

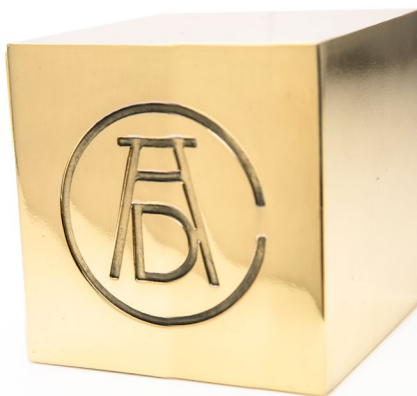
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THE ADC 96TH ANNUAL AWARDS



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ADCAWARDS.ORG



BOOK DESIGN

Book Jacket

Design, graphics, and typography of the exterior of the book.

Book Typography

Type use and design in a book.

Text-Driven Book

Overall design and layout of a book primarily geared towards text.

Image-Driven Book

Overall design and layout of a book primarily geared towards image.

Limited Edition, Private Press or Special Format Book

Design of books and publications that differ from the traditional forms.

E-books & Digital Book

Overall design and layout in an e-book or digital book.

BRANDING

Logo

Design of the identifying symbol for an organization or brand.

Branding Systems / Corporate Identity for Print

Design of brand symbols geared towards recognition.

Branding Systems / Corporate Identity for Digital

Design of brand symbols geared towards recognition.

Branding Systems & Identities for Television / Film / Online Networks

Design of brand symbols geared towards recognition.

Branding Systems / Corporate Identity Integrated

Design of brand symbols geared towards recognition.

Annual Report

Overall design in an annual report.



TYPOGRAPHY

Editorial Typography

Design and use of type for a newspaper or magazine publication.

Package & Product Typography

Typeface use in any packaging or product.

Poster Typography

Typeface use and design in any type of poster.

Typefaces / Font Systems

Development of a set of typographic characters.

Use of Typography

Unique typography that lives outside of the aforementioned categories.

PROMOTIONAL

Calendar

Printed or manufactured promotional calendar.

Apparel

Design of wearable products intended to promote the brand.

Stationery

Letterhead, envelopes, business cards, etc.

Announcements / Invitations / Postcard / Greeting Card

Print card that can be sent out, specifically relating to the brand or organization.

Booklet / Brochure / Catalog & Press Promotional Kit

Overall design in an informative short publication.

Self-Promotion

Printed material designed to promote an advertising agency or design studio.

Wildcard

Unique promotional material that lives outside of the aforementioned categories.



EDITORIAL

Newspaper Front Page / Spread / Full Issue

Design, graphics, typography and layout of a front page, spread, or entire newspaper.

Magazine Cover

Design, photography, graphics, typography and layout of the front cover.

Magazine Full Issue

Design, layout and typography of an entire magazine.

Magazine Infographics

Charts, maps and other graphics that help visualize data.

Magazine Story Spread

Handling of layout and continuity of a story that spans two or more facing pages.

Public Service / Non-Profit

Created on behalf of a non-profit organization for their overall promotion.

POSTERS

Print or Electronic Billboards

Large scale, viewable while moving.

Point of Purchase

Print media that interacts with or is sized to work with a point of sale set up.

Promotional

Printed posters designed to promote a product, service, charity, event, etc.

Public Service / Non-Profit

Posters created for a non-profit organization.

Wild Postings

Posters placed in public spaces in a non-traditional way.



PACKAGING

Beauty / Cosmetics / Personal Care

Beauty items, skin care, fragrance, lotions, bath, etc.

Entertainment / Music

Including regular and limited-edition box sets, CDs, DVDs, video games, etc.

Fashion / Apparel / Accessories

Including labels, bags and tags for clothing, jewelry, and accessories.

Food / Beverage

Including containers and labels for alcoholic and non-alcoholic beverages, prepared and raw food, etc.

Games / Toys / Recreation

Including boxes and special packaging for toys, sports equipment, games (board/card/building), etc.

Home & Houseware

Including boxes, labels, tags, wrapping paper, ribbons, etc.

Electronics

Including boxes, bags, blister packs, etc.

Sustainable / Eco-friendly

Includes packaging where materials, production, transportation and storage have been considered in the design.

Specialty Product / Wildcard

Including gift sets, collectables, unique packaging that lives outside the aforementioned categories.



PRODUCT DESIGN

Beauty / Cosmetics / Personal Care

Beauty items, skin care, fragrance, lotions, bath, etc.

Entertainment / Music

Including regular and limited-edition box sets, CDs, DVDs, video games, etc.

Fashion / Apparel / Accessories

Including clothing, jewelry, and accessories.

Food / Beverage

Including alcoholic and non-alcoholic beverages, prepared and raw food, etc.

Games / Toys / Recreation

Including toys, sports equipment, games (board/card/building), etc.

Home & Houseware

Including products used to maintain a household (paint, gardening supplies, kitchen utensils, etc.).

Electronics

Including hardware, computers, business equipment, mobile phones, etc.

Sustainable / Eco-friendly

Including products where materials, production, transportation and storage have been considered in the design.

Specialty Product / Wildcard

Including gift sets, collectables, unique products that lives outside the aforementioned categories.



ENVIRONMENTAL

Wayfinding Systems / Signage

Informational systems that guide people through a physical environment.

Window Display / Merchandising

Themed and seasonal windows, retail installations, building wrappings, projections, window decals and visual merchandising.

Retail / Restaurant / Office

Interior and exterior design.

Museums / Gallery Installation

Exhibitions and site-specific installations.

ILLUSTRATION

Press

Print advertising.

Posters

Indoor or outdoor.

Books

Book or book jacket.

Comic Books / Graphic Novels

Comic art in sequential juxtaposed panels.

Promotional / Collateral

Annual reports, brochures, etc.

Packaging

Internal or external.

Motion

For time-based works.

Digital

For electronic media.



Self-Promotion

For its creator's own business, services, or products.

Magazine Cover / Newspaper Front Page

Images on covers.

Magazine / Newspaper Spread

Interior images.

Wildcard

Unique illustration that lives outside of the aforementioned categories.

PHOTOGRAPHY

Architecture

Of buildings and other physical structures.

Fashion

Of clothing and other fashion accessories.

Fine Art / Conceptual

Represents the creative vision of the artist.

Food

Of ingredients, preparation, presentation, venues, food service locations, etc.

Landscape

Of outdoor and/or nature settings.

Live Events

Of concerts, rallies, real-time, etc.

Music / Entertainment

Of entertainers, performers, concerts, celebrities, sporting events, etc.

Photojournalism

Visual storytelling.

**Portraiture**

Captures the personality of a subject.

Products / Commercial

For use in catalogues, brochures and advertising.

Sports / Recreation

Of athletic or outdoor events, competitions, in-action, etc.

Travel / Tourism

Of landscapes, people, cultures, customs and history.

Wildlife

Of plants and animals in their natural habitat.

Self-Promotion

For its creator's own business, services, or products.

Book

Book or book jacket.

Magazine Cover / Newspaper Front Page

Images on covers.

Magazine / Newspaper

Interior images.

Wildcard

Unique photography that lives outside of the aforementioned categories.



MOTION

Cinema Trailer

Preview of a film.

Title Sequences

Design of identity and credits.

Television Identities / Teasers

Promotions, introductions, openings, previews, bumpers, interstitials, etc.

Music Video

Commercial video featuring a performance of a song.

Innovation

New techniques and/or technologies within the industry.

CRAFT IN MOTION

Cinematography

Movement of the camera, framing, lighting and filming choices.

Direction

Concept and execution.

Editing

Timing of film segments.

Typography

In or overlaid on the moving image.

Special Effects

Digital and physical.

Motion Graphics

Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.

Animation / Animated Logo

Simulation of movement created by displaying sequential frames.

Sound

Use of audio in tandem with visuals.



CRAFT IN GAMING

Motion Graphics

Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.

Animation

Simulation of movement created by displaying sequential frames.

Special Effects

Digital and physical.

Sound

Use of audio in tandem with visuals.

Direction

Game concept and execution.

Cinematography

Movement of the camera, framing, lighting and filming choices.



INTERACTIVE

Websites

Desktop and mobile sites.

Campaign Site

A dedicated sub-site (not the brand's official page).

E-Commerce Site

To facilitate any transaction.

Self-Promotion Site

For its creator's own business, services, or products.

Data Visualization

To clarify complex information.

Interactive Film

Requires viewer's participation.

Augmented Reality / Virtual Reality

Computer generated environment with which one can interact.

Games for Web or Social Media

Interactive program for one or more players.

Games for Console Platforms

Console based interactive program for one or more players.

Innovation

New techniques and/or technologies within the industry.



CRAFT IN DIGITAL

Art Direction

Design and interaction of all visual elements.

Copywriting for Digital

Written content.

Sound Design

Use of audio in tandem with visuals.

Use of Technology

New or existing digital technologies.

Content Strategy

Planning, development, and management of written or visual content.

APPS

Education / Reference

To grow and expand educational content and resources.

Games / Entertainment

For leisure and recreation.

GPS / Location Technology

Location-based information in real-time.

Lifestyle

Articles, reviews, tips, etc. on any aspect of life.

Services / Utilities

Tools and programs.

Sports

Includes news, stats, games, player info, etc.

Wildcard

Unique app that lives outside of the aforementioned categories.



DIGITAL EXPERIENCES

Installation

Site-specific or fabricated environments.

Event

Temporary installation in tandem with a live-event (concert, product launch, etc.).

Guerrilla / Stunts

Unconventional use of digital marketing.

Responsive Environments

Immersive experiences that combine cutting-edge design and digital technology.



ART DIRECTION

Digital

Design and visual style of all digital elements.

Mobile

Design and visual style of all digital elements.

Motion

Design and visual style of all elements.

Press / Print Advertising

Design and visual style of all elements.

Poster Advertising

Design and visual style of all elements.

BRANDED CONTENT & ENTERTAINMENT

TV / Film

Brand integration into the content, airing on network or cable TV.

Online Video - Short Form

Brand integration into the content, executed through digital web commercials that are shorter than 5 minutes.

Online Video - Long Form

Brand integration into the content, executed through digital web commercials that are 5 minutes or longer.

Web Series

Brand integration into the content, executed through multiple connected installments.

Games

Brand integration into the content of a game.



CRAFT IN VIDEO

Special Effects

Digital and physical.

Direction

Concept and execution.

Editing

Timing of film segments.

Cinematography

Movement of the camera, framing, lighting and filming choices.

Title Design

Design of identity and credits.

CRAFT IN WRITING

Press

Written content in print advertising.

Out of Home

Written content in poster/billboard advertising.

Broadcast for TV / Film / Video

Written/spoken content in broadcast/film/video advertising.

PROMOTIONAL MATERIALS

Flat

Posters, postcards, or other print media.

Dimensional

3-D, physical piece of advertising.

Point of Purchase Display

Display and/or installation at point of sale.



TELEVISION / FILM / ONLINE VIDEO COMMERCIALS

Television Commercial

Aired on a cable or broadcast network.

Television Commercial Under USD\$100K

Aired on a cable or broadcast network, produced for under USD\$100K.

Film Commercial

Screened in movie theaters.

Online Commercial

Distributed online.

Cinema Trailer

Preview of a film.

Public Service / Non-Profit

Created for a non-profit organization, screened on TV / film / online.

PRESS

Magazine

Trade and/or consumer.

Newspaper

Trade and/or consumer.

Public Service / Non-Profit

Created for a non-profit organization.



RADIO

Commercial

Audio-only.

Public Service / Non-Profit

Created for a non-profit organization, streamed online or broadcast.

Wildcard

Unique radio content that lives outside of the aforementioned categories.

CRAFT IN RADIO

Sound Design

Use of audio.

Copywriting

Written content for radio.

POP-UPS

Events

Temporary installation in tandem with a live-event (concert, product launch, etc.).

Installations

Site-specific or fabricated environments.

Stunts / Guerrilla

Special events in public spaces, flash mobs, special stunts.

Immersive

Experiential indoor or outdoor installations.



OUT OF HOME

Print or Electronic Billboards

Printed or digital ambient media.

Public Service / Non-Profit

Created for a non-profit organization.

Transit

Appears in or around any mode of public transportation.

Point of Purchase

Display and/or installation at point of sale.

Posters

Indoor or outdoor.



INTEGRATED

Integrated

Incorporating multiple media.



ADC BLACK CUBE

To earn an ADC Gold Cube is a grand achievement, but if a jury deems a Gold Cube winning entry to stand above all others, it may elect to award the entry the elusive **ADC Black Cube** for Best In Show.

DESIGNISM

The **ADC Designism Cube** is a highly coveted honor awarded only to non-profit efforts. Winning entries not only meet peerless creative standards, but they must also encourage positive societal and political change. Entrants may pay a single, one-time fee to have all qualifying entries considered for this award.

'OF THE YEAR' HONORS

Cumulative awards are also presented in the following categories:

Network of the Year

Advertising Agency of the Year

Design Team of the Year

Digital Agency of the Year

Production Company of the Year

Client of the Year

School of the Year



ENTRY FEES

Illustration

Single \$150

Series \$200

Photography

Single \$150

Series \$200

Freelance Illustration

Single \$100

Series \$150

Freelance Photography

Single \$100

Series \$150

Print / Package Design / Product Design

Single \$250

Series \$300

Motion

Single \$250

Campaign \$300

Digital

Single \$375

Integrated

\$700



Radio

Single \$450

Campaign \$600

TV / Sound Design

Single \$450

Campaign \$600

Print Advertising

Single \$450

Campaign \$600

Student

\$35 (single or campaign)

Schools entering the work of 10 or more students, or individual students entering 10 or more pieces, will pay \$25 per entry.



EARLY BIRD DEADLINE

Enter your work and check out on or before this deadline and receive 10% off your ENTIRE order!
December 23, 2016 (professional entries only)

DEADLINE FOR ALL CATEGORIES:

January 31, 2017

All entries submitted after their deadlines will be subject to late fees
(late fees may apply starting February 1, 2017)

ELIGIBILITY:

All entries have been initially printed, published, aired or broadcast between
February 8, 2016 – February 6, 2017, in any country.



For more detailed awards information and instructions, as well as to enter please visit:
adcglobal.org

THE ART DIRECTORS CLUB

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