APPLIED ARTS

2024 CALL FOR ENTRY GUIDE

CELEBRATING CREATIVE EXCELLENCE

ABOUT THE AWARDS

The Awards were initiated in 1992 by Applied Arts magazine Canada's leading voice in the visual communications industry. We recognize creative excellence at the professional and student level in Canada and abroad. Winners can gain credibility and enhance their reputation to attract new clients and open new career opportunities. Additionally, the competition helps foster a sense of community and collaboration within the applied arts industry. The Applied Arts Awards is your best opportunity to promote your work to influential creative professionals.

The Applied Arts Awards competitions cover a variety of categories, including these and many more: creative advertising, animation, design, editorial design, environmental design, illustration, interactive media, packaging, and photography. As motion is becoming more prevalent in all creative fields, both commercial art and visual arts. Be sure to check out each awards competition for the complete categories.

All work submitted to an Applied Arts Awards competition will be evaluated by a panel of industry experts, including renowned designers, art directors, art buyers, and advertising creative professionals. The judging process involves a thorough assessment of the artistic and technical aspects of the work and is judged on the category it is submitted to.

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There are five (5) awards competitions open to international entrants, including both published, unpublished and personal work.

ELIGIBILITY PERIODS
- **ILLUSTRATION AWARDS |** February 2023 – February 2024
- **PHOTOGRAPHY AWARDS |** February 2023 – February 2024
- **DESIGN AWARDS |** March 2023 – March 2024
- **ADVERTISING AWARDS |** September 2023 – September 2024
- **STUDENT AWARDS |** Open to current students or recent graduates (graduated during the 2023/24 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 and firms working in smaller communities or with smaller businesses. Work submitted to Community categories are eligible to be submitted to the non-community categories or with smaller businesses.
- **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 are judged on the level of resources taken into consideration.
- **YOUNG BLOOD |** For professionals that have graduated within a certain number of years (3 years for Photography and Illustration, 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. Young Blood entrants can also enter any of the non-Young Blood/Professional categories.

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COMPETITION	LAUNCH	DEADLINE	RESULTS NOTIFICATION	ANNUAL PUBLISHED
PHOTOGRAPHY	November 20, 2023	February 2, 2024	March 6, 2024	**SUMMER ISSUE:** July 2024
ILLUSTRATION	November 20, 2023	February 2, 2024	Mach 6, 2024	**SUMMER ISSUE:** July 2024
DESIGN	November 20, 2023	March 15, 2024	April 17, 2024	**SUMMER ISSUE: JULY 2024**
STUDENT	November 20, 2023	April 26, 2024	May 29, 2024	**WINTER 2024: DECEMBER 2024**
ADVERTISING	May 6, 2024	August 30, 2024	October 2, 2024	**WINTER 2024:** December 2024

RESULT NOTIFICATIONS | All entrants will be notified by email once judging is complete. Don't miss the results notification, be sure to add ***winners@appliedartsmag.com*** to your whitelist.

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JUDGING PROCESS

A separate jury of senior creatives is chosen for each competition and does not include any 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.
- **We have 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 or Young Blood categories are judged on the above with the level of experience and/or available resources taken into consideration.

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WINNER BENEFITS

Award recipients will earn the following recognition of their outstanding work:

- **Published in Applied Arts Magazine |** Winning entries are featured prominently in the corresponding Applied Arts Awards Annual, showcasing the best creative work in the industry. The Awards Annual provides winners with valuable exposure and recognition within the creative community and will be received by all winners.
- **Online Gallery |** Showcasing the Winners' work in the Applied Arts Awards online gallery, a digital exhibition of the awarded entries. This online presence can increase exposure and visibility for the winners' work.
- **Digital Winners' Badge |** Winners are granted the right to display the Applied Arts Awards winners' badge on their website, portfolio, or marketing materials. This badge serves as a visual mark of distinction and can help enhance their professional reputation.
- **Award Certificate |** Winners receive 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.
- **Industry Recognition |** The Applied Arts Awards are highly regarded within the creative industry, and winning an award can significantly enhance a professional's reputation and credibility. It can also attract attention from potential clients, employers, collaborators, and peers, opening up new career opportunities and collaborations.

There are additional opportunities available for winners, such as ordering a personalized engraved Awards trophy, additional copies of the Awards Annual or certificate*.

Additional fees apply

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MAIN ENTRY MATERIALS

- All entries are submitted digitally only. Entry materials can be file or URL, see Acceptable Files Formats on page 8.
- Hi-res, final files at the time of entry.These files will be used for publication if selected as a winner.
- Multiple-page PDFs are allowed and are recommended over uploading individual JPG or PDF files*.

REQUIRED

- The Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.
- Do not add a watermark identifying the entrant, However, Self-promotional work is exempt.

SINGLE | 1 material type
- A single unit - ad, annual report, book/publication, brochure, poster, environmental signage for an event/storefront, website, image/illustration, etc.

SERIES | MAX 3 material types (EXCEPTION: Photography & Illustration Awards – 2-5 pieces).
- 2 - 3 units - i.e. A family of logos, packages, posters, etc.

CAMPAIGN | MAX 9 material types (EXCEPTION: Student Awards – Max 6 pieces/material types).
- Up to 9 elements/units from an entire campaign or program.

*Use a multi-page PDF to incorporate any additional images into the maximum number of files allowed (e.g. the piece 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 File.

SUPPORT FILES

Support Files are mainly for clarity to assist the judges. Support Files are optional, except in the following circumstances. 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

- **For non-English entries |** English translations of important text (i.e. Entry titles, headlines) must be included to ensure they are given full and fair consideration by the entire jury.
- **Scripts for radio entries |** Include an English script.

PERMITTED

- **Case study |** While not recommended (as outcomes are not a criteria for judges in scoring), they may be added ONLY as a Support File and should be limited to max. 45s.
- **Explanatory notes for the judges |** Although not mandatory (except where noted in a category), brief descriptions/explanations of up to 50 words in English may be added (or up to 10s for video files). Include either as a Support File or within 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

- **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.
- **Entrant information |** Do not add a watermark that identifies the entrant on either the Main Entry Files or Support Files/URLs. **EXCEPTION** self-promotion work is exempt.

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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 not allowed.
- MPEG, WMV file formats are not supported.
- Do not upload materials 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 PDF files.
- **More is not better.** Curate your images to the maximum indicated for each category, except where noted below.
- **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.
- **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.

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Entering 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 in this Call for Entry Guide will answer frequently asked questions and provide helpful entry tips. Be sure to download the Categories Kit for your desired Awards competition.

THE ENTRY FORM
Create a "My Entries" account by visiting **appliedartsmag.com/myentries**. The Entry Form consists of five (5) steps.

NOTE: This is your Applied Arts Awards account for all Awards competitions. Once logged in: personal account information can be updated; a new entry started, copied from an existing one, or edited; and you can pay for all or some of your entries.

STEP 1 | Entry Form
- Select from one (1) of the Awards competitions, choose a sub-group, then add the entry title.

Note: for non-English entries, add an English translation to the Entry Title.

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STEP 2 | UPLOAD ENTRY MATERIAL

All entries are DIGITAL ONLY. ENTRY MATERIAL GUIDELINES on page 5 for detailed specifications and helpful tips. Reminder, you can upload two types of entry materials:

- **Main Entry Format |** The Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res. format. These files will also be used for publication if selected for your Annual.
  - Use a multi-page PDF to include a brief explanation, to incorporate any additional images into the maximum number of files allowed (e.g. the piece in context, inside pages from a book, or multiple views of 3-dimensional entries such as packaging).
- **Support/Explanatory Files |** One (1) file (such as a PDF, JPG, MP4, etc.), or URL may be uploaded. For non-English entries, you must include English translations for any important text i.e. entry title/headline or other important text), and scripts for radio entries.

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 very limited time to add/edit this information after the Winners have been notified.
- The "Winner" field is the primary company or individual you want to be credited on the piece (i.e. company name, photographer, illustrator, young blood, etc.).

NOTE: In the instance that 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 that 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 in the Awards Annual and online in the Winners Gallery.

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 (including spaces).

NOTE: The "Descriptions of Entry" are for publication use only and are not shown to the judges. If additional clarity is needed for the judges, a description/explanation may be added to either your Main Entry File(s) or as a Support File. Please limit it to 50 words or a max. 10-second intro for video/broadcast.

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STEP 4 | CREATIVE CREDITS

- Credits are a summary of the individuals or company that have worked on the project.
- A credit can be designated with an individual's name or an organization. A credit role is a job function (e.g. Art Director or Production House). Multiple names can be assigned to one credit role (i.e. if you have two Art 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 you entered will appear in the online Winners Gallery.

STEP 5 | CERTIFICATE INFORMATION

- Winners will receive one certificate 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 in 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 been paid. Entries may be edited until paid. But once payment is processed, entries are final and cannot be modified.

REMINDER: Winners will have only 48 hours to correct or finalize any creative credits and descriptions that may or may not have been completed when entering.

IMPORTANT NOTES:

- **In instances of a team entry (e.g. Young Blood or student group project), Add the subsequent individuals, as a Creative Credit Role.** (**REMINDER:** you entered one name in the "Winner" field). Choose the "Other" role and enter Young Blood (or Student, or Winner) as a custom role field. They 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.
- **Complete the Creative Credits roles 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.

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

Some or all 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, PayPal and American Express (AmEx is for Canadian payments only at this time). US and international entry fees are payable in US funds and processed through PayPal. A PayPal account is not required to submit payment.

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

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.

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.

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ELIGIBILITY FAQ

Can I enter something I entered last year? Not in the same competition, but if it meets the eligibility period for a different competition, then yes.

Can I enter something in multiple Awards competitions? Yes. Each competition has different eligibility periods, please check each competition for eligibility requirements.

Can I enter something in multiple categories in the same competition? Yes. Work can be submitted to multiple categories where it is suitable.

Can students enter? Students may only enter the Student Awards competition. They many enter any of the professional awards. Visit appliedartsmag.com/student_awards for categories, eligibility, and deadlines.

I'm a high school student. Can I enter? Yes. There are a limited number of categories available for high school students in the Student Awards competitions. The rest of the student categories are open only to post-secondary students attending a college, university, or other type of art school. Visit **appliedartsmag.com/student_awards**.

I am currently enrolled in a postgraduate/ graduate program. Am I still eligible to enter? Yes. You are still eligible to enter the Student Awards competition.

Am I still eligible to enter the Student Awards competition if I recently graduated? If you've graduated in the past year, you are eligible to enter the Student Awards. You may also qualify to submit work to the Young Blood categories in the professional competitions. Please see the specific competition for eligibility.

JUDGING FAQ

Will the judges see my descriptions during the judging? Judges do not see the creative descriptions you have entered. These are only for publishing beside your entry if chosen as a winner. If you feel judges need an explanatory note, you may include a brief description as a Support File (no more than 50 words or 10 seconds for broadcast/video.

CATEGORIES FAQ

Can I enter a piece in multiple categories? Yes. In your account on the My Entries home page, click "Copy" on any entry you've created. Be sure to change the discipline and entry category to the new one you want to submit to.

Which category does my entry belong in? The fastest way to understand a category is to review previous work that won in that category. Check our online Winners Gallery for examples. If you still have questions, contact **awards@appliedartsmag.com**. **NOTE:** Applied Arts reserves the right to move an entry to another category if we feel it is unsuitable or incorrectly categorized.

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What is a single, series and campaign? A single means one piece. Series means you are submitting more than one element of the same project to a maximum of 3 (5 pieces for the Photography & Illustration competitions). A campaign is up to 9 pieces (6 pieces for the Student competition). **NOTE:** Exceptions are noted in specific categories. If an entry contains more than the specified images, we will either contact you to split the submission into multiple entries, or choose which ones to judge, so it's best to stick to the indicated number of pieces.

What is the Young Blood category? Young Blood is a series of categories open only to entrants who have been out of school up to a certain number of years (3 for Photography and Illustration, and 5 for Design and Advertising). As with all categories, they are judged on creative excellence, technical merit, and suitability for end use, but the jury also takes into account the level of professional experience. You will be required to specify the name of the Young Blood entrant to qualify.

ENTRY MATERIAL FAQ
At what specs do I need to submit my entry? Refer to **ENTRY MATERIAL GUIDELINES** section for specifications.

Can I submit a hard copy or disk? No. Only digital uploads are accepted.

The program crashed. Did I lose everything? No. You are saving your work as you go through each section of the entry form. If the program crashes as you are completing a certain section, it may not have been saved in that section.

The file I uploaded won't show me a preview. Why? You may not see the image preview if you haven't followed the specs outlined in ENTRY MATERIAL GUIDELINES. Check your file and re-upload. If you continue to experience difficulties, try clearing your browser history or contact **awards@appliedartsmag.com.**

I uploaded the wrong file. Can I change it? Yes. You can resubmit images at any time until payment is made. Click the "X" beside the appropriate file and re-upload your image. **NOTE:** The thumbnail image may not correctly display your new image. If this happens close your browser and log back into "My Entries" for the changes to show. If you continue to experience difficulties, try clearing your browser history or contact **awards@appliedartsmag.com.**

RIGHTS FAQ
Do I need to get the rights of the subjects or material used from external sources in my entry? It is the responsibility of the entrant to ensure copyright is not infringed. Upon entry you must grant us the rights to reproduce the image or images for both our online and print publications, so you would most likely need to have these rights in place to protect yourself. Although you do not need to send us a copy of the release forms, we do suggest that you have them. Entrants who request we don't run their winning work because they don't have the rights will not be refunded for their entry. **NOTE:** Student work is often exempt from copyright rules.

What rights do I retain if my work is chosen? You retain all rights to your images.

My client has revoked the right for me to enter work I've won for. What do I do? We do not issue refunds in these cases, but please contact **awards@appliedartsmag.com** if you need the entry removed from publishing.

PAYMENT FAQ

Can I submit more entries after paying? Yes. In My Entries, you will have the opportunity to submit additional entries even if others already entered have been paid for. This will simply generate a new confirmation email when you complete your entries with payment.

I want to change something after I've paid. What do I do? Once an entry is paid, you cannot change the category, entry title, entry format, winners' information, and description of entry or creative credits. A paid entry is final, so check it carefully before proceeding to the payment fields. If chosen as a winner, you will be given a small window of time to add or edit information.

Can I get a refund? Entries are non-refundable. Costs cover administration, processing and the judging of the entry. A submission of entry acknowledges acceptance of these rules.

I'm getting an error message when I try to pay. What do I do? If you entered your payment information incorrectly on your first attempt, any subsequent attempts will be declined, even if you change your payment type. Close your browser and log back into your my "My Entries" account. You should now be able to proceed with payment. If you continue to experience difficulties, contact **awards@appliedartsmag.com.**

WINNERS FAQ

What do winners receive?

- Their winning work published in the corresponding Awards Annual.
- A complimentary copy of the corresponding Awards Annual.
- Their winning work is published online in our Winners Gallery and our social channels.
- A personalized Awards certificate for each winning entry signed by Georges Haroutiun, Applied Arts founder/art director.

See the Winner Benefits section for additional benefits.

If I win, what image will you use for reproduction? We will use the image(s) you submitted on entry. In the case of series, campaign, broadcast, digital or motion, we select a sampling at our discretion from the images/files submitted.

I NEED TO TALK TO SOMEONE AT APPLIED ARTS

If you've checked all of the above sections and cannot find the answer to your question, or if you are having difficulty entering, contact **awards@appliedartsmag.com**.

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