SINGLE OR SERIES: $35*
*Except where indicated.

DS/01 Design

Single or series of up to 3 design applications for a new or existing brand/product/service. Example: a multi-page brochure, poster, infographic, etc.

DS/02 Logo Design

A logo or a family of 2-3 logo designs for a new brand or company. See below for a redesigned logo of an existing brand or company.

DS/03 Logo Rebrand – Before/After

A logo, or a family of 2–3 redesigned logos of an established brand or company. MUST INCLUDE the before logo.

DS/04 Editorial Design – Cover/Spread – Single

An editorial page (cover, page or spread) from a print or digital books or magazines.

DS/05 Editorial Design – Cover/Spread – Series

An editorial page (cover, page or spread) from a print or digital books or magazines.

DS/06 Editorial – Entire Book/Magazine – Single

Print editions only. For e-books/e-zines use WS/03 Digital Content. Show up to 6 single pages, spreads or covers from 1 book or magazine. ($40)

DS/07 Packaging Design

Single or series of up to 3 packaging design units for the same event, brand, product, service, or business.

DS/08 Product Development

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

DS/09 Promotional Design

Single or series of up to 3 promotional design pieces, such as an announcement, invitation, promotional apparel, etc.

DS/10 Social Responsibility

Single or series of up to 3 design application to evoke consumer action for the greater good, or effect positive social change. For an entire campaign, use SI/10 on page 5.

DS/11 Typeface Design & Application

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

DS/12 Typography Application

An application where typography is the main application of the design.

DS/13 Design Other

Single or series, for any other design work that does not fall into any other listed category. 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

REQUIREMENTS
Entries in this section must have been developed, at least to a partial or prototype stage (i.e. concept stage-only entries are not acceptable).
ENTRY MATERIAL | Refer to each category for material upload instructions.

A **single is 1** application, except where indicated.

SINGLE: $40

WS/01 Apps

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.

WS/02 Digital Animation

A single animated element or character. For an animated video, use WS/05 Motion. Upload the animation as a GIF, or MP4, or a link to the animation on a video-sharing site.

WS/03 Digital Content

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.

WS/04 Game Design & Development

Whole or part of a game design. For non-digital games, such as cards or a board game, use DS/13 Design Other (see page 6). Submit the prototype through a video walkthrough as an MP4 or link to a video-sharing site, or a static walkthrough as a PDF.

WS/05 Motion

A video or short film. For videos/spots that promote an event, brand, product, service or business, use AS/05 video Advertising (see page 6). Upload as an MP4, or a link to a video-sharing site.

WS/06 Website Design

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.

WS/07 Digital Other

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

ILLUSTRATION & PHOTOGRAPHY

REQUIREMENTS
A **Single is 1** illustration/image. A **Series 2-3** illustrations/images that relate to one another by topic or product.

SINGLE OR SERIES: $35

ILLUSTRATION
IS/01 Cartoon/Comic Illustration

Single or series of up to 3 Illustration for a whole or part cartoon or comic.

IS/02 Conceptual Illustration

Single or series of up to 3 Illustration that represents an idea. The work must be staged to communicate a preconceived concept.

IS/03 Editorial Illustration

Single or series of up to 3 editorial illustrations for books or magazines.

IS/04 Illustration Other

Single or series of up to 3 illustrations that do not fall into any other listed category.

IS/05 3D Modelling

Single or series of up to 3 images that use hand or computer-generated modelling of inanimate 3D objects and shapes. For animated elements or characters use WS/02 Digital Animation on page 6.

PHOTOGRAPHY
PS/01 Conceptual Photography

Single or series of up to 3 images that represents an idea. The work must be staged to communicate a preconceived concept.

PS/02 Food Photography

Single or series of up to 3 images capturing food.

PS/03 Lifestyle Photography

Single or series of up to 3 images that capture and document real-life events, situations, or milestones in an artistic manner and the art of the everyday.

PH/04 Nature, Landscape & Wildlife

Single or series of up to 3 images taken outdoors.

PS/05 Portrait Photography

Single or series of up to 3 portraits. For a series, images must relate to one another by topic or product.

PS/06 Photography Other

Single or series of up to 3 images that do not fall into any other listed category.

PS/07 Photo Illustration/Mixed Media

Single or series of up to 3 images that use photo-editing techniques to create collage and montage illustration. MUST SHOW before and after images.

PS/08 Photo Manipulation

Single or series of up to 3 images that use image editing to create special effects. MUST SHOW before and after images.

HIGH SCHOOL

REQUIREMENTS
1–3 pieces/applications that relate to one another by topic or product.
CATEGORIES | Refer to the corresponding sub-groupings starting on page 5 (e.g. Advertising, Design, etc.) for applicable examples for each category below.

SINGLE OR SERIES | $20

HS/01 High School Advertising
Single or series of up to 3 related ads in print, online, TV/video, or radio.

HS/02 High School Design
Single or series of up to 3 related designed pieces, including logo, brochure, book, package, promotional items, poster, or other design unit.

HS/03 High School Digital/Motion & Gaming
Single online elements, including website design, animation, game, app, etc.

HS/04 High School Illustration
Single or series of up to 3 illustrations (i.e. hand or digital drawn), or 3D modelling.

HS/05 High School Photography
Single or series of up to 3 images, photo illustration/ mixed media, or photo manipulation.

CONTACT US

For category related, entry requirements, general awards information or technical issues please contact our Awards Manager at 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 rights 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 deems 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.