

**MASTERS
OF DESIGN**

**SUBMISSION
GUIDE**



**2018
KYOORIUS
DESIGN
AWARDS**

PRESENTS



SUPPORTING PARTNERS

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AWARDS BY

kyoorius



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IMPORTANT DATES

Final Deadline

All entries must be submitted by 31 August, 2018.

Physical & Supplementary Media

All physical and supplementary media must reach Kyoorius by 5 September, 2018

Payment

All payments must reach Kyoorius within 7 days of the date on your Proforma Invoice

Judging

Judging will commence 14 September, 2018 and end 15 September, 2018.

In-Book Winners

- Shortlisted work receives an In-Book mention in the Kyoorius Awards Annual
- In-Book winners will be revealed in the third week of September, 2018
- All In-Book winners will be contacted to confirm information related to their winning entries

Kyoorius Design Awards Night 2018

30 September, 2018

Venue

Grand Hyatt,
Goa, India

ABOUT

Kyoorius Design Awards

Ethically and with the highest standards, the Kyoorius Design Awards recognise, honour and award the most outstanding design work in the Indian visual communications sphere, since 2013.

The Kyoorius Design Awards are brought to you in association with The One Club For Creativity, organisers of the ADC Awards, with a common aim, to create a truly neutral and transparent platform that rewards the best in Indian advertising, media and digital creativity.

The Awards have a comprehensive list of categories, structured to recognise individual components as well as entire campaigns, and projects, which exist across multiple platforms and channels. A specialist jury, consisting of the top design and creative professionals from across the world, is selected to judge all submitted entries.

All winners and nominations will be featured in the Kyoorius Awards Annual, distributed to over 5000 corporates and creatives across India, providing an invaluable and unrivalled source of creative inspiration.

Kyoorius

Since 2006, Kyoorius has been at the forefront of connecting the creative community in India through programmes that inform, inspire and stimulate.

An initiative of Transasia Fine Papers, Kyoorius celebrates all aspects of creative communication and marketing. Through events, regular publications and other initiatives, Kyoorius is committed to galvanising creativity in India and inspiring future innovators.

ELIGIBILITY & RULES

Eligibility

All work must be aired, published or commercially released for the first time between

January 1, 2017 – August 15, 2018

"Commercially Released" means the work appeared in a form of mass media exposed to a substantial audience.

Requirements

- One-time advertisements or pieces of work are eligible, as long as you submit a client contact name, phone number and email address with the entry. This information will be used to verify the ad / work if it is questioned during the judging process.
- Executive Approval Form: All entries must be submitted with signed approval from an executive of the entering agency (CCO, ECD or equivalent) to verify that all work entered is authentic, approved by the client, submitted as aired or displayed, and is within the spirit of the rules. This required form is automatically generated once you submit payment and complete your entries.

Submission Restrictions

- Please refer to individual discipline and category requirements for specific category regulations.
- The exact same piece, in different executions, may NOT be entered into the same category.
- If you have submitted work to the Kyoorius Awards last year, you cannot enter the same project into the awards again, unless there has been significant development of the same project.
- Two different entrants cannot enter the same work in the same category. In case of duplicate entries, we will only accept the entry that was paid first. However, the same project may be entered by two different entrants in different categories.
- As a client you are eligible to enter a piece of work that has been either created by an internal team or an external agency. This work cannot have been entered the in same category by two separate entrants.
- Self-promotional work for your own company can be entered, but only if it was released commercially and made available to potential customers.

ELIGIBILITY & RULES

Non-Compliance

Kyoorius reserves the right to review all entries questioned during the judging process. Not complying with the rules and/or attempting to enter fraudulent work will result in the following:

- An agency, the regional office of an agency network, or the independent agency that enters work made for non-existent clients, or made and run without a client's approval, will be banned from entering the Kyoorius Design Awards for 5 years. The team credited on the fake work will be banned from entering the Kyoorius Design Awards for 5 years.
- An agency, the regional office of an agency network, or the independent agency that enters work that has run once, on late night TV, or has only run because the agency produced a single piece of work and paid to run it themselves, will be banned from entering the Kyoorius Creative Awards for 3 years.*
- Kyoorius will require proof of publication for all entries.
- Kyoorius has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.
- The entrant also grants permission to Kyoorius to show, copy or play the entries at such times as Kyoorius deems appropriate. Kyoorius reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into the Kyoorius Design Awards. If any network or local television or radio station shall agree to telecast a news or other program relating to the Kyoorius Design Awards, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.
- All entries are subject to the rules of the Kyoorius Design Awards as stated on the entry site, awards.kyoorius.com. Decisions of judges on all matters during judging, including qualifications and categories, are final.
- After judging, all disputes will be decided by Kyoorius. Kyoorius reserves the right to disqualify work that it finds to be fatally compromised as to originality or veracity after review and final decision by Kyoorius.

*Note: Kyoorius reserves the right to review 'late-night, ran once' and launch versions, at discretion. If it is determined that the ad was created expressly for award show entry, the penalty will hold.

Terms & Conditions

- All entries become the property of Kyoorius Communications Pvt. Ltd. and will not be returned.

AWARDS

In-Book Winners

An In-Book mention is recognised as cutting edge, stellar work that sits at a higher notch than the mass of advertising, design, marketing communications or visual communications work seen by one and all. In-book winners receive a Baby Elephant trophy.

Blue Elephant

The Blue Elephant is recognised as a symbol of the very highest creative or design achievement. All winners will receive the Blue Elephant trophy, are showcased in the Kyoorius Awards Annual, and are eligible to use the Kyoorius Blue Elephant mark for publicizing their work.

Black Elephant

The Black Elephant is recognised as work that is the best of the entire show, regardless of disciplines and categories. A rare and most prestigious achievement, the winner receives the most coveted Black Elephant trophy, is highlighted in the Kyoorius Awards Annual, and is eligible to use the Kyoorius Black Elephant mark for publicizing their work.

ENTERING

Entering Work

All entries must be submitted on the Kyoorius Awards Online Entry system, hosted at:
<http://awards.kyoorius.com/2018/design/>

Information Requirements

All entries require information on the project. Below is the information that is required for all entries, regardless of category.

*Note: Optional fields are noted as such.

General Project Information

- **Client Company:** Who was the client on the project?
- **Client URL:** Client's website (optional)
- **Entry Title:** Name your entry appropriately
- **Long Description:** Describe your project in 150 words or less. This description will be visible to the jury.
- **Translation:** A translation to English is required for all entries which are not originally in English

Credits

- **Company:** Which companies worked on this project?
- **Individual:** Which individuals contributed to this project?

Media

Judging media is determined by the discipline and category. However, each entry is required to include reference images and a thumbnail. The jury will see this thumbnail for reference only during judging. Further information on media requirements can be found in the Submission Guide on the Kyoorius Design Awards 2018 website.

Mailing Instructions

- Some categories require physical and supplemental materials for judging. These materials must be received at Kyoorius no later than 5 September, 2018.
- **Entry Labels:** All labels for physical entries will be automatically generated in the Kyoorius Design Awards entry system. These can be downloaded on the "Completed Entries" page in your account. All entry labels must be printed and attached to your entry before mailing.

Shipping

- Material should be shipped to:
Kyoorius Communications Pvt. Ltd.
Second Floor, Kohinoor Estate,
165 Tulsi Pipe Road,
Lower Parel, Mumbai – 400013,
Maharashtra
- The Kyoorius Design Awards online entry system will generate mailing labels for you. Please affix these to the outside of your shipment packaging, in addition to any courier labels required.

PAYMENT

All payments must be made in Indian Rupees.

All offline payments must reach Kyoorius within 15 days after the date on your Proforma Invoice.

Online Payment

Online payments are accepted via Mastercard and Visa credit cards or debit cards.

Offline Payment

- **Cheques:** All cheques must be drawn on an Indian bank and be payable in Indian Rupees.
Cheques must be made payable to
'Kyoorius Communications Pvt. Ltd.'
- **NEFT/RTGS Transfer:** Entrants may arrange for payment via net-banking or NEFT/RTGS transfer.
Account details will be given during the payment process.

All entry fees are non-refundable and non-transferable.
Whether you select online or offline payment, you are committing to pay for your entries in full.

CATEGORIES & FEES

Branding & Identity

3001	Visual Identity Scheme For Startups A visual identity for a small or startup business. Should express the brand through at least 3 platforms. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit supplemental digital components via e-mail or USB drives. Any other supplemental physical materials can be mailed to Kyoorius.	Campaign	Rs 7500
3002	Branding (Re-branding)/ Visual Identity Scheme An entire brand (visual) identity for a product, service or corporate business. Should express the brand through a number of platforms. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit supplemental digital components via e-mail or USB drives. Any other supplemental physical materials can be mailed to Kyoorius.	Campaign	Rs 9500
3003	Stationery Stationery and visual identity applications for a brand. - Submission Media: Physical (3D) - Elements Required: 3 to 5	Campaign	Rs 9500
3004	Channel Branding & Identity Entire channel identities or elements of them, e.g. stings or idents. This category is not for the branding of individual TV programmes, enter these into the Multi Platform TV Branding & Promotions category instead. - Submission Media: Content Video - Elements Required: 3 to 5	Campaign	Rs 9500
3005	Multi Platform TV Branding & Promotions Branding for a TV channel or programme that is integrated across various platforms, e.g. print, web, TV, etc. - Submission Media: Content Video - Elements Required: 3 to 5	Campaign	Rs 9500
3006	Logos In-Motion Logos Single in-motion logos or a family of in-motion logos. - Submission Media: Content Video - Elements Required: 1 to 5	Single / Campaign	Rs 9500
3007	Logos Static Logos Single static logos or a family of static logos. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 to 5	Single / Campaign	Rs 9500

3008	Logos Static & In-Motion Logos Single logos or a family of logos. A mixture of static and in-motion logos. - Submission Media: Content Video - Elements Required: 1 to 5 - Note: Entrants may submit actual physical products or presentation boards along with their case study videos.	Single / Campaign	Rs 9500
3009	Brand Expression In Print Single or a series of 3 to 5 iterations of stationery, catalogues, brand handbooks, packaging. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: This category is not for posters or press ads. Enter these into the Outdoor Advertising or Press Advertising disciplines in the Kyoorius Creative Awards instead.	A. Single B. Campaign	Rs 7500 Rs 9500
3010	Brand Expression In Moving Image (Idents) Single or a series of 3 to 5 iterations of idents that communicate a brand. - Submission Media: Content Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: This category is not for TV and cinema ads, enter these into the Film Advertising discipline in the Kyoorius Creative Awards instead.	A. Single B. Campaign	Rs 7500 Rs 9500
3011	Brand Expression In Moving Image (Moving Image) Single or a series of 3 to 5 iterations of a moving image piece that communicates a brand. You can enter in-flight films, corporate presentations, branded animations, idents, TV programme junctions, virtual reality, etc. - Submission Media: Content Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: This category is not for TV and cinema ads, enter these into the Film Advertising discipline in the Kyoorius Creative Awards instead.	A. Single B. Campaign	Rs 7500 Rs 9500
3012	Digital Brand Expression Single or a series of 3 to 5 iterations of work that communicates a brand through a digital platform. You can enter websites, apps, games, etc. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: This category is not for mobile or digital ads. Enter these into the Digital Marketing discipline in the Kyoorius Creative Awards instead.	A. Single B. Campaign	Rs 7500 Rs 9500

3013	Brand Experience & Environments Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual. You can enter shops, events, stunts, etc. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit supplemental digital components via e-mail or USB drives. Any other supplemental physical materials can be mailed to Kyoorius.	Campaign	Rs 9500
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Packaging Design

3101	Luxury Packaging Design Packaging for high-end brands or limited edition items. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3102	Consumer Packaging Design Packaging designs for FMCG, consumer electronics and other products available in mainstream retail spaces. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3103	Structural Packaging Design The design of the shape and form of a piece of packaging, with a focus on functionality. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3104	Innovative Packaging Design The use of new technologies and materials to create an innovative piece of packaging. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3105	Sustainable Packaging Design Eco-friendly packaging design that meets many of the requirements for a sustainable piece of packaging, e.g. packaging that is functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable, etc. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500

3106	Speciality / Special Edition Packaging Design To include special and promotional packaging, which has run for a limited period of time or has been restricted to a specific number of products. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single	Rs 7500
		B. Campaign	Rs 9500

Product Design

3201	Consumer Product Design Product design for FMCGs, consumer electronics and other products available in mainstream retail spaces. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products along with their case study videos.	Rs 9500
3202	Furniture & Lighting Design Products in the ranging of seating, tables, storage and lighting. Including but not limited to chairs, office chairs, sofas, benches, stools, chaise lounge, office desks, dining tables, chest of drawers, cupboards, shelving systems, lighting products. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products along with their case study videos.	Rs 9500
3203	3D Printed Products Products that have been manufactured using 3D printing technology. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products along with their case study videos.	Rs 9500
3204	Innovative Product Design The use of new technology and materials to create an innovative product. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products along with their case study videos.	Rs 9500

3205	Sustainable Product Design Eco-friendly product design with a final product that meets many of the sustainability requirements, e.g, it's functional, cost effective, logistically and energy efficient, uses renewable resources, is recyclable etc. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products along with their case study videos.	Rs 9500
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Design For Communication

3301	Integrated Graphics Graphic design work with one concept applied across a range of formats. For example poster, programme, and email invitation for an event. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit supplemental digital components via e-mail or USB drives.	Rs 9500
3302	Catalogues & Brochures Catalogues, brochures, manuals, instruction booklets, reference guides. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3303	Annual / CSR Reports Print Printed annual / CSR reports. - Submission Media: Physical (2D or 3D) - Elements Required: 1	Rs 9500
3304	Annual / CSR Reports Digital Digital-only annual / CSR reports. - Submission Media: URL or Case Study Video - Elements Required: 1 - Note: Entrants may submit a URL linking to a PDF.	Rs 9500
3305	Annual / CSR Reports Print With Digital Printed annual / CSR reports with a digital component. - Submission Media: Physical (2D or 3D) - Elements Required: 1 - Note: Entrants may submit digital components via e-mail or USB drives.	Rs 9500

3306	Applied Print Graphics Items that do not fit into any other category under 'Design for Communication', including newsletters, leaflets, tickets, menus, shopping bags, t-shirts, CD / DVD sleeves, mugs, clothing, coins, etc. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3307	Direct Mail Very Low Volume Physical direct mail that drives a specific 'call to action' or targets a specific audience. For instance, door drops or physical mailers. This category is for very low volume (between 1 to 500 pieces) mailers. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3308	Direct Mail Low Volume Physical direct mail that drives a specific 'call to action' or targets a specific audience. For instance, door drops or physical mailers. This category is for low volume (501 - 10,000 pieces) mailers. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3309	Direct Mail Medium Volume Physical direct mail that drives a specific 'call to action' or targets a specific audience. For instance, door drops or physical mailers. This category is for medium volume (10,001 - 100,000 pieces) mailers. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3310	Direct Mail High Volume Physical direct mail that drives a specific 'call to action' or targets a specific audience. For instance, door drops or physical mailers. This category is for high volume (over 100,000 pieces) mailers. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3311	Calendars Physical calendars - Submission Media: Physical (2D or 3D) - Elements Required: 1 - Note: Entrants may submit digital components / collateral via e-mail or USB drives.	Rs 9500
3312	Wedding Cards & Invitations Personal greeting and invitation cards – wedding invitations, birthday cards, etc of a personal nature. - Submission Media: Physical (2D or 3D) - Elements Required: 1 - Note: Entrants may submit digital components / collateral via e-mail or USB drives.	Rs 9500

3313	Posters (Graphic Design) Both single and double-sided posters. - Submission Media: Physical (2D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single	Rs 7500
		B. Campaign	Rs 9500
3314	Point Of Sale (Graphic Design) Promotional material at the point of sale. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single	Rs 7500
		B. Campaign	Rs 9500
3315	Data Visualization Any printed or digital work that brings data to life through data visualisation. The depiction of data should make the comprehension of the topic it is illustrating easier than other mediums. - Submission Media: Physical (2D or 3D) / Presentation Board - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: Entrants may submit digital components / collateral via e-mail or USB drives.	A. Single	Rs 7500
		B. Campaign	Rs 9500

Design For Space

3401	Exhibition Design Design of permanent or temporary exhibitions. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or presentation boards along with their case study videos.	Rs 9500
3402	Temporary / Permanent Installations Temporary or permanent installations. Could be branded or informative. May or may not be interactive. Could be stand-alone or part of an exhibition. Could also be a fully immersive environment. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500
3403	Branded Environments Design of brand-inspired interiors and public spaces (neither retail, exhibitions, nor installations). You can enter concept spaces, experience centers, airport lounges, etc. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500

3404	Public Community Spaces Design of brand related interventions in public community spaces. (Neither exhibitions nor installations). You can enter street furniture, bus stops, public toilets, parks, libraries, leisure centres, etc. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500
3405	Wayfinding & Environmental Graphics Signage, wayfinding and information graphics. Also graphic design that enhances a space (often large in scale). You can enter environmental graphics for exhibitions, hospitals, offices, shops, malls, wayfinding systems, etc. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500
3406	Retail Design Design of retail spaces including pop-up shops and permanent spaces. Standalone retail installations or experiences should be entered in installation design. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500
3407	Set & Stage Design Design of sets & stage used for theatre, film and TV, set design to support corporate or commercial events. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500
3408	Hospitality & Workplace Interiors Design for hospitality spaces and workplace interiors. You can enter hotels, leisure centres, nightclubs, pubs, restaurants, serviced apartments, offices, etc. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit actual physical products or physical boards along with their case study videos.	Rs 9500

Design For Editorial

3501	Entire Magazine Design Consumer Design for a consumer magazine. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3502	Entire Magazine Design Independent / Trade Design for an independent or trade magazine. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3503	Magazine Sections / Front Covers Consumer Design for sections or front covers of a consumer magazine. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3504	Magazine Sections / Front Covers Independent / Trade Design for sections or front covers of a consumer magazine. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3505	Entire Newspaper Design Design for a newspaper. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3506	Newspaper Front Page / Sections Design for sections or the front page of newspapers. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3507	Newspaper Supplements Design for newspaper supplements. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Graphic Design

3601	Entire Books Entire books where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3602	Book Front Covers Book front covers where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3603	E-Books E-books where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3604	Entire Magazines Entire magazines where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3605	Entire Newspapers Entire newspapers where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3606	Magazine & Newspaper Front Covers / Sections Front covers or sections of magazines or newspapers where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3607	Magazine & Newspaper Supplements Magazine and newspaper supplements where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3608	Digital Magazines & Newspapers Digital magazine and newspaper supplements where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

3609	Packaging Design Packaging where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3610	Printed Materials & Graphic Communications Printed materials and graphic communications where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3611	Integrated Graphics Integrated graphics where the craft of graphic design is used primarily to bring the creative idea to life. Entrants must submit 3 to 5 elements to showcase 'integration'. - Submission Media: Physical (2D or 3D) - Elements Required: 3 to 5 - Note: Entrants may submit digital components via e-mail or USB drives.	Campaign Rs 9500
3612	Poster Design Posters where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3613	Point Of Sale Point of sale material where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3614	Wayfinding & Environmental Graphics Wayfinding and environmental graphics where the craft of graphic design is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Illustration For Design

3701	Entire Books Entire books where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3702	Book Front Covers Book front covers where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3703	E-Books E-books where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: Entrants may submit a URL linking to a PDF, or may upload a PDF in place of the case study video.	A. Single Rs 7500 B. Campaign Rs 9500
3704	Entire Magazines Entire magazines where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3705	Entire Newspapers Entire newspapers where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3706	Magazine & Newspaper Front Covers / Sections Front covers or sections of magazines or newspapers where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3707	Magazine & Newspaper Supplements Magazine and newspaper supplements where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

3708	Digital Magazines & Newspapers Digital magazines and newspapers where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) 3 to 5 (Campaign) - Note: Entrants may submit a URL linking to a PDF, or may upload a PDF in place of the case study video.	A. Single Rs 7500 B. Campaign Rs 9500
3709	Packaging Design Packaging where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3710	Printed Materials & Graphic Communications Printed materials and graphic communications where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3711	Integrated Graphics Integrated graphics where the craft of illustration is used primarily to bring the creative idea to life. Entrants must submit 3 to 5 elements to showcase 'integration'. - Submission Media: Physical (2D or 3D) - Elements Required: 3 to 5 - Note: Entrants may submit digital components via e-mail or USB drives.	Campaign Rs 9500
3712	Poster Design Posters where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3713	Point Of Sale Point of sale material where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3714	Wayfinding & Environmental Graphics Wayfinding and environmental graphics where the craft of illustration is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Photography For Design

3801	Entire Books Entire books where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3802	Book Front Covers Book front covers where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3803	E-Books E-books where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3804	Entire Magazines Entire magazines where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3805	Entire Newspapers Entire newspapers where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3806	Magazine & Newspaper Front Covers / Sections Front covers or sections of magazines or newspapers where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3807	Magazine & Newspaper Supplements Magazine and newspaper supplements where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Note: This discipline is not for self-promotional photography publications, but for publications where photography compliments the design.

3808	Digital Magazines & Newspapers Digital magazines and newspapers where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3809	Packaging Design Packaging where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3810	Printed Materials & Graphic Communications Printed materials and graphic communications where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3811	Integrated Graphics Integrated graphics where the craft of photography is used primarily to bring the creative idea to life. Entrants must submit 3 to 5 elements to showcase 'integration'. - Submission Media: Physical (2D or 3D) - Elements Required: 3 to 5 - Note: Entrants may submit digital components via e-mail or USB drives.	Campaign Rs 9500
3812	Poster Design Posters where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3813	Point Of Sale Point of sale material where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3814	Wayfinding & Environmental Graphics Wayfinding and environmental graphics where the craft of photography is used primarily to bring the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Note: This discipline is not for self-promotional photography publications, but for publications where photography compliments the design.

Typography For Design

3901	Advertising Advertising where typography / lettering plays a major role. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3902	Body Ink Typography/lettering that has been tattooed onto the human body. - Submission Media: Digital Image - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3903	Digital Typography or lettering project created primarily for digital use / viewing - Submission Media: Digital Image - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3904	Editorial Design and use of type for a newspaper or magazine publication. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3905	Environmental Typography or lettering created for large-scale use / viewing. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3906	Lettering Art of drawing letters. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3907	Motion Project featuring moving / animated typography or lettering. - Submission Media: Content Video - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
3908	Packaging / Product Typography Typeface use and design on any product or packaging. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500

3909	Poster Typography Typeface use and design in any type of poster. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3910	Typeface / Font Systems Development of a set of typographic characters. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
3911	Use Of Typography Unique typography that lives outside of the aforementioned categories. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

Writing For Design

4001	Writing For Integrated Graphics Writing for graphic design work with one concept applied across a range of formats. For example the poster, programme, and e-mail invitation for an event. Entrants must submit 3 to 5 elements. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit digital components via e-mail or USB drives.	Campaign Rs 9500
4002	Writing For Packaging Design Long or short packaging design copy that is integral to a piece of design, and helps bringing the creative idea to life. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
4003	Writing For Point Of Sale Writing for promotional materials at the point of sale. This category is not for posters, enter these into the Writing For Poster Design category instead. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500
4004	Writing For Poster Design Long or short copy that is integral to the design of a poster, and helps bringing the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single Rs 7500 B. Campaign Rs 9500

4005	Writing For Printed Material & Graphic Communications Long or short copy that is integral to a piece of printed materials and graphic communications, and helps bringing the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4006	Writing For Wayfinding & Environmental Graphics Long or short copy that is integral to a piece of wayfinding and environmental graphics, and helps bringing the creative idea to life. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4007	Writing For Branding Schemes Long or short form writing for the brand identity for an organisation. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 3 to 5 - Note: Entrants may submit digital components via e-mail or USB drives.	Campaign	Rs 9500
4008	Writing For Brand Expression Physical / Print Writing on stationery, catalogues, brand handbooks, packaging, trophies. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) 3 to 5 (Campaign) - Note: This category is not for posters or press ads – enter these into the Outdoor Advertising or Press Advertising disciplines in Kyoorius Creative Awards instead.	A. Single B. Campaign	Rs 7500 Rs 9500
4009	Writing For Brand Expression Digital Writing on any digital design work. - Submission Media: Digital Images - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4010	Writing For Brand Expression Moving Image Writing for any moving image design work. - Submission Media: Content Videos - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4011	Writing For Brand Experience & Environment Long or short form writing for brand experiences or environments. - Submission Media: Case Study Video - Elements Required: 1 (Single) 3 to 5 (Campaign) - Note: Entrants may submit presentation boards or supporting physical material along with their case study videos by mailing these to Kyoorius.	Single / Campaign	Rs 9500

4012	Writing For TV Channel Branding	A. Single	Rs 7500
	Long or short form writing for TV channel branding.	B. Campaign	Rs 9500
	- Submission Media: Content Videos		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

Design For Books

4101	Trade Books	A. Single	Rs 7500
	Books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		
4102	Trade Covers	A. Single	Rs 7500
	Cover design for books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		
4103	Culture, Art & Design Books	A. Single	Rs 7500
	Books focusing on the arts, culture, design, fashion, lifestyle, and photography. You can enter coffee table books, awards annuals, graphic design books, fashion books, cookbooks, etc.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		
4104	Culture, Art & Design Covers	A. Single	Rs 7500
	Cover design for books focusing on the arts, culture, design, fashion, lifestyle, and photography.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		
4105	Children's & Young Adult Books	A. Single	Rs 7500
	Books for children and young adults.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		
4106	Children & Young Adult Covers	A. Single	Rs 7500
	Cover design for books for children and young adults.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

4107	Illustrated Books & Graphic Novels Books where illustration is a key component of the design. You can enter graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4108	Illustrated Books & Graphic Novel Covers The cover design for books where illustration is a key component of the design. You can enter graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books. - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4109	Specialist & Limited Edition Books Limited edition books (with a small print run or from small press publishers) or books on specialist topics (e.g. health, science, sports). - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4110	Specialist & Limited Edition Book Covers Cover design for limited edition books (with a small print run or from small press publishers) or books on specialist topics (e.g. health, science, sports). - Submission Media: Physical (2D or 3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500
4111	E-Books & Digital Books Digital interactive books, apps, e-reader books, EPUBs. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: Entrants may submit a URL to a PDF file	A. Single B. Campaign	Rs 7500 Rs 9500
4112	E-Books & Digital Book Covers Covers for digital interactive books, apps, e-reader books, EPUBs. - Submission Media: URL or Case Study Video - Elements Required: 1 (Single) / 3 to 5 (Campaign) - Note: Entrants may submit a URL to a PDF file	A. Single B. Campaign	Rs 7500 Rs 9500

Design For Good

4201	Design For Brands Design that seeks to build brands and businesses by doing good. Entries have to demonstrate positive social impact across research, development and implementation. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit physical or digital supporting material by mailing Kyoorius.	Rs 9500
4202	Design For Not For Profit Design for charities or NGOs. Entries have to demonstrate positive social impact across research, development and implementation. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit physical or digital supporting material by mailing Kyoorius.	Rs 9500
4203	Design For PSA Design of a public service announcement (PSA) with the objective of raising awareness, changing public attitudes and behaviour towards a social issue. - Submission Media: Case Study Video - Elements Required: 1 - Note: Entrants may submit physical or digital supporting material by mailing Kyoorius.	Rs 9500

FILE SPECIFICATIONS, FORMATS & EXAMPLES

Digital Submission

Video File Specifications

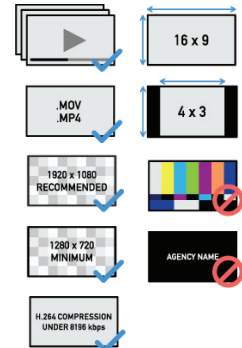
Region / Format	Aspect Ratio	Resolution	Frame Rate	Bitrate	File Format	Code
HD 1080p	16:9	1920 x 1080	25-30 fps	15-25 Mbps	MPEG4 / MOV	H264
HD 720p	16:9	1280 x 720	25-30 fps	15-25 Mbps	MPEG4 / MOV	H264
PAL	4:3	720 x 576	25 fps	8- 15 Mbps	MPEG4 / MOV	H264
PAL	16:9	1024 x 576	5 fps	8- 15 Mbps	MPEG4 / MOV	H264

How to submit a Content Video / Case Study video

- The video bitrate must be a minimum of 8.5 mbps (or 15 mbps if HD).
- Your file must be multiplexed with audio and video in one single file.
- Apply subtitles or dubbing to the work if necessary.
- Use the entry title or part titles as the file name.
- Do NOT add a clock or slate at the start.
- Do NOT use your company logo or branding anywhere in the film.

How to create an effective Case Study video

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later
- Show all elements of the project as they were originally released.
- Emphasise the creative idea and its relevance to the audience.
- Elaborate, costly films are not a must. Simple films with a clearly present-
ed idea are just as effective.
- Ensure the film is shorter than 120 seconds.
- Judges will stop films that are longer than the time allowed.
- Use entry or part titles as file names where possible.
- Ensure the Presentation Film narration is in English.
- Do NOT wait until the end of the film to reveal the solution.
- Do NOT use your company logo or branding anywhere in the film.



How to create an effective Demonstration Film

- Judges will watch the Demonstration Film first, and then view the digital execution if the wish.
- Clearly show how the digital work functions and how users interact with it.
- Ensure the Demonstration Film narration is in English.
- Only show a demonstration of the digital execution, do NOT show other elements of the campaign i.e. objectives, context, results.
- Do NOT include your Demonstration Film in the URL submission.

How to submit a URL of the original execution

- The webpage must be viewable on a Mac, using Chrome.
- Provide a direct URL link to the original execution.
If the URL is no longer live supply a holding page which hosts only the original execution.
- The URL must be live from submission date until September 2018.
- Do NOT submit a case study page if the site is live.
- Do NOT use your company logo or branding on the web page.
- Do NOT use your company name or branding in the URL address.



How to submit an app

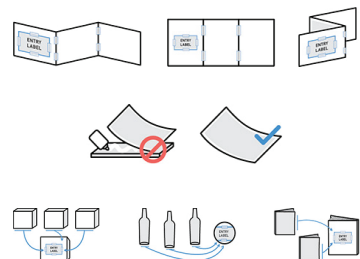
- Submit a URL or a Case Study video or a Demonstration Film.
- Input a direct URL link to download the full version of the app.
- If it is a PAID FOR app, supply a gift card/ code that is valid for at least three months after entering.
- If the app is not available in India, provide a link to allow us to download it or supply a device with the app already installed.
- Kyoorius will support apps designed for use on iOS, Android, Blackberry, Windows and Symbian.
- Provide navigational instructions for the app if necessary.

How to submit a digital publication

- If submitting a publication App, see information above.
- If submitting a digital publication as a URL, supply a direct URL link showing the original execution.
- If you are submitting a PAID or subscription site, also supply a gift card/ code so Kyoorius can obtain the full working version.
- If the site is no longer live, supply a URL link to the entry hosted on a web page. Include a demonstration film or case study film showing how the original execution worked.
- Kyoorius can support other types of digital publications i.e. EPUBs etc. Contact us if submitting a format other than a URL or app.

How to submit original work | Physical (2D / 3D)

- Contact us prior to sending highly perishable goods.
- Contact us if you need the item returned. Items will not be returned unless specifically requested by entrants
- Attach entry labels to the item in a discreet place (base or underside of the object).
- Do NOT submit presentation boards rather than the original work unless the work is large in scale (over 1 m³)
- Do NOT mount original work on boards.



How to submit an A2 board?

- Mount work on 1 rigid A2 board (42 x 59cm or 16.5 x 23.4 inches).
- If the original work is larger than A2, supply a reproduction.
- Show work as it was original launched, including all text.
- Show only one execution on each board.
- Attach entry labels to the back of each board.
- Do NOT use your company logo or branding anywhere on the board.
- Do NOT send rolled prints or taped boards.
- Do NOT put the entry number or category titles on the front of the board.
- Do NOT use foam boards as it cannot be recycled. Mount work on mount board instead.

How to submit Presentation Boards

- Mount work on 1 rigid A2 board (42 x 59cm or 16.5 x 23.4 inches).
 - Show key elements of the work.
 - Keep explanatory text short and clear.
 - Attach entry labels to the back of each board.
 - Ensure that explanatory text on the Presentation Boards is in English.
 - Do NOT use your company logo or branding anywhere on the board.
 - Do NOT send rolled prints or taped boards.
 - Do NOT put the entry number or category titles on the front of the board.
 - Do NOT use foam boards as it cannot be recycled. Mount work on mount Board instead.
-

Examples of Works Submission

A2 Board

Top Tips:

- Mount the original artwork on rigid A2 mount board.
- Show the work as it was commercially released and in its original language.
- If the work was originally larger than A2, provide a reproduction.
- Show only one execution on each board.
- Your board should be a maximum size of 42 x 59cm or 16.5 x 23.4 inches.
- Attach entry labels to the back of each board.
- Do NOT use any entrant company branding anywhere on the board (unless the work is self promotional).
- Do NOT send unmounted work or taped boards.
- Avoid the use of foam board as it cannot be recycled.
- Do NOT show the entry number or category on the front of the board.

Presentation Board

Top Tips:

- Show key elements of the work.
- Keep the layout clean, simple and uncluttered.
- Keep explanatory text short, clear, relevant and in English.
- Explain the work clearly and make sure text is big enough to be read easily.
- Your board should be a maximum size of 42 x 59cm or 16.5 x 23.4 inches.
- Mount work on rigid A2 mount board and attach entry labels to the back of each board.
- Do NOT use any entrant company branding anywhere on the board (unless the work is self promotional).
- Do NOT send unmounted work or taped boards.
- Avoid the use of foam board as it cannot be recycled.
- Do NOT show the entry number or category on the front of the board.

Recycled Mechanism

— entered into Design Craft in 2013



Branding a Birthing Center

— entered into Design for Identity in 2013



Examples of Works Submission

Original Work Physical (2D / 3D)

Top Tips:

- Ensure you send original items. Judges prefer to see the original item rather than images on board.
- Attach the entry label to the item in a discreet place (base or the back of the object).
- For books or publications, attach entry labels to the inside back cover.
- Contact us prior to sending highly perishable goods.
- Contact us if you need the item returned. Items will not be returned unless specifically requested by entrants.
- Ensure items are packaged appropriately to avoid getting damaged in transit.
- Do NOT submit presentation boards rather than the original item. Only use boards for large scale items (over 1m).
- Do NOT mount original work on boards.

Good Paper Project

— entered into Design for Packaging in 2013



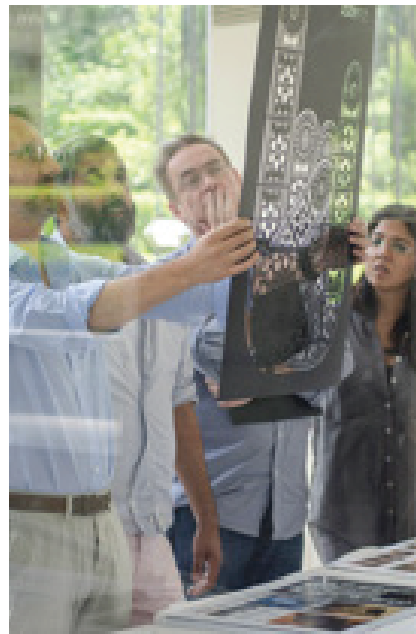
Double-sided & Large Posters

Top Tips:

- Only for double sided posters may work be submitted unmounted.
- Show the work as it was commercially released and in its original language.
- Mount single sided posters on a rigid mount board, including large scale posters.
- For double sided posters, attach entry labels lightly to the corner of each posters.
- For single sided large posters, attach entry labels to the back of each board.
- Ensure items are packaged appropriately to avoid getting damaged in transit.

Sufi Rock

— entered into Design Craft in 2013



CONTACT US

Got a question? Want to know more? Or just want to say hi?

Write to awards@kyoorius.com or info@kyoorius.com

Snail-mail us at
Kyoorius,
2nd Floor, Kohinoor Estate,
165 Tulsi Pipe Road,
Lower Parel,
Mumbai – 400013,
Maharashtra

Talk to us at **+91.22.4236.3600**

Or, reach out to your zonal representative

West

Nidhi Shah

+91.96998.94124

nidhi@kyoorius.com

South & East

Pinky Ballal

+91.99803.26943

pinky@kyoorius.com

North

Raj Upadhyay

+91.97163.08506

raj@kyoorius.com

