

---

## 2015 Categories & Prices

Branding and Identity	2	Design For Books	4
Design for Packaging	2	Design For Editorial	5
Product Design	3	Design Craft	6
Design For Communication	3	Writing for Design	6
Design For Space	4	Design for Good	7

Call for entries open	4 June 2015
Call for entries close	13 July 2015
Deadline to deliver entry packages	20 July 2015
Judging	6 – 8 August 2015
Awards Night	12 September 2015

Pricing information will be made available two weeks before the call for entries open. Government taxes will be added where applicable at the time of checkout/ payment.

More information available on [awards.kyoorius.com/](http://awards.kyoorius.com/)

---

## Branding and Identity

<b>NEW</b> 2501	<b>Visual Identity Scheme for Startups</b>		
	<b>What is it?</b> A visual identity for a small or startup business. Should express the brand through atleast 3 platforms.	Campaign	INR 6000
2502	<b>Branding /Visual Identity Scheme</b>		
	<b>What is it?</b> An entire brand (visual) identity for a product, service or corporate business. Should express the brand through upto 8 platforms.	Campaign	INR 8000
2503	<b>Brand/Visual Identity Expression in Digital or Moving Image</b>		
	<b>What is it?</b> Identity for brands that come to life on screens. <b>What can I enter?</b> Brand identities for web-platforms, TV channel identities, etc.	Campaign	INR 8000
2504	<b>Stationery</b>		
	<b>What can I enter?</b> Stationery and visual identity applications for a brand.	Campaign	INR 6000
2505	<b>Logos</b>		
	<b>What can I enter?</b> Single logos or families of logos. Could be static or in-motion.	Campaign	INR 6000

## Design for Packaging

2601	<b>Packaging Design</b>		
	<b>What is it?</b> Graphics for packaging.	Single Series	INR 6000 INR 8000
<b>NEW</b> 2602	<b>Structural Design</b>		
	<b>What is it?</b> The design of the shape and form of a piece of packaging, with a focus on functionality.	Single Series	INR 6000 INR 8000
2603	<b>Innovative Packaging Design</b>		
	<b>What is it?</b> The use of new technologies and materials to create an innovative piece of packaging.	Single Series	INR 6000 INR 8000
<b>NEW</b> 2604	<b>Sustainable Structural Packaging</b>		
	<b>What can I enter?</b> The design of the shape and form of a piece of packaging, with a focus on both functionality and sustainability.	Single Series	INR 6000 INR 8000

## Product Design

2701	<b>Product/ Furniture Design</b>	Single Series	INR 6000 INR 8000
2702	<b>Sustainable Product Design</b>		
	<b>What is it?</b> 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. . .	Single Series	INR 6000 INR 8000

## Design For Communication

<b>NEW</b>	<b>2801 Catalogues &amp; Brochures</b>		
	<b>What can I enter?</b> Catalogues, brochures, manuals, instruction booklets, reference guides...	Single Series	INR 6000 INR 8000
<b>NEW</b>	<b>2802 Annual Reports</b>		
	<b>What can I enter?</b> Both printed and digital annual reports.	Single	INR 6000
<b>NEW</b>	<b>2803 Posters &amp; Point-of-Sale</b>		
	<b>What can I enter?</b> Series of posters, single posters & point of sale graphics used to promote products, brands, events, etc.	Single Series	INR 6000 INR 8000
	<b>2804 Graphic Design for Communication</b>		
	<b>What can I enter?</b> Items that do not fit into any other category under Design for Communication – Newsletters, leaflets, calendars, tickets, menus, shopping bags, t-shirts, CD/ DVD sleeves etc.	Single Series	INR 6000 INR 8000
<b>NEW</b>	<b>2805 Integrated Graphics</b>		
	<b>What is it?</b> Graphic design work with one concept applied across a range of formats. For example the poster, programme, and email invitation for an event.	Single Series	INR 6000 INR 8000
	<b>2806 Direct Mail</b>		
	<b>What is it?</b> Physical direct mail that drives a specific 'call to action' or targets a specific audience.	Single Series	INR 6000 INR 8000
	<b>2807 Greeting Cards &amp; Invitations</b>		
	<b>What can I enter?</b> Personal greeting and invitation cards – wedding invitations, birthday cards, etc of a personal nature.	Single	INR 6000

## Design For Space

	<b>2901 Exhibition Design</b>		
	<b>What can I enter?</b> Design of permanent or temporary exhibitions.	Single	INR 6000
	<b>2902 Temporary/Permanent Installations</b>		
	<b>What can I enter?</b> 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.	Single	INR 6000
	<b>2903 Branded Environments</b>		
	<b>What is it?</b> Design of brand-inspired interiors and public spaces (neither exhibitions nor installations). <b>What can I enter?</b> Shops, concept spaces, experience centres, restaurants, airport lounges...	Single	INR 8000

<b>NEW</b> 2904	<b>Public Community Spaces</b>		
	<p><b>What is it?</b> Design of brand related interventions in public community spaces. (Neither exhibitions nor installations).</p> <p><b>What can I enter?</b> Street furniture, bus stops, public toilets, parks, libraries, leisure centres...</p> <p><b>What else do I need to know?</b> Each piece of work can be entered into only one of the Spatial Design categories.</p>	Single	INR 8000
2905	<b>Wayfinding &amp; Environmental Graphics</b>		
	<p><b>What is it?</b> Signage, wayfinding and information graphics. Also graphic design that enhances a space (often large in scale).</p> <p><b>What can I enter?</b> Environmental graphics for exhibitions, hospitals, offices, shops, malls, wayfinding systems...</p>	Single	INR 8000

## Design For Books

3001	<b>Complete Books</b>		
	<p><b>What is it?</b> Entire book or Series of books to be judged in entirety.</p>	Single Series	INR 6000 INR 8000
3002	<b>Book Covers</b>		
	<p><b>What is it?</b> Single book cover or series.</p>	Single Series	INR 6000 INR 8000

## Design For Editorial

3101	<b>Entire Magazine Design</b>		
	<p><b>What is it?</b> Consumer, trade or internal magazines (journals, newsletters).</p> <p><b>What can I enter?</b> Complete/partial magazine, magazine cover(s), magazine sections, magazine supplements, etc.</p>	Single Series	INR 6000 INR 8000
<b>NEW</b> 3102	<b>Magazine Front Covers or Sections</b>		
	<p><b>What is it?</b> Front cover or section design for a single or a series of magazines</p>	Single Series	INR 6000 INR 8000
<b>NEW</b> 3103	<b>Newspaper Design</b>		
	<p><b>What can I enter?</b> Complete/partial newspaper, newspaper front page(s), newspaper supplements, etc.</p>	Single Series	INR 6000 INR 8000
3104	<b>Newspaper Front Page or Sections</b>		
	<p><b>What is it?</b> Front page or section design for a newspaper</p>	Single Series	INR 6000 INR 8000
<b>NEW</b> 3105	<b>Newspaper Supplements</b>		
	<p><b>What is it?</b> Separate publications inserted into a newspaper as supplement to the main publication.</p>	Single Series	INR 6000 INR 8000

## Design Craft

<b>3201</b>	<b>Graphic Design</b>		
	<b>What is it?</b> Works where the craft of graphic design is used primarily to bring the creative idea to life.	Single Series	INR 6000 INR 8000
<b>3202</b>	<b>Illustration for Design</b>		
	<b>What is it?</b> Pieces of design where illustration brings the creative idea to life. <b>What can I enter?</b> Publications (in print or digital), packaging, environmental graphics, leaflets, posters...	Single Series	INR 6000 INR 8000
<b>3203</b>	<b>Photography for Design</b>		
	<b>What is it?</b> Pieces of design where photography brings the creative idea to life. <b>What can I enter?</b> Publications (in print or digital), packaging, environmental graphics, printed materials, on-screen communications... <b>What else do I need to know?</b> This category is not for self-promotional photography publications, but for publications where photography complements the design.	Single Series	INR 6000 INR 8000
<b>3204</b>	<b>Typography for Design</b>		
	<b>What is it?</b> Pieces of design where typography brings the creative idea to life. <b>What can I enter?</b> Publications (in print or digital), packaging, environmental graphics, printed materials, on-screen communications...	Single Series	INR 6000 INR 8000
<b>3205</b>	<b>Typefaces</b>		
	<b>What is it?</b> Font family or single font.	Single Series	INR 6000 INR 8000

## Writing for Design

<b>3301</b>	<b>Writing for Communication Design</b>		
	<b>What is it?</b> Long or short copy that is integral to a piece of design, and helps bring the creative idea to life. <b>What can I enter?</b> Packaging, environmental graphics, leaflets, posters... <b>What else do I need to know?</b> To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Series	INR 6000 INR 8000
<b>3302</b>	<b>Writing for Brands</b>		
	<b>What is it?</b> Copy that forms an integral or stand-alone part of a brand campaign. <b>What else do I need to know?</b> To ensure that the work submitted is judged fairly, please ensure accurate translations or transliterations are made available in English.	Single Series	INR 6000 INR 8000

## Design for Good

3401	<b>Design for Good</b>		
	<p><b>What is it?</b> Design that seeks to build brands and businesses by doing good. The client can be a not-for-profit, a local or global commercial brand.</p> <p><b>What can I enter?</b> Pieces of design, products and service innovations.</p> <p><b>What else do I need to know?</b> Entries have to demonstrate positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.</p>	Single Series	INR 6000 INR 8000

