SUBMISSION GUIDE

ZEE

PRESENTS

2019
KYOORIUS
DESIGN
AWARDS

ZEE

PRESENTS

**201
KYOORIUS
DESIGN
AWARDS**

EXPERIENCE PARTNER

ABSOLUT.
Music CDs

ENTERTAINMENT PARTNER

ZEEBOLLYWOOD

PARTNERS

ADDIKT   umbrella design   Fortune4   engineered production

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IMPORTANT DATES

Final Deadline
All entries must be submitted by 28 August 2019.

Physical & Supplementary Media
All physical and supplementary media must reach
Kyoorius by 28 August 2019.

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

Judging
Judging will commence 6 September 2019 and
end 7 September 2019.

In-Book Winners
· Shortlisted work receives an In-Book mention in
  the Kyoorius Awards Annual.
· In-Book winners will be revealed in the second
  week of September 2019.
· All In-Book winners will be contacted to confirm
  information related to their winning entries.

Kyoorius Design Awards Night 2019
21 September 2019

Venue
Grand Hyatt,
Goa, India

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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 One Show and 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.

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ELIGIBILITY & RULES

Eligibility

All work must be aired, published or commercially released for the first time between **January 1, 2018 – August 15, 2019**

"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 previously, 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.

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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.*

*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.

- 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.

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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: https://awards.kyoorius.com

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 28 August 2019.
- 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.

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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.

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CATEGORIES & FEES

Branding & Identity

3001	**Visual Identity Scheme For Startups**	Campaign	Rs 7500
	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.		
3002	**Branding (Re-branding)/ Visual Identity Scheme**	Campaign	Rs 9500
	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.		
3003	**Stationery**	Campaign	Rs 9500
	Stationery and visual identity applications for a brand. - Submission Media: Physical (3D) - Elements Required: 3 to 5		
3004	**Channel Branding & Identity**	Campaign	Rs 9500
	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		
3005	**Multi Platform TV Branding & Promotions**	Campaign	Rs 9500
	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		
3006	**Logos | In-Motion Logos**	Single / Campaign	Rs 9500
	Single in-motion logos or a family of in-motion logos. - Submission Media: Content Video - Elements Required: 1 to 5		
3007	**Logos | Static Logos**	Single / Campaign	Rs 9500
	Single static logos or a family of static logos. - Submission Media: Physical (2D or 3D) / Presentation Boards - Elements Required: 1 to 5		

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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

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| **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 |

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

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3106	**Speciality / Special Edition Packaging Design**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

Product Design

3201	**Consumer Product Design**	Rs 9500
	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.	

3202	**Furniture & Lighting Design**	Rs 9500
	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.	

3203	**3D Printed Products**	Rs 9500
	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.	

3204	**Innovative Product Design**	Rs 9500
	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.	

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3205   **Sustainable Product Design**   Rs 9500
             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.

Design For Communication

3301   **Integrated Graphics**   Rs 9500
             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.

3302   **Catalogues & Brochures**   A. Single   Rs 7500
             Catalogues, brochures, manuals, instruction booklets, reference   B. Campaign Rs 9500
             guides.
             - Submission Media: Physical (2D or 3D)
             - Elements Required: 1 (Single) / 3 to 5 (Campaign)

3303   **Annual / CSR Reports | Print**   Rs 9500
             Printed annual / CSR reports.
             - Submission Media: Physical (2D or 3D)
             - Elements Required: 1

3304   **Annual / CSR Reports | Digital**   Rs 9500
             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.

3305   **Annual / CSR Reports | Print With Digital**   Rs 9500
             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.

3306 **Applied Print Graphics**   A. Single   Rs 7500
Items that do not fit into any other category under 'Design for   B. Campaign   Rs 9500
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)

3307 **Direct Mail | Very Low Volume**   A. Single   Rs 7500
Physical direct mail that drives a specific 'call to action' or targets a   B. Campaign   Rs 9500
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)

3308 **Direct Mail | Low Volume**   A. Single   Rs 7500
Physical direct mail that drives a specific 'call to action' or targets a   B. Campaign   Rs 9500
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)

3309 **Direct Mail | Medium Volume**   A. Single   Rs 7500
Physical direct mail that drives a specific 'call to action' or targets a   B. Campaign   Rs 9500
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)

3310 **Direct Mail | High Volume**   A. Single   Rs 7500
Physical direct mail that drives a specific 'call to action' or targets a   B. Campaign   Rs 9500
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)

3311 **Calendars**   Rs 9500
Physical calendars
- Submission Media: Physical (2D or 3D)
- Elements Required: 1
- Note: Entrants may submit digital components / collateral via
  e-mail or USB drives.

3312 **Wedding Cards & Invitations**   Rs 9500
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.

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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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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

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3404   **Public Community Spaces**   Rs 9500
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.

3405   **Wayfinding & Environmental Graphics**   Rs 9500
Signage, wayfinding and information graphics. Also graphic design
that enhances a space (often large in scale). You can enter environ-
mental 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.

3406   **Retail Design**   Rs 9500
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.

3407   **Set & Stage Design**   Rs 9500
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.

3408   **Hospitality & Workplace Interiors**   Rs 9500
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.

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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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 Rs 9500
3505	**Entire Newspaper Design** Design for a newspaper. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 Rs 9500
3507	**Newspaper Supplements** Design for newspaper supplements. - Submission Media: Physical (3D) - Elements Required: 1 (Single) / 3 to 5 (Campaign)	A. Single B. Campaign	Rs 7500 Rs 9500

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Graphic Design

3601	**Entire Books**		
	Entire books where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3602	**Book Front Covers**		
	Book front covers where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3603	**E-Books**		
	E-books where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: URL or Case Study Video		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3604	**Entire Magazines**		
	Entire magazines where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3605	**Entire Newspapers**		
	Entire newspapers where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3607	**Magazine & Newspaper Supplements**		
	Magazine and newspaper supplements where the craft of graphic design is used primarily to bring the creative idea to life.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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.	A. Single	Rs 7500
		B. Campaign	Rs 9500
	- Submission Media: URL or Case Study Video		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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3609	**Packaging Design**	A. Single	Rs 7500
	Packaging where the craft of graphic design is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3610	**Printed Materials & Graphic Communications**	A. Single	Rs 7500
	Printed materials and graphic communications where the craft of graphic design is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3611	**Integrated Graphics**	Campaign	Rs 9500
	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.		

3612	**Poster Design**	A. Single	Rs 7500
	Posters where the craft of graphic design is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3613	**Point Of Sale**	A. Single	Rs 7500
	Point of sale material where the craft of graphic design is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3614	**Wayfinding & Environmental Graphics**	A. Single	Rs 7500
	Wayfinding and environmental graphics where the craft of graphic design is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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Illustration For Design

3701	**Entire Books**	A. Single	Rs 7500
	Entire books where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3702	**Book Front Covers**	A. Single	Rs 7500
	Book front covers where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3703	**E-Books**	A. Single	Rs 7500
	E-books where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- 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.		

3704	**Entire Magazines**	A. Single	Rs 7500
	Entire magazines where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3705	**Entire Newspapers**	A. Single	Rs 7500
	Entire newspapers where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3706	**Magazine & Newspaper Front Covers / Sections**	A. Single	Rs 7500
	Front covers or sections of magazines or newspapers where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3707	**Magazine & Newspaper Supplements**	A. Single	Rs 7500
	Magazine and newspaper supplements where the craft of illustration is used primarily to bring the creative idea to life.	B. Campaign	Rs 9500
	- Submission Media: Physical (3D)		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 Rs 9500

AWARDS BY
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Photography For Design

3801	**Entire Books**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3802	**Book Front Covers**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3803	**E-Books**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3804	**Entire Magazines**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3805	**Entire Newspapers**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3806	**Magazine & Newspaper Front Covers / Sections**	A. Single	Rs 7500
	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)	B. Campaign	Rs 9500

3807	**Magazine & Newspaper Supplements**	A. Single	Rs 7500
	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)	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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 Rs 9500

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

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Typography For Design

3901	**Advertising**	A. Single	Rs 7500
	Advertising where typography / lettering plays a major role.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D) / Presentation Boards		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3902	**Body Ink**	A. Single	Rs 7500
	Typography/lettering that has been tattooed onto the human body.	B. Campaign	Rs 9500
	- Submission Media: Digital Image		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3903	**Digital**	A. Single	Rs 7500
	Typography or lettering project created primarily for digital use / viewing	B. Campaign	Rs 9500
	- Submission Media: Digital Image		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3904	**Editorial**	A. Single	Rs 7500
	Design and use of type for a newspaper or magazine publication.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D) / Presentation Boards		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3905	**Environmental**	A. Single	Rs 7500
	Typography or lettering created for large-scale use / viewing.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D) / Presentation Boards		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3906	**Lettering**	A. Single	Rs 7500
	Art of drawing letters.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D) / Presentation Boards		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3907	**Motion**	A. Single	Rs 7500
	Project featuring moving / animated typography or lettering.	B. Campaign	Rs 9500
	- Submission Media: Content Video		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

3908	**Packaging / Product Typography**	A. Single	Rs 7500
	Typeface use and design on any product or packaging.	B. Campaign	Rs 9500
	- Submission Media: Physical (2D or 3D) / Presentation Boards		
	- Elements Required: 1 (Single) / 3 to 5 (Campaign)		

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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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 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 B. Campaign	Rs 7500 Rs 9500

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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

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

Design For Books

| 4101 | **Trade Books**
Books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.
- Submission Media: Physical (3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

| 4102 | **Trade Covers**
Cover design for books from trade publishers, available through the traditional retail channels (e.g. bookshops, supermarkets). General fiction and non-fiction.
- Submission Media: Physical (2D or 3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

| 4103 | **Culture, Art & Design Books**
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.
- Submission Media: Physical (3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

| 4104 | **Culture, Art & Design Covers**
Cover design for books focusing on the arts, culture, design, fashion, lifestyle, and photography.
- Submission Media: Physical (2D or 3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

| 4105 | **Children's & Young Adult Books**
Books for children and young adults.
- Submission Media: Physical (3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

| 4106 | **Children & Young Adult Covers**
Cover design for books for children and young adults.
- Submission Media: Physical (2D or 3D)
- Elements Required: 1 (Single) / 3 to 5 (Campaign) | A. Single
B. Campaign | Rs 7500
Rs 9500 |

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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

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Digital Design

4201	**Websites** Design of websites and microsites across mobile, tablet, desktop and other devices. - Submission Media: URL / Case Study Video - Elements Required: 1	Single	Rs 9500
4202	**Apps, Games, Tools, Utilities & Widgets** Design for apps, games, tools, utilities and widgets. - Submission Media: URL / Case Study Video - Elements Required: 1	Single	Rs 9500
4203	**Connected Products** The Internet Of Things. Products designed to work together with with a digital platform. - Submission Media: Case Study Video - Elements Required: 1 - Note: The product and connected elements can be entered separately into other categories, but can only be entered grouped together here.	Single	Rs 9500
4204	**User Experience / UX Design** UX design for websites or applications, tools or utilities for desktop, mobile and connected devices. - Submission Media: Case Study Video - Elements Required: 1	Single	Rs 9500
4205	**User Interface / UI Design** UI design for websites or applications, tools or utilities for desktop, mobile and connected devices. - Submission Media: Case Study Video - Elements Required: 1	Single	Rs 9500
4206	**Augmented Reality & Virtual Reality (AR & VR)** Apps or digital services / platforms that use AR and/or VR as a primary feature. - Submission Media: Case Study Video - Elements Required: 1	Single	Rs 9500

Design For Good

4301   **Design For Brands**   Rs 9500
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.

4302   **Design For Not For Profit**   Rs 9500
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.

4303   **Design For PSA**   Rs 9500
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.

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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	MP4	H264
HD 720p	16:9	1280 x 720	25 - 30 fps	15 - 25 Mbps	MP4	H264
PAL	4:3	720 x 576	25 fps	8 - 15 Mbps	MP4	H264
PAL	16:9	1024 x 576	5 fps	8 - 15 Mbps	MP4	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 presented 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 braning anywhere in the film.
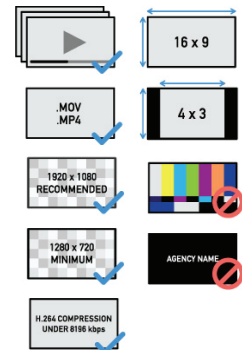
How to create an effective Demonstration Film
▪ Judges will watch the Demonstration Film first, and then view the digital execution if the wish.
▪ Clearly show how the digital work functions and how users interact with it.
▪ Ensure the Demonstration Film narration is in English.
▪ Only show a demonstration 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 m^3)
▪ Do NOT mount original work on boards.
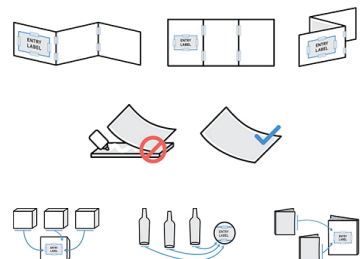
How to submit an A2 board?

▪ 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.

Recycled Mechanism
— entered into Design Craft in 2013

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.

Branding a Birthing Center
— entered into Design for Indentity in 2013

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Examples of Works Submission

Original Work Physical (2D/3D)

Top Tips:
- Ensure you send original items. Judges prefer to see the orignal 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.

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 he 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.

Good Paper Project
— entered into Design for Packaging in 2013

Sufi Rock
— entered into Design Craft in 2013
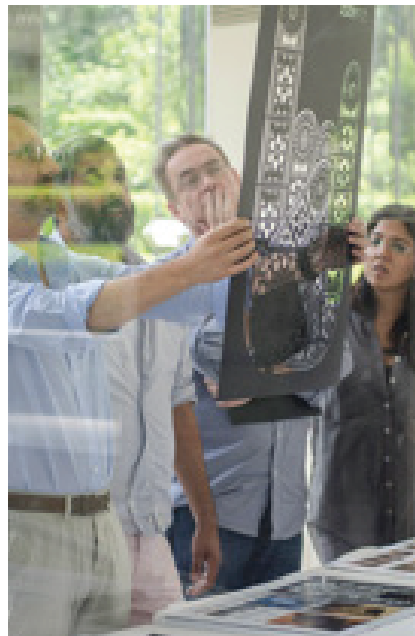
AWARDS BY
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CONTACT US

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