

CREATE AWARDS 2014 ENTRY KIT

ENTRIES CLOSE 22 APRIL 2014

\$79 FIRST ENTRY

\$49 SUBSEQUENT ENTRY

EMERGING TALENT CATEGORY
IS FREE TO ENTER

ENTER AT

CREATEAWARDS.COM.AU

K.W.DOGGETT Fine Paper

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CREATE
DESIGN AWARDS 2013

CREATE AWARDS 2014

PRESENTED BY DESKTOP MAGAZINE

Now in its 10th year, the 2014 CREATE DESIGN AWARDS celebrates the creative industry both within Australia and internationally, awarding exceptional talent over a vast array of creative fields.

Judged by a panel of respected industry figures, the CREATE DESIGN AWARDS comes to a climatic halt at the carpet awards night in November, where the 2014 winners will be announced.

HOW TO ENTER

1. Go to createawards.com.au and fill out the online entry form.
2. Once you submit your form online, you will be sent a confirmation email. Print this.
3. Send in your hard copy entry with your printed entry submission, ensuring you have adhered to the material specifications for your relevant category.

ELIGIBILITY

Entries are accepted from individuals and studios around the world.

The entered work must have been completed between January 2013 and May 2014.

SEND/DELIVER ENTRIES:

Create Design Awards
Level 1
142 Dorcas Street
South Melbourne VIC 3205

Please send:

- Your printed entry form.
- All mounted boards and discs clearly labeled with the entry number (this can be found on your confirmation email).
- A separate disc for each entry (if entering multiple projects).

QUERIES

email: createawards@niche.com.au

FULL TERMS AND CONDITIONS AT CREATEAWARDS.COM.AU/TERMS

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EMERGING TALENT

The Emerging Talent award is bestowed upon an industry-relevant student (currently studying) or a creative professional that has been in the workforce for under 12 months, who above all others demonstrates substantial creative force and promise. Entries can either be submitted by the individual or on their behalf by their studio or place of study. Judging will consider originality, ingenuity and excellence in delivery of the brief or project (where relevant). The winner of the Emerging Talent category will demonstrate substantial creative force and potential. Emerging Talent is free to enter.

Entry specifications:

- A limited version of your portfolio or samples of recent work must be submitted, mounted onto either A4 or A3 boards (maximum 5 boards). Physical examples may also be submitted where relevant.
- A disc must also be submitted with a maximum of 5 images demonstrating these projects. These images must be provided in two folders labeled 'high res' and 'low res'*.

IDENTITY & BRANDING

The Identity and Branding award recognises ingenious creation and/or use of brand identity across multiple mediums, adhering to a brief. Entrants are invited to submit logo designs, style guides and/or a 'campaign' where consistent and effective use of branding/theme across various mediums is displayed. Judging will consider concept and rationale, representation of the brand in question, execution of the brief, power of communication in establishing/pushing the brand and overall aesthetic craft.

Entry specifications:

- It is preferred that the physical components (business cards, letterheads, other collateral, etc.) be submitted for judging. Images of the identity (and its application across various mediums) may also be mounted onto either A4 or A3 boards (maximum of 5).
- A disc must also be submitted with a maximum of 5 images of the project. These must be provided in two folders labeled 'high res' and 'low res'*.

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB

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ILLUSTRATION

The Illustration award recognises excellence in traditional or digital illustration. Although not essential, this illustration may have been incorporated (partly or wholly) into advertising, point-of-sale display, editorial, corporate design and other projects. Both commercial and self-commissioned projects are permitted. Judging will consider adherence to a brief (where relevant), ingenuity, originality and complement to the project as a whole (where relevant).

Entry specifications:

- The illustration must be mounted onto either an A4 or A3 board.
- A disc must also be submitted with the illustration as a JPEG file. This image must be provided in two folders labeled ‘high res’ and ‘low res’*.
- Where the illustration appears as part of a bigger finished work please also include a copy of the completed project, incorporating the illustration, for the judges reference (images supplied both in high res and low res).

INTERACTIVE

The Interactive award recognises outstanding communication through online ads, augmented reality, phone applications, digital games and other forms of interactive design. Entries will be judged on concept, creativity, aesthetic craft and functional delivery, considering limitations that the chosen medium presents.

Entry specifications:

- A short video (maximum 2 minutes) must be provided on a disc in either MOV or AVI format demonstrating the project. Where relevant, details of how to access a ‘live’ version of the project can be submitted in a text document. —On the same disc must also be 5 stills from this project. These must be provided in two folders labeled ‘high res’ and ‘low res’*

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB

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MOTION

The Motion award recognises excellence in the use of traditional and/or digital motion design including animation, stop motion, post-production, VFX (visual effects) and CGI. Entries may be used for any purpose (commercial or creative). Judging will consider concept, technical skill, creativity and accurate execution of the brief (where relevant).

Entry specifications:

- Entries must be submitted on disc in either FLV , MOV or AVI formats. A submission of no more than 2 minutes is required (for longer animations, an excerpt of the final film is acceptable).
- On the same disc must also be 5 stills from the animation. These must be provided in two folders labeled 'high res' and 'low res'*.

PACKAGING

The Packaging award recognises the aesthetic appeal and outstanding function of packaging design. Entries in this category must be actual packaging products that have been produced (concepts and mock-ups will be disqualified). Judging will consider the visual and creative impact, handling and use, commercial/consumer influence, environmental impact, ease of manufacture/assembly/use and adherence to a brief.

Entry specifications:

- The final physical item must be submitted for judging.
- A disc must also be submitted with a maximum of 5 images of the packaging. These must be provided in two folders labeled 'high res' and 'low res'*.

WEBSITE

The Website award recognises outstanding web design, inviting entries from designers who have delivered a fully functional web project for any purpose. Judging will consider all aspects of the website design including form and functionality, usability and accessibility, and unique use of the medium.

Entry specifications:

- The site must be active at the time of entry and throughout the judging period with a valid URL provided in a text document for judging purposes. A disc must also be submitted with a maximum of 5 images of the project. These must be provided in two folders labeled 'high res' and 'low res'*.

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB

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PHOTOGRAPHY

The Photography award recognises exceptional photography. Entries may be self-commissioned, creative or as part of a commercial campaign. Digital image enhancement is permitted provided the content of the original image is not altered more than 25 percent. Judging will consider art direction, composition, fulfillment of the brief (where relevant) and aesthetic craft.

Entry specifications:

- The photograph must be mounted onto either an A4 or A3 board. A disc must also be submitted with the photograph as a JPEG file. This must be provided in two folders labeled 'high res' and 'low res'*.
- Where the photograph appears as part of a bigger finished work please also include a copy of the completed project, incorporating the photograph, for the judges reference (again both in 'high res' and 'low res'*).

PRINT COMMERCIAL

The Print: Commercial award recognises outstanding design for a printed project that adheres to a commercial brief, and may include posters, stationery, publications, advertising material and other print work. Judging will consider design excellence, execution of the brief, the power of the communication, and innovative use of the print medium in production of the final piece including the application of special finishes, formats etc.

Entry specifications:

- It is preferred that the physical item (the publication, poster, etc.) be submitted for judging. Where this is not possible, images must be mounted onto either A4 or A3 boards (maximum of 5).
- A disc must also be submitted with a maximum of 5 images of the project. These must be provided in two folders labeled 'high res' and 'low res'*.

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB

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PRINT CREATIVE

The Print Creative award recognises outstanding design for a printed project that is not limited by a commercial brief. Entries may include self promotion, posters, stationery, publications, advertising material and other print work. Judging will consider design excellence, execution of the brief, the power of the communication, and innovative use of the print medium in production of the final piece including the application of special finishes, formats etc.

Entry specifications:

- It is preferred that the physical item (the publication, poster, etc.) be submitted for judging. Where this is not possible, images must be mounted onto either A4 or A3 boards (maximum of 5).
- A disc must also be submitted with a maximum of 5 images of the project. These must be provided in two folders labeled 'high res' and 'low res'*.

SIGNAGE AND DISPLAY

This award recognises excellence in printed graphics and displays for the purpose of signage, large-scale posters, wayfinding, exhibition graphics, installations, interiors, retail displays, and shopfronts. Judges will consider effectiveness, innovation, use of materials, consideration of spatial context, and aesthetic craft.

Entry specifications:

- Images of the completed project including images showing its context physical execution must be supplied for judging. Images must be mounted onto either A4 or A3 boards (maximum of 5).
- A disc must also be supplied with a maximum of 5 images of the project. These must be provided in two folders labeled 'high-re' and 'low-res'.*

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB

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TYPOGRAPHY, LOGOTYPE & TYPE DESIGN

The Type award recognises excellence in either display or text typography, the treatment of logotype and design of a typeface. Although not essential, the type may have been incorporated (partly or wholly) into advertising, point-of-sale display, editorial, corporate design and other projects. Both commercial and self-commissioned projects are permitted. Judging will consider adherence to a brief (where relevant), ingenuity, originality and complement to the project as a whole (where relevant).

Entry specifications:

- If submitting type design, the character set must be mounted onto either an A4 or A3 board. Examples of the typeface in use/variations of style may also be submitted (maximum 5 boards). Other typographic entries must show the design in context on boards.
- A disc must also be submitted with these images as JPEG files. These must be provided in two folders labeled 'high res' and 'low res'*. Where the typeface appears as part of a bigger finished work please also include a copy of the completed project, incorporating the typeface, for the judges reference (again both in high res and low res).

CATEGORY WINNERS & PROJECT OF THE YEAR

Winners from each category listed above will be announced at the industry awards night in November 2014 in Melbourne. An overall winner will also be chosen as Project of the Year. Project of the Year is judged from the winners of each category, and is awarded to the project that the judges consider to be most powerful and creative visual language used to communicate an idea, brief, or concept.

* High res:
Minimum size: A4, Maximum size: A3
JPEG, 300dpi, CMYK

* Low res:
Minimum size: A5, Maximum size: A4
no more than 1mb
JPEG, 72dpi, RGB