KYOORIUS YOUNG BLOOD AWARDS

Submission Guide

Categories

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File Specifications, Formats and Examples (pages 3 & 4)

Use this section to get more information on file specifications, submission formats, and examples of *digital* and *physical* work.

Description/ Summary (page 4)

What is the reasoning behind the solution? What was your approach? (100 characters max.)

Cover Image

In addition to the material requested in this guide, upload a single JPEG image for each entry submitted.
The ideal size is 1920 x 1080 px.

Call for entries open	**18 January 2016**
Call for entries close	**31 August 2016**
Deadline to deliver entry packages	**31 August 2016**

More information available on **awards.kyoorius.com/2016/youngblood/**

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Young Blood Awards

Category	Single	Supporting Information
3501 Samsung	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3mins) as an MPEG or a MOV	
3502 Deloitte	Upload 1 – 10 images or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3503 Café Cuba	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3504 ITSA	Post 1-4 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV and input a URL linking to the digital execution	
3505 L&K | Saatchi & Saatchi	Post work mounted on 1 A2 board per execution (2 – 10 parts) or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	Provide the judges with information about: - Description/Summary (100 words)
3506 Pidilite	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3507 iStock	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3508 Lodha	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3509 Madheke	Post 1-6 A2 Presentation Boards or Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV	
3510 Hotstar	Post 1-6 A2 Presentation Boards	

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File Specifications, Formats and Examples – Digital Submissions

Video File Specifications						
Region/ Format	**Aspect Ratio**	**Resolution**	**Frame Rate**	**Bitrate**	**File Format**	**Codec**
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	25 fps	8 - 15 Mbps	MPEG4 / MOV	H264

How to create an effective Presentation Film

- Describe the idea or solution first, then go on to explain objectives, context and results in more detail later.
- Emphasise the creative idea and its relevance to the audience.
- Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- Ensure the film is shorter than the maximum time allowed for the category.
- 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.

Where can I enter a Presentation Film?

- 3502 Deloitte
- 3503 Café Cuba
- 3504 ITSA
- 3505 L&K | Saatchi & Saatchi
- 3507 iStock
- 3509 Madheke

How to submit a URL of the original execution

- The web page must be viewable on a Mac, using Chrome.
- Provide a direct URL link to the digital execution.
- The URL must be live from submission date until October 2016.
- Do NOT submit a case study page if the site is still 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.

Where can I enter a URL?

- 3504 ITSA

How to submit Presentation Boards

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
- Show the 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 and taped boards.
- Do NOT put the entry number or category title on the front of the board.

Where can I enter Presentation Boards?

- 3501 Samsung
- 3503 Café Cuba
- 3504 ITSA
- 3507 iStock
- 3509 Madheke
- 3510 Hotstar

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How to submit JPEG images

- Image resolution: 300 dpi, colour mode: RGB
- Image length: Min. 15cm along the longest axis.
- The image must be in centimetres, not pixels or millimeters.
- Do NOT submit different images in one file. Each JPEG should only contain one image.

Where can I enter a JPEG image?

- 3502 Deloitte

Please Note: All entries need one cover image from entrants. This is not shown to the judges.

How to submit an A2 board

- Mount work on 1 rigid A2 board (42 x 59 cm or 16.5 x 23.4 inches).
- If the original work is larger than A2, supply a reproduction.
- 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 board, as it cannot be recycled. Mount work on mount board instead.

Where can I enter an A2 board?

- 3505 L&K | Saatchi & Saatchi

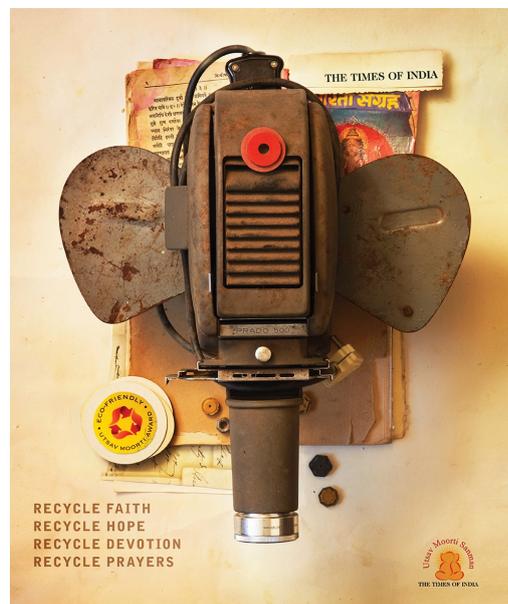## Supporting Information (supply online)

Description/ Summary	Describe and summarise your work in response to the brief. (100 characters max.)

Physical Submission Examples

A2 Board Example

Top Tips:

- Mount the original artwork on rigid A2 mount board.
- Show only one execution on each board.
- Your board should be a maximum size of 42 x 59 cm or 16.5 x 23.4 inches.
- Attach your entry labels to the back of each board.
- Do not write your contact and company details anywhere on the board.
- Do NOT send unmounted work or taped boards.
- Do NOT use foam board, as it cannot be recycled.
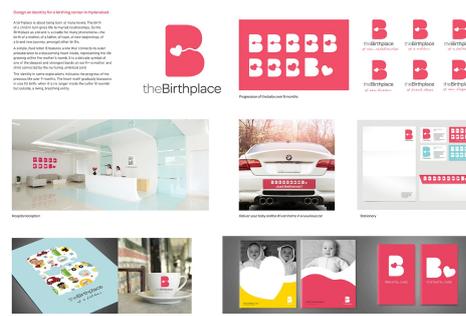- Do NOT show the entry number or category on the front of the boards.

Recycled Mechanics - entered into Design Craft in 2013

Presentation Board Example

Top Tips:

- Show the 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 59 cm or 16.5 x 23.4 inches.
- Mount work on rigid A2 mount boards and attach an entry label to the back of each.
- Do not write your contact and company details anywhere on the board.
- Do NOT send unmounted work or taped boards.
- Do NOT use foam board, as it cannot be recycled.
- Do NOT write the entry number or category on the front of the boards.

Branding a Birthing Center - entered into Design for Identity in 2013