

Submission Guide



Presented by



CATEGORIES & PRICES

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IMPORTANT DATES

Call for Entries Open
19th June 2017

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Call for Entries Close
30th August 2017

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Deadline to
Deliver Entry Packages
4th September 2017

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Judging

15th – 16th September 2017

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Awards Ceremony
14th October 2017

Government taxes will be added where applicable at the time of checkout / payment.

More information available on awards.kyoorius.com/2017/design

Branding and Identity

2701	Visual Identity Scheme for Startups What is it? A visual identity for a small or startup business. Should express the brand through at least 3 platforms.	Campaign	INR 7500
2702	Branding (Re-branding) / Visual Identity Scheme What is it? An entire brand (visual) identity for a product, service or corporate business. Should express the brand through number of platforms.	Campaign	INR 9500
2703	Channel Branding & Identity What is it? Entire channel identities or elements of them, e.g. stings or idents. What else do I need to know? This category is not for the branding of individual TV programmes, enter these into the Multi Platform TV Branding & Promotions category instead.	Campaign	INR 9500
2707	Stationery What can I enter? Stationery and visual identity applications for a brand.	Campaign	INR 7500
2704	Multi Platform TV Branding & Promotions What is it? Branding for a TV channel or programme that is integrated across various platforms, e.g. print, web, TV, etc. What else do I need to know? This category is not for single idents, enter these into the Channel Branding & Identity category instead.	Campaign	INR 9500
2708	Logos What can I enter? Single logos or families of logos. Could be static or in-motion.	Campaign	INR 7500
2709	Brand Expression in Print What can I enter? Stationery, catalogues, brand handbooks, packaging. What else do I need to know? This category is not for posters or press ads, enter these into the Outdoor Advertising or Press Advertising juries in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500
2705	Brand Expression in Moving Image What is it? A moving image piece that communicates a brand. What can I enter? In-flight films, corporate presentations, branded animations, idents, TV programme junctions, virtual reality. What else do I need to know? This category is not for TV and cinema ads, enter these into the Film Advertising category in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500
2706	Digital brand expression What is it? Work that communicates a brand through a digital platform. What can I enter? Websites, mobile apps, games. What else do I need to know? This category is not for mobile or digital ads. Enter these into the Digital Marketing category in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500

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2710	Brand Experience & Environments What is it? Branded experiences or environments (can be indoor or outdoor). Should be real world, not virtual. What can I enter? Shops, events, stunts.	Single	INR 7500
		Campaign	INR 9500

Packaging Design

2801	Luxury Packaging Design* What is it? Packaging for high end brands or limited edition items.	Single	INR 7500
		Campaign	INR 9500

2802	Consumer Packaging Design What can be entered? Packaging designs for FMCG, consumer electronics and other products available in mainstream retail spaces.	Single	INR 7500
		Campaign	INR 9500

2803	Structural Packaging Design What is it? The design of the shape and form of a piece of packaging, with a focus on functionality.	Single	INR 7500
		Campaign	INR 9500

2804	Innovative Packaging Design What is it? The use of new technologies and materials to create an innovative piece of packaging.	Single	INR 7500
		Campaign	INR 9500

2805	Sustainable Packaging Design What is it? 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.	Single	INR 7500
		Campaign	INR 9500

2806	Speciality / Special Editions Packaging Design What is it? 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.	Single	INR 7500
		Campaign	INR 9500

Product Design

2901	Consumer Product Design What can be entered? Product design for FMCGs, consumer electronics and other products available in mainstream retail spaces.	Single	INR 7500
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2902	Furniture & Lighting Design What can be entered? 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.	Single	INR 7500
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2903	3D Printed Products What is it? Products that have been manufactured using 3D printing technology.	Single	INR 7500
2904	Innovative Product Design What is it? The use of new technologies and materials to create an innovative product.	Single	INR 7500
2905	Sustainable Product Design What is it? 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	INR 7500

Design for Communication

3001	Integrated Graphics What is it? Graphic design work with one concept applied across a range of formats. For example poster, programme, and email invitation for an event.	Campaign	INR 9500
3002	Catalogues & Brochures What can I enter? Catalogues, brochures, manuals, instruction booklets, reference guides.	Single Campaign	INR 7500 INR 9500
3003	Annual / CSR Reports What can I enter? Both printed and digital annual reports.	Single	INR 7500
3004	Applied Print Graphics What can I enter? Items that do not fit into any other category under Design for Communication – newsletters, leaflets, tickets, menus, shopping bags, t-shirts, CD / DVD sleeves etc, tickets, menus, mugs, shopping bags, clothing, coins.	Single Campaign	INR 7500 INR 9500
3005	Direct Mail What is it? Physical direct mail that drives a specific 'call to action' or targets a specific audience.	Single Campaign	INR 7500 INR 9500
3006	Calenders	Single	INR 7500
3007	Wedding cards & Invitations What can I enter? Personal greeting and invitation cards – wedding invitations, birthday cards, etc of a personal nature.	Single	INR 7500
3008	Posters (Graphic Design) What can I enter? Both single and double-sided posters.	Single Campaign	INR 7500 INR 9500

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3009	Point of Sale (Graphic Design) What is it? Promotional material at the point of sale. What else do I need to know? This category is not for posters. Enter these into the Posters (Graphic Design) category instead.	Single Campaign	INR 7500 INR 9500
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3010	Data Visualisation What is it? Any printed or digital work that brings data to life through data visualisation. What else do I need to know? The depiction of data should make the comprehension of the topic it is illustrating easier than other mediums.	Single Campaign	INR 7500 INR 9500
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Design for Space

3101	Exhibition Design What can I enter? Design of permanent or temporary exhibitions.	Single	INR 9500
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3102	Temporary / Permanent Installations What can I enter? 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 9500
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3103	Branded Environments What is it? Design of brand-inspired interiors and public spaces (neither retail, exhibitions nor installations). What can I enter? Concept spaces, experience centers, airport lounges.	Single	INR 9500
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3104	Public Community Spaces What is it? Design of brand related interventions in public community spaces. (Neither exhibitions nor installations). What can I enter? Street furniture, bus stops, public toilets, parks, libraries, leisure centres.	Single	INR 9500
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3105	Wayfinding & Environmental Graphics What is it? Signage, wayfinding and information graphics. Also graphic design that enhances a space (often large in scale). What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops, malls, wayfinding systems.	Single	INR 9500
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3106	Retail Design What is it? Design of retail spaces including pop up shops and permanent spaces. What else do I need to know? Standalone retail installations or experiences should be entered in installation design.	Single	INR 9500
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3107	Set & Stage Design What is it? Design of sets & stage used for theatre, film and tv, set design to support corporate or commercial events.	Single	INR 9500
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3108	Hospitality & Workplace interiors What is it? Design for hospitality spaces and workplace interiors. What can I enter? Hotels, leisure centres, nightclubs, pubs, restaurants, serviced apartments, offices.	Single Campaign	INR 9500 INR 9500
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Design for Editorial

3201	Entire Magazine Design What is it? Consumer, trade or internal magazines (journals, newsletters).	Single Campaign	INR 7500 INR 9500
3202	Magazine Front Covers or Sections What is it? Front cover or section design for a single or a series of magazines	Single Campaign	INR 7500 INR 9500
3203	Entire Newspaper Design	Single Campaign	INR 7500 INR 9500
3204	Newspaper Front Page or Sections What is it? Front page or section design for a newspaper	Single Campaign	INR 7500 INR 9500
3205	Newspaper Supplements What is it? Separate publications inserted into a newspaper as supplement to the main publication.	Single Campaign	INR 7500 INR 9500

Design Craft

3301	Graphic Design What is it? Works where the craft of graphic design is used primarily to bring the creative idea to life.	Single Campaign	INR 7500 INR 9500
3302	Illustration for Design What is it? Pieces of design where illustration brings the creative idea to life. What can I enter? Publications (in print or digital), packaging, environmental graphics, leaflets, posters.	Single Campaign	INR 7500 INR 9500
3303	Photography for Design What is it? Pieces of design where photography brings the creative idea to life. What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications. <i>What else do I need to know?</i> This category is not for self-promotional photography publications, but for publications where photography compliments the design.	Single Campaign	INR 7500 INR 9500

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3304	Typography for Design What is it? Pieces of design where typography brings the creative idea to life. What can I enter? Publications (in print or digital), packaging, environmental graphics, printed materials, on screen communications..	Single Campaign	INR 7500 INR 9500
3305	Typefaces What is it? The design of a font family.	Single	INR 7500

Writing for Design

3401	Writing for Integrated Graphics What is it? Writing for graphic design work with one concept applied across a range of formats. For example the poster, programme, and email invitation for an event.	Campaign	INR 9500
3402	Writing for Packaging Design What is it? Long or short packaging design copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single Campaign	INR 7500 INR 9500
3403	Writing for Point of Sale What is it? Writing for promotional materials at the point of sale. This category is not for posters, enter these into the Posters (Graphic Design) category instead.	Single Campaign	INR 7500 INR 9500
3404	Writing for Poster Design What is it? Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single Campaign	INR 7500 INR 9500
3405	Writing for Printed Materials & Graphic Communications What is it? Long or short copy that is integral to a piece of design, and helps bringing the creative idea to life.	Single Campaign	INR 7500 INR 9500
3406	Writing for Wayfinding & Environmental Graphics What is it? Long or short form writing for signage, wayfinding and information graphics and graphic design that enhances a space. What can I enter? Environmental graphics for exhibitions, hospitals, offices, shops.	Single Campaign	INR 7500 INR 9500
3407	Writing for Branding Schemes What is it? Long or short form writing for the brand identity for an organisation.	Campaign	INR 9500

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3408	Writing for Brand Expression What is it? Writing on Stationery, catalogues, brand handbooks, packaging, trophies. What else do I need to know? This category is not for posters or press ads – enter these into the Outdoor Advertising or Press Advertising juries in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500
3409	Writing for Brand Experience & Environments What is it? Long or short form writing for brand experiences or environments.	Single Campaign	INR 7500 INR 9500
3410	Writing for TV & Channel Branding	Single Campaign	INR 7500 INR 9500

Design for Books

3501	Trade Books What is it? Books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	Single Campaign	INR 7500 INR 9500
3502	Trade Covers What is it? Cover design for books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.	Single Campaign	INR 7500 INR 9500
3503	Culture, Art & Design Books What is it? Books focusing on the arts, culture, design, fashion, lifestyle, and photography. What can I enter? Coffee table books, awards annuals, graphic design books, fashion books, cookbooks.	Single Campaign	INR 7500 INR 9500
3504	Culture, Art & Design Covers What is it? Cover design for books focusing on the arts, culture, design, fashion, lifestyle, and photography. What can I enter? Coffee table books, awards annuals, graphic design books, fashion books, cookbooks.	Single Campaign	INR 7500 INR 9500
3505	Children's & Young Adult Books What is it? Books for children and young adults.	Single Campaign	INR 7500 INR 9500
3506	Children's & Young Adult Covers What is it? Cover design of books for children and young adults.	Single Campaign	INR 7500 INR 9500

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3507	Illustrated Books & Graphic Novels What is it? Books where illustration is a key component of the design. What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Single Campaign	INR 7500 INR 9500
3508	Illustrated Books & Graphic Novels Covers What is it? The cover design for books where illustration is a key component of the design. What can I enter? Graphic novels, comic books, colouring books, learning manuals, travel guides, and any other type of illustrated books.	Single Campaign	INR 7500 INR 9500
3509	Specialist & Limited Edition Books What is it? Limited edition books (with a small print run or from small press publishers) or books on specialist topics (e.g. health, science, sports).	Single Campaign	INR 7500 INR 9500
3510	Specialist & Limited Edition Covers What is it? Cover design for limited edition books (with a small print run or from a small press publishers) or books on specialist topics (e.g. health, science, sports).	Single Campaign	INR 7500 INR 9500
3511	E-books & Digital Books What can I enter? Digital interactive books, apps, e-reader books, EPUBs. What else do I need to know? This category is not for digital magazines, enter these into the Magazine & Newspaper Design category in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500
3512	E-books & Digital Books front cover What can I enter? Digital interactive books, apps, e-reader books, EPUBs. What else do I need to know? This category is not for digital magazines, enter these into the Magazine & Newspaper Design category in Kyoorius Creative Awards instead.	Single Campaign	INR 7500 INR 9500

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Design for Good

3602	Design / Brands What is it? Design that seeks to build brands and businesses by doing good. What can I enter? Pieces of design, products, etc. What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single Campaign	INR 7500 INR 9500
3603	Design / Not for Profit What is it? Design for charities or NGOs. What can I enter? Pieces of design, products, etc. What else do I need to know? Entries have to demonstrate positive social impact across research, development and implementation.	Single Campaign	INR 7500 INR 9500
3604	Design for PSA What is it? Design of a public service announcement (PSA) with the objective of raising awareness, changing public attitudes and behaviour towards a social issue.	Single Campaign	INR 7500 INR 9500
