

Preparing Your Entries



Presented by



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CATEGORIES & PRICES

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FILE SPECIFICATIONS, FORMATS & EXAMPLES

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

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SUPPORTING INFORMATION

Use this section to understand the supporting information you will need to provide to complete your entries.

COVER IMAGE

In addition to the material requested in this guide, upload a single JPEG image for each entry submitted. Submit your cover image in 1920 x 1080 px.

IMPORTANT DATES

Call for Entries Open – 19th June 2017
Call for Entries Close – 30th August 2017
Deadline to Deliver Entry Packages – 4th September 2017
Judging – 15th – 16th September 2017
Awards Ceremony – 14th October 2017

Branding and Identity

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|--|---|--|
| 2701 Visual Identity Scheme for Startups | | | Post 1-4 A2 Presentation Boards or Post 1-4 A2 Presentation Boards with additional physical and / or digital executions | Provide the judges with information about: <ul style="list-style-type: none"> • Brand History (400*) • Brief (400*) • Solution (400*) • Translation (if applicable) • Insights (400*) |
| 2702 Branding (Re-branding) / Visual Identity Scheme | | | Post 1-4 A2 Presentation Boards or Post 1-4 A2 Presentation Boards with additional physical and / or digital executions | |
| 2703 Channel Branding & Identity | | Upload 1 MPEG or MOV of the original execution | For each campaign part, upload 1 MPEG or MOV of the original execution | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) • Brand History (400*) • Insights (400*) • Translation (if applicable) |
| 2707 Stationery | | | Post original work | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Translation (if applicable) |
| 2704 Multi Platform TV Branding & Promotions | | | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) • Brand History (400*) • Insights (400*) • Translation (if applicable) |

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Branding and Identity (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|---------------------------|---|---|--|
| 2708 Logos | In-motion Logo | | Upload 1 MPEG or MOV of the original execution | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Translation (if applicable) • Insights (400*) |
| | Static Logo | | Post 1-2 A2 Presentation Boards | |
| | Static and In-motion Logo | | Post 1-2 A2 Presentation Boards and upload an MPEG or MOV of the original execution | |
| 2709 Brand Expression in Print | | Post original work unmounted | | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) • Brand History (400*) • Insights (400*) • Translation (if applicable) |
| 2705 Brand Expression in Moving Image | Idents | Upload 1 MPEG or MOV of the original execution | For each campaign part, upload 1 MPEG or MOV of the original execution | |
| | Moving Image | Upload 1 MPEG or MOV of the original execution or For work over 4 minutes upload a 3-minute edit of the campaign and the original executions as MPEGs or MOVs | For each campaign part, upload 1 MPEG or MOV of the original execution or For work over 4 minutes upload a 3-minute edit of the campaign and the original executions as MPEGs or MOVs | |
| 2706 Digital Brand expression | | Input a URL linking to the original execution or Upload a Presentation Film (max. 3 mins) as an MPEG or MOV and input a URL linking to the digital executions | | |
| 2710 Brand Experience & Environments | | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, or Post 1-4 A2 Presentation Boards | | |

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Packaging Design

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--------------|-----------------------------------|-----------------------------------|--|
| 2801 Luxury Packaging Design* | | Post original packaging unmounted | Post original packaging unmounted | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural (400*) • Context (400*) • Production Run (40*) |
| 2802 Consumer Packaging Design | | | | |
| 2803 Structural Packaging Design | | | | |
| 2804 Innovative Packaging Design | | | | |
| 2805 Sustainable Packaging Design | | | | |
| 2806 Speciality / Special Editions Packaging Design | | | | |

Product Design

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|--|----------|--|
| 2901 Consumer Product Design | | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Upload 1-5 images as JPEGs | | <ul style="list-style-type: none"> • Brief (500c) • Benefits (500c) • Cost per Unit to Produce (50c) • Product Description (50c) • Retail Price (50c) • Unique Features (500c) |
| 2902 Furniture & Lighting Design | | | | |
| 2903 3D Printed Products | | | | |
| 2904 Innovative Product Design | | | | |
| 2905 Sustainable Product Design | | | | |

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Design for Communication

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|-------------------------------------|---|---|---|
| 3001 Integrated Graphics | | | Post original work unmounted or Post original work unmounted with digital supporting material | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Cultural Context (400*) |
| 3002 Catalogues & Brochures | | Post original work | Post original work (2–10 parts) | <ul style="list-style-type: none"> • Translation (if applicable) |
| 3003 Annual / CSR Reports | Printed | Post original work | | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) |
| | Digital | Input a URL linking to the original execution | | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) |
| | Print with Digital | Post original work unmounted and input a URL linking to the digital execution | | <ul style="list-style-type: none"> • Viewing Instructions (400*) |
| 3004 Applied Print Graphics | | Post original packaging unmounted | Post original packaging unmounted | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Cultural Context (400*) |
| 3005 Direct Mail | Very Low volume (1–500 pieces) | Post original work unmounted | Post original work unmounted (2–10 parts) | <ul style="list-style-type: none"> • Translation (if applicable) |
| | Low volume (501–10000 pieces) | | | |
| | Medium volume (10001–100000 pieces) | | | |
| | High volume (Over 100000 pieces) | | | |
| 3006 Calenders | | Post original packaging unmounted | | |
| 3007 Wedding cards & Invitations | | Post original packaging unmounted | | |
| 3008 Posters (Graphic Design) | | Post original work mounted on 1 board (any size) | Post original work mounted on 1 board (any size) per execution | |

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Design for Communication (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|--|---|---|
| 3009 Point of Sale (Graphic Design) | | Post original work mounted on 1 A2 board | Post original work mounted on 1 A2 board per execution (2–10 parts) | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Cultural Context (400*) • Translation (if applicable) |
| 3010 Data Visualisation | | Post original work unmounted or Upload a presentation film (max 3 mins.) as an MPEG or a MOV and input a URL linking to the digital execution(s) | | |

Design for Space

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|---|----------|--|
| 3101 Exhibition Design | | Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV or Upload 1–10 images as JPEGs | | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Exhibition / Installation Type, Location & Scale (400*) • Solution & Unique Features (400*) • Translation (if applicable) |
| 3102 Temporary / Permanent Installations | | | | |
| 3103 Branded Environments | | | | |
| 3104 Public Community Spaces | | | | |
| 3105 Wayfinding & Environmental Graphics | | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Translation (if applicable) |
| 3106 Retail Design | | Upload a Presentation Film (max. 3 mins) as an MPEG or a MOV or Upload 1–10 images as JPEGs | | <ul style="list-style-type: none"> • Brief (400*) • Location & Scale (400*) – Solution & Unique Features (400*) • Translation (if applicable) |
| 3107 Set & Stage Design | | | | |
| 3108 Hospitality & Workplace interiors | | | | |

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Design for Editorial

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|----------------------|---|---|--|
| 3201 Entire Magazine Design | Consumer Magazine | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Audience & Distribution (250*) • Solution (400*) • Print Run (40*) • Translation (if applicable) |
| | Independent Magazine | | | |
| 3202 Magazine Front Covers or Sections | Consumer Magazine | Post 1 copy of the printed publication clearly marking which pages judges should view | Post 1 copy of each printed publication clearly marking which pages judges should view | |
| | Independent Magazine | | | |
| 3203 Entire Newspaper Design | | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | |
| 3204 Newspaper Front Page or Sections | | Post 1 copy of the printed publication clearly marking which pages judges should view | Post 1 copy of each printed publication, clearly marking which pages judges should view | |
| 3205 Newspaper Supplements | | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | |

Design Craft

| Category | Type of Work | Single | Campaign | Supporting Information |
|-------------------------------|-----------------------------------|--|---|---|
| 3301 Graphic Design | Entire Books | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series (2–10 parts) | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Print run (50c) |
| | Book Front Covers | | | |
| | E-books | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | |
| | Entire Magazines | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) |
| | Entire Newspapers | | | |
| | Magazine & Newspaper Front Covers | | | |

(Continued Over)

Design Craft (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--|---|--|--|
| 3301 Graphic Design (Cont'd) | Magazine & Newspaper Sections | Post 1 copy of the printed publication clearly marking which pages judges should view | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Magazine & Newspaper Supplements | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | <ul style="list-style-type: none"> • Audience & Distribution (500c) |
| | Digital Magazine & Newspapers | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) • Voucher Code (50c) |
| | Packaging Design | Post original packaging unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c) |
| | Printed Materials & Graphic Communications | Post original work unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Integrated Graphics | | Post original work unmounted or Post original work unmounted with digital supporting material | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) |
| | Poster Design | Post work mounted on 1 Board (any size) | Post work mounted on 1 Board (any size) per execution | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Point of Sale | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c) |
| Wayfinding & Environmental Graphics | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) | |
| 3302 Illustration for Design | Entire Books Book Front Covers | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series (2-10 parts) | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Print run (50c) |

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Design Craft (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--|---|--|--|
| 3302 Illustration for Design (Cont'd) | E-books | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Platform (50c) • Voucher Code (50c) |
| | Entire Magazines | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) |
| | Entire Newspapers | | | |
| | Magazine & Newspaper Front Covers | | | |
| | Magazine & Newspaper Sections | Post 1 copy of the printed publication clearly marking which pages judges should view | | |
| | Magazine & Newspaper Supplements | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | |
| | Digital Magazine & Newspapers | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) • Voucher Code (50c) |
| | Packaging Design | Post original packaging unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c) |
| | Printed Materials & Graphic Communications | Post original work unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| Integrated Graphics | | Post original work unmounted or Post original work unmounted with digital supporting material | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) | |
| Poster Design | Post work mounted on 1 Board (any size) | Post work mounted on 1 Board (any size) per execution | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) | |

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Design Craft (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|-------------------------------------|---|--|--|
| 3302 Illustration for Design (Cont'd) | Point of Sale | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c) |
| | Wayfinding & Environmental Graphics | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| 3303 Photography for Design | Entire Books | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series (2–10 parts) | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Print run (50c) |
| | Book Front Covers | | | |
| | E-books | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Platform (50c) • Voucher Code (50c) |
| | Entire Magazines | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) |
| | Entire Newspapers | | | |
| | Magazine & Newspaper Front Covers | | | |
| | Magazine & Newspaper Sections | Post 1 copy of the printed publication clearly marking which pages judges should view | | |
| | Magazine & Newspaper Supplements | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | |
| | Digital Magazine & Newspapers | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) • Voucher Code (50c) |
| | Packaging Design | Post original packaging unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c) |
| Printed Materials & Graphic Communications | Post original work unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) | |

(Continued Over)

Design Craft (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|---------------------------------------|---|--|--|
| 3303 Photography for Design (Cont'd) | Integrated Graphics | | Post original work unmounted or Post original work unmounted with digital supporting material | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) |
| | Poster Design | Post work mounted on 1 Board (any size) | Post work mounted on 1 Board (any size) per execution | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Point of Sale | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c) |
| | Wayfinding & Environmental Graphics | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| 3304 Typography for Design | Entire Books Book Front Covers | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series (2–10 parts) | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Print run (50c) |
| | E-books | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Availability (50c) • Platform (50c) • Voucher Code (50c) |
| | Entire Magazines Entire Newspapers | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) |
| | Magazine & Newspaper Front Covers | | | |
| | Magazine & Newspaper Sections | Post 1 copy of the printed publication clearly marking which pages judges should view | | |
| | Magazine & Newspaper Supplements | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | |

(Continued Over)

Design Craft (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--|--|---|--|
| 3304 Typography for Design (Cont'd) | Digital Magazine & Newspapers | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Audience & Distribution (500c) • Voucher Code (50c) |
| | Packaging Design | Post original packaging unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Production Run (50c) |
| | Printed Materials & Graphic Communications | Post original work unmounted | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Integrated Graphics | | Post original work unmounted or Post original work unmounted with digital supporting material | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Navigational Instructions (500c) |
| | Poster Design | Post work mounted on 1 Board (any size) | Post work mounted on 1 Board (any size) per execution | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | Point of Sale | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) • Point of Sale Location (500c) |
| | Wayfinding & Environmental Graphics | Post 1-4 A2 Presentation Boards | | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |
| | 3305 Typefaces | | Post 1-4 A2 Presentation Boards | <ul style="list-style-type: none"> • Brief (500c) • Solution & Cultural Context (500c) |

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Writing for Design

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--|---|---|--|
| 3401 Writing for Integrated Graphics | | | Post original work unmounted or Post original work unmounted with digital supporting material | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Navigational Instructions (400*) • Campaign Translation (if applicable) |
| 3402 Writing for Packaging Design | | Post original packaging unmounted | Post original packaging unmounted (2- 10 parts) | <ul style="list-style-type: none"> • Brief (400*) • Production Run (40*) • Solution (400*) |
| 3403 Writing for Point of Sale | | Post 1-2 A2 Presentation Boards | Post 1-4 A2 Presentation Boards | <ul style="list-style-type: none"> • Brief (400*) • Point of Sale Location (400*) • Solution (400*) |
| 3404 Writing for Poster Design | | Post work mounted on 1 Board (any size) | Post work mounted on 1 Board (any size) per execution (2-10 parts) | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) • Insights (400*) |
| 3405 Writing for Printed Materials & Graphic Communications | | Post original work unmounted | Post original work unmounted (2-10 parts) | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) |
| 3406 Writing for Wayfinding & Environmental Graphics | | Post 1-2 A2 Presentation Boards | Post 1-4 A2 Presentation Boards | |
| 3407 Writing for Branding Schemes | Small Business (under 50 employees) <hr/> Medium Business (51-500 employees) <hr/> Large Business (over 500 employees) | | Post 1-6 A2 Presentation Boards or Post 1-6 A2 Presentation Boards with additional physical and / or digital executions | <ul style="list-style-type: none"> • Brief (400*) • Brand History (400*) • Solution (400*) |

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Writing for Design (Cont'd)

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|---|---|--|
| 3408 Writing for Brand Expression | Print | Post original work | | <ul style="list-style-type: none"> • Brief (400*) • Brand History (400*) • Solution (400*) |
| | Digital | Input a URL linking to the original execution or Upload a Presentation Film (max. 3 mins) as MPEG or MOV and input a URL linking to the digital execution | | |
| | Moving Image | Upload 1 MPEG or MOV of the original execution or For work over 4 minutes upload a 3-minute edit of the work and post the original execution on a Data Disk, both as an MPEG or MOV | | |
| 3409 Writing for Brand Experience & Environments | | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-2 A2 Presentation Boards | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, plus a 30 second edit (MPEG or MOV) of the project or Post 1-4 A2 Presentation Boards | <ul style="list-style-type: none"> • Brief (400*) • Viewing Instructions (400*) • Solution (400*) |
| | | | | |
| 3410 Writing for TV & Channel Branding | | Upload 1 MPEG or MOV of the original execution | | <ul style="list-style-type: none"> • Brief (400*) • Solution (400*) |

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Design for Books

| Category | Type of Work | Single | Campaign | Supporting Information |
|--|--------------|--|---|---|
| 3501 Trade Books | | Post 1 copy of the printed publication | Post 1 copy of each printed publication in the series | Provide the judges with information about: <ul style="list-style-type: none"> • Brief (400*) • Availability (100*) • Print run (40*) • Solution & Cultural Context (400*) • Book Translation (if applicable) |
| 3502 Trade Covers | | | | |
| 3503 Culture, Art & Design Books | | | | |
| 3504 Culture, Art & Design Covers | | | | |
| 3505 Children's & Young Adult Books | | | | |
| 3506 Children's & Young Adult Covers | | | | |
| 3507 Illustrated Books & Graphic Novels | | | | |
| 3508 Illustrated Books & Graphic Novels Covers | | | | |
| 3509 Specialist & Limited Edition Books | | | | |
| 3510 Specialist & Limited Edition Covers | | | | |
| 3511 E-books & Digital Books | | Input a URL link to download or view the digital publication | For each part in the series, input a URL link to download or view the digital publication | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) • Availability (40*) • Platform (40*) • Voucher Code (40*) |
| 3512 E-books & Digital Books front cover | | | | |

(Continued Over)

Design for Good

| Category | Type of Work | Single | Campaign | Supporting Information |
|---|--------------|---|----------|---|
| 3602 Design / Brands | | Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV, or Upload a Presentation Film (max. 2 mins) as an MPEG or a MOV with additional physical and / or digital supporting material | | <ul style="list-style-type: none"> • Brief (400*) • Solution & Cultural Context (400*) • Impact (400*) |
| 3603 Design / Not for Profit | | | | |
| 3604 Design for PSA | | | | |

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 video / moving image file

- Your media must come from an uncompressed format (e.g. Beta, MiniDV or DVCam).
- 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

Where can I enter a video / moving image file?

- Film Advertising
- Film Advertising Craft
- Direct Marketing & Activation
- Online & Mobile Marketing

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.
- 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 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?

- Outdoor Advertising
- Direct Marketing & Activation
- Integrated Campaign & Earned Media
- Craft for Advertising
- Creativity for Good
- Online & Mobile Marketing
- Innovation
- Art Direction
- Digital Design & Craft
- Digital Marketing Craft

How to create an effective Demonstration Film

- Judges will watch the Demonstration Film first, and then view the digital execution if they 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.

Where can I enter a Demonstration Film?

- Digital Design & Craft
- Online & Mobile Marketing
- Innovation
- Digital Marketing Craft

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 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 2017.
- 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?

- Digital Design & Craft
- Online & Mobile Marketing
- Innovation
- Craft for Advertising
- Film Advertising
- Digital Marketing Craft

How to submit an app

- Judges will watch the Demonstration Film first, and then view the app if they wish.
- 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 unique 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.

Where can I enter an app?

- Digital Design & Craft
- Online & Mobile Marketing

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 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.

Where can I enter a digital publication?

- Digital Design & Craft

How to submit an audio file

- Sample size: 16-bit, Sample rate: 44100kHz
- Use entry or part titles as file names.
- Submit 1 file per execution.
- Do NOT include an audio introduction of the entry.
- Do NOT include any agency branding.

Where can I enter an audio file?

- Radio Advertising
- Direct Marketing & Activation

How to submit a 3-minute edit of the work

- Submit a 3-minute edit of the work if it is longer than 4 minutes.
- Judges will watch the 3-minute edit first, then the original execution(s) if they wish.

Where can I enter a 3-minute edit?

- Online & Mobile Marketing
 - Film Advertising Craft
-

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 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 board as it cannot be recycled. Mount work on mount board instead.

Where can I enter an A2 board?

- Press Advertising
- Outdoor Advertising
- Direct Marketing & Activation
- Art Direction
- Craft for Advertising

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.
- Do NOT use foam board as it cannot be recycled. Use mount board instead.

Where can I enter Presentation Boards?

- Outdoor Advertising
- Direct Marketing & Activation
- Craft for Advertising
- Creativity for Good

How to submit original work

- 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.

Where can I enter original work?

- Press Advertising
- Direct Marketing & Activation
- Craft for Advertising

How to submit work on a Data Disk

- Supply Data Disks as writable CDs / DVDs, not authored DVDs or CDROMs.
- You can supply more than one entry on the same Data Disk if necessary.
- MPEG2, MPEG4 and MOV files are accepted.
- Use entry or part titles as file names.
- Attach entry labels to the CD / DVD case before sending.
- Apply subtitles or dubbing to the work if necessary.

Where can I enter work on a Data Disk

- Film Advertising
- Online & Mobile Marketing

Supporting Information (Supply Online)

| | | | |
|---------------------------------------|--|----------------------------------|---|
| Audience | Indicate the target audience. Was the work broadcast regionally, nationally or internationally? (100 characters max.) | Location & Scale | Explain where the project ran, its location and scale. (400 characters max.) |
| Audience & Distribution | Indicate the target audience, issue frequency (e.g. daily, weekly, monthly), distribution area, distribution method (e.g. news stand, subscription) and number of readers. (250 characters max.) | Mobile Operating System | What operating systems is the work optimised for? (40 characters max.) |
| Availability | Indicate the countries / territories where the book was available for purchase. (100 characters max.) | Navigational Instructions | If you intend to submit a URL for this entry, highlight specific sections or features judges should view. (400 characters max.) |
| Benefits | How does the product benefit the user? (400 characters max.) | Platform | What digital platform is the work optimised for? (40 characters max.) |
| Brand History | Give background information about the brand. Was it a new brand, or a rebranded product? (400 characters max.) | Point of Sale Location | Describe the location of the work and how it was displayed at the point of sale. (400 characters max.) |
| Brief | Specify the project's objectives, target audience and any relevant background information. (400 characters max.) | Print Run | What was the size of the print run? (40 characters max.) |
| Cost per Unit to Produce | What is the cost per unit to produce? (40 characters max.) | Product Description | Describe the product. (100 characters max.) |
| Cultural Context | If relevant, describe any references that are specific to the culture / region / nation where the work was released and that may not be understood without explanation. (400 characters max.) | Product Interaction | Describe the product. How does it function, and how does the interaction design optimise this? (400 characters max.) |
| Exhibition Type & Location | Give details of the location. Is the exhibition design permanent or temporary? Are you presenting the entire exhibition or an element of it? (400 characters max.) | Production Run | What is the size of the production run? (40 characters max.) |
| Impact | Describe the project's positive impact and how it meets the Creativity for Good criteria. (400 characters max.) | Results | Provide evidence of how successfully your objectives were achieved; what was the response rate and how was it measured? (400 characters max.) |
| Location & Distribution | Where did the work run and how was it distributed? (400 characters max.) | Retail Price | What is the recommended retail price? (40 characters max.) |
| | | Scale & Location | Where did the work run? Explain the positioning, location and scale. (400 characters max.) |
| | | Site | On what site was the work originally released? (40 characters max.) |

| | |
|---------------------------------------|--|
| Solution | What is the reasoning behind the project solution? If relevant, describe any cultural references that may not be understood without explanation. (400 characters max.) |
| Solution & Unique Features | Explain the reasoning behind the project solution highlighting unique features of the design and in what way it was innovative. Describe any cultural references that may not be understood without explanation. (400 characters max.) |
| Unique Features | What are the product's unique features? (400 characters max.) |
| Viewing Instructions | If relevant, highlight the features or specific sections that the judges should view. (400 characters max.) |
| Voucher Code | If submitting a paid for app or publication, please provide a voucher code reference number so the full version of the work can be downloaded. (40 characters max.) |
| Translation | If the work was not originally released in English, provide a translation. This is essential for the judges to understand the work. |
| Script Translation | If the work was not originally released in English, provide a translation of the script. |
| Book Translation | If the work was not originally released in English, summarise the contents of the book. |
| Campaign Translation | If the work was not originally released in English, provide a translation and navigational instructions if you intend to submit a URL. This is essential for the judges to understand the work. |
| Navigation Translation | If the work was not originally released in English, summarise the content of it and provide navigational instructions. |

Note: We do not accept video, pdf or other documents as a translation of the work. Translations must be submitted as text on the entry site.

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 59 cm or 16.5 x 23.4 inches.
- Attach your 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 boards.

Presentation Board

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 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 write the entry number or category on the front of the boards.

Recycled Mechanics

– entered into Design Craft in 2013



Branding a Birthing Center

– entered into Design for Identity in 2013



Examples of Works Submission (Cont'd)

Original Work

Top Tips:

- Ensure you send in original items. Judges prefer to see the original item rather than images on boards.
- Attach the entry label to the item in a discreet place (base or 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 1 m.).
- Do NOT mount original work on boards.

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 poster.
- 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.

Good Paper Project

– entered into Design for Packaging in 2013



Sufi Rock

– entered into Design Craft – Graphic Design in 2013

