

Design Categories

These categories are judged by the design jury and will appear in the Design Annual, September/October 2012:

Packaging/Labeling

- 6A Single record, CD, DVD, video, software, package, label, shopping bag (\$40)
- 6B Series, limit of five (\$80)

Identity

- 7A Trademark (\$40)
- 7B Corporate identity manual or style guide or brand strategy guide or seasonal retail identity manual (\$80)
- 7C Integrated branding program (comprehensive program may include identity, business papers, collateral, packaging, signage, Web site, etc.) at least 10 pieces. Video documentaries of the campaign should be no longer than three minutes (\$300)

Letterhead

- 8A Letterhead, envelope & business card (\$40)
- 8B Company business-paper series (invoice, purchase order, label, envelope, letterhead, etc., from the same company), at least five pieces, limit of ten (\$80)

Company Literature

- 9A Annual report for publicly-traded companies (\$40)
- 9B Annual report for nonprofit organizations (\$40)
- 9C Institutional/corporate/social responsibility/booklet or brochure (\$40)
- 9D Product or service booklet or brochure (\$40)
- 9E Catalog: product (\$40)
- 9F Catalog: school (\$40)
- 9G Catalog: exhibition (\$40)
- 9H Miscellaneous company literature (conference literature, announcement, company invitation/greeting card, etc.) (\$40)
- 9I Series, limit of five (\$80)

Poster/Design

- 10A Poster (exhibition, institutional, theater, gallery, etc.) (\$40)
- 10B Series, limit of five (\$80)

Editorial

- 11A Consumer/trade magazine (cover, page, spread or multi-page section) (\$40)
- 11B Consumer/trade magazine (complete issue) (\$80)
- 11C Newspaper (page, spread or multi-page section) (\$40)
- 11D House organ/newsletter/association (cover, page, spread or multi-page section) (\$40)
- 11E House organ/newsletter/association (complete issue) (\$80)

Books & Jackets

- 12A Book (trade/textbook/children/reference, etc.) entire unit (\$40)
- 12B Book cover or jacket (\$40)
- 12C Cover/jacket series, limit of five (\$80)

Self-Promotion

- 14A Promotion for design firms, printers, paper companies, art schools, illustrators, photographers. Print (\$40), Video (\$100)

- 14B Series. Print (\$80), limit of five, Video (\$200), limit of three
- 14E Art/design clubs, communication/promotion. Print (\$40), Video (\$100)
- 14F Series. Print (\$80), limit of five, Video (\$200), limit of three

Motion Graphics

- 17A Movie, station or program title, Flash animation, music video, tradeshow/demonstration video, etc. DVD NTSC or mpeg files on CD-ROM (\$100)
- 17B Series, limit of three (\$200)

Public Service

Any work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies etc.

- 18G Print (\$40), Video (\$100)
- 18H Series. Print (\$80), limit of five, Video (\$200), limit of three

Environmental Graphics

Please provide the name of the project and a brief explanation of its purpose (25 words or less).

- 19A Signage, interiors, architectural graphics, museum exhibit, tradeshow exhibit, point-of-purchase display, etc., limit of ten images (\$80)

Miscellaneous/Design

- 20A Personal greeting card/birth announcement/invitation (company announcements and invitations belong in 9H) (\$40)
- 20B Series, limit of five (\$80)
- 20C Calendar (\$40)
- 20D Menu (\$40)
- 20E Series of menus from the same restaurant (e.g., lunch, wine list, breakfast, etc.), limit of five (\$80)
- 20F Anything not covered in previous categories. Print (\$40), Video (\$100)
- 20G Series. Print (\$80), limit of five, Video (\$200), limit of three

Advertising Categories

These categories are judged by the advertising jury and will appear in the Advertising Annual, November/December 2012:

Consumer Magazine Advertising

- 1A Single ad, any size, including spreads (\$40)
- 1B Campaign, limit of five (\$80)

Consumer Newspaper Advertising

- 2A Single ad, any size, including spreads (\$40)
- 2B Campaign, limit of five (\$80)

Trade/Institutional Advertising

Including business-to-business advertising appearing in consumer magazines and newspapers, and corporate-sponsored public service advertising.

- 3A Single ad, any size, including spreads (\$40)
- 3B Campaign, limit of five (\$80)

Poster/Advertising

- 4A Outdoor, 24-sheet or larger, includes painted (\$40)
- 4B Campaign, limit of five (\$80)
- 4C Transit (bus, subway, shelter) (\$40)
- 4D Campaign, limit of five (\$80)

- 4E Point of purchase (\$40)
- 4F Campaign, limit of five (\$80)
- 4G All other advertising posters (\$40)
- 4H Campaign, limit of five (\$80)

Sales Promotion/Advertising

- 13A Direct mail, data sheets, sales kits, collateral materials, etc. (\$40)
- 13B Campaign, limit of five (\$80)

Self-Promotion

- 14C Promotion for ad agencies, creatives, suppliers, art schools. Print (\$40), Video (\$100)
- 14D Campaign. Print (\$80), limit of five, Video (\$200), limit of three
- 14G Advertising clubs, communication/promotion. Print (\$40), Video (\$100)
- 14H Campaign. Print (\$80), limit of five. Video (\$200), limit of three

Television Advertising

- 15A Television commercial, DVD NTSC or mpeg files on CD-ROM (\$100)
- 15B Campaign, limit of three (\$200)

Radio Advertising

- 16A Radio commercial (\$100)
- 16B Campaign, limit of three (\$200)

Online Advertising

- 17C Web banner, rich media, viral, e-mail, mobile, etc., CD-ROM (\$100)
- 17D Campaign, limit of three (\$200)

Public Service

Any work produced for a nonprofit organization for the public good, including zoos, museums, orchestras, ballet companies, etc.

- 18A Magazine/Newspaper ad (\$40)
- 18B Campaign, limit of five (\$80)
- 18C Poster (\$40)
- 18D Campaign, limit of five (\$80)
- 18E Collateral (\$40)
- 18F Campaign, limit of five (\$80)
- 18I Television commercial (\$100)
- 18J Campaign, limit of three (\$200)
- 18K Radio commercial (\$100)
- 18L Campaign, limit of three (\$200)
- 18M Non-traditional (out-of-home, guerilla, etc.) Print (\$40), Video (\$100)
- 18N Campaign. Print (\$80), limit of five, Video (\$200), limit of three

Integrated Campaign

- 19C Campaign must include a minimum of three different media types (e.g., print, broadcast, online, guerilla, etc.). Video documentaries of the campaign should be no longer than three minutes (\$300)

Non-Traditional Advertising

- 20H Anything not covered in previous categories, (out-of-home, guerilla, etc. Video documentaries of integrated campaigns belong in 19C). Print (\$40), Video (\$100)
- 20I Campaign. Print (\$80), limit of five, Video (\$200), limit of three