



# **2021 ENTRY GUIDE**



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## ABOUT

The ADC Annual Awards, part of The One Club for Creativity, is the oldest continuously running, non-profit industry award show in the world. Now heading into its incredible 100th year, these Awards celebrate the very best in advertising, digital media, graphic and publication design, packaging and product design, motion, experiential and spatial design, photography, illustration and fashion design all with a focus on artistry and craftsmanship.

The ADC Annual Awards also offers a tiered pricing structure designed to make it easier for smaller agencies, studios and freelancers to participate. Larger companies pay the standard entry fee; smaller shops get a discount on entries (amount varies by discipline) and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

Outstanding entrants are selected by highly respected juries, and honored with coveted Gold, Silver and Bronze Cubes, presented at the Annual Awards Gala. Beyond these Cubes, however, ADC Annual Awards winners join a rich legacy of past honorees that include some of the most influential artists of the past century.

## ADC 100 CELEBRATION

On August 13, 2020, the 100th anniversary date of the incorporation of the Art Directors Club of New York, ADC launched a year-long ADC100 centennial celebration, kicked off with a special identity and online historic timeline developed by multi-specialty creative studio C&G Partners, New York.

The ADC100 program will provide rare insights into the observations and human exchanges of the creative community throughout the past century. Serialized monthly content will trace the history of ADC, and by extension tell the story of how the design and advertising professions evolved during major global events including recessions, world wars and shifts in consumer lifestyles.

The Art Directors Club, known as ADC, was the first global organization to celebrate and award leaders in creative communications. Founded in New York by Louis Pedlar on August 13, 1920, the club was established to ensure advertising was judged by the same stringent standards as fine art.

The ADC Annual Awards is the world's longest continuously running awards program recognizing global excellence in craft and innovation in all forms of design and advertising.



# KEY DATES

## REGULAR DEADLINE FOR SUBMISSIONS

Friday, March 12, 2021

## FIRST EXTENDED DEADLINE

Friday, March 19, 2021

**Note:** Please note that the fee for each entry completed in the system between March 13 - March 19 will increase by \$50.

## FINAL EXTENDED DEADLINE

Friday, March 26, 2021

**Note:** Please note that the fee for each entry completed in the system between March 20 - March 26 will increase by \$75.

## PAYMENT

All offline payments must reach The One Club within 15 business days of the invoice date.

## FINALISTS ANNOUNCED

May 2021

All work that has won a Cube or Merit is considered a Finalist. The specific type of award will be publicly revealed at ADC 100th Annual Awards show.

## ADC 100TH ANNUAL AWARDS

Date TBD

Due to the uncertainty of the Coronavirus pandemic the date for the ADC 100th Annual Awards is to be determined. It is our greatest hope to hold the celebration in person. The date for the celebration, whether in-person, virtual, or both will be announced in 2021.



## ELIGIBILITY PERIOD

All entries must have been printed, published, aired or broadcast for the first time in any country between the dates listed below. Due to the the Coronavirus pandemic, the entry period has been extended.

### Eligibility Dates

**January 1, 2020 - March 26, 2021**

## RULES + REGULATIONS

- ◇ Entries must be submitted by industry professionals only.
- ◇ Work produced on behalf of The One Club for Creativity and its programming, including The ADC Annual Awards, One Show, Young Ones, etc. is not eligible.
- ◇ All entries become the property of The One Club for Creativity, Inc. and will NOT be returned.
- ◇ 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.
- ◇ If you were unable to enter work into the ADC 99th Annual Awards due to Covid-19, please contact [adcawards@oneclub.org](mailto:adcawards@oneclub.org).

## NON-COMPLIANCE

The One Club for Creativity reserves the right to review all entries questioned during the judging process.



## THE JUDGING PROCESS

A group of international judges will select the winning submissions of The ADC 100th Annual Awards. These creative directors, art directors, designers and copywriters represent the expanded international scope of The One Club for Creativity.

All work, whether broadcast, print, interactive or design is judged in anonymity. This allows even the smallest agencies and freelancers to be on equal competitive footing with worldwide giants.

## JUDGING CRITERIA

The ADC 100th Annual Awards prestigious lists of judges are given a rather difficult mission: to seek out and reward the world's most forward-thinking work in craft, design and innovation. The judges select work they would have been proud to do themselves.

## ADC CUBES + MERITS

Finalists will receive one of four awards.

Gold, Silver, and Bronze cubes will be awarded in all disciplines. Cube winners will be presented during the ADC 100th Annual Awards winners showcase. All Cube winners will be published in the online Archives.

Merit awards will be awarded in all disciplines and will be published in the online archives.



# SPECIAL AWARDS

Beyond the coveted Gold, Silver and Bronze Cubes, the ADC 100th Annual Awards also presents special honors for entrants that stand above even those prestigious accolades.

## **FREELANCER OF THE YEAR**

This year in partnership with Working Not Working, all ADC 100th Annual Awards Gold Cube-winning entries submitted through the freelance level of the show's tiered pricing structure will be judged again by a separate jury that includes the WNW community. This jury will determine the top entrant, who will receive this honor during the ADC 100th Annual Awards.

## **DESIGNISM**

Designism awards work that not only meets peerless creative standards, but also encourages positive societal and political change. The top scoring Gold Cube winning entrants across all Design for Good categories — as selected by their respective juries — will be brought together to be judged across all juries as a whole. The best entry will be awarded the ADC Designism Cube.

## **BEST OF DISCIPLINE**

After each jury selects its Gold, Silver and Bronze Cube winners, they will then choose which Gold Cube winner stands above all others within their discipline. This entry will be named Best of Discipline.

## **ADC BLACK CUBE / BEST OF SHOW**

Once selected, all Best of Discipline winners will be grouped together and judged one final time, this time by a combination of all juries. The entrant with the most votes will receive the coveted ADC Black Cube for Best of Show.



## RANKINGS

The ADC Rankings provides a cumulative list of companies and individuals based on points earned from their winning entries. The rankings are determined by the number of Gold, Silver, Bronze and Merit awards won.

### CREATIVE RANKINGS

Individuals are ranked within each specific creative title as well as a full list of all individuals, regardless of title. Please note that if an individual is credited with a title of "Other" they will not be ranked.

### COMPANY RANKINGS

Companies earn rankings points from the winning entries on which they are credited as a Primary or Secondary company. Specific Company Types are separated into different rankings lists (Agency, Production Company, etc.).

### NETWORKS AND HOLDING COMPANIES

Networks and Holding Companies are ranked from the cumulative points earned by their individual network offices.

### CLIENT RANKINGS

Clients are ranked from the cumulative points earned by their brand on individual winning works, regardless of agency, production company, studio, or freelancer.

### REGIONAL RANKINGS

Global Regions are ranked from the cumulative points earned by the individual countries represented on winning entries. Countries are grouped into the following regions:

Asia Pacific  
Europe  
Latin America  
Middle East & Africa  
North America

### GLOBAL RANKINGS:

Creatives and Companies achieve a One Club Global Ranking with their combined ADC Annual Awards and One Show rankings points.





# CUMULATIVE AWARDS

Cumulative awards are presented in the following categories:

## **NETWORK OF THE YEAR**

Network of the Year is awarded to the year's highest-scoring agency network across all disciplines.

## **AGENCY OF THE YEAR**

Agency of the Year is awarded to the year's highest-scoring agency.

## **BOUTIQUE AGENCY OF THE YEAR**

Boutique Agency of the Year is awarded to the year's highest-scoring small agency made up of 50 or fewer employees.

## **DESIGN TEAM OF THE YEAR**

Design Team of the Year is awarded to the year's highest-scoring design firm.

## **BOUTIQUE DESIGN STUDIO OF THE YEAR**

Boutique Design Studio of the Year is awarded to the year's highest-scoring small design firm made up of 20 or fewer employees.

## **IN-HOUSE AGENCY OR STUDIO OF THE YEAR**

In-House Agency or Studio of the Year is awarded to the year's highest scoring in-house team.

## **PRODUCTION COMPANY OF THE YEAR**

Production Company of the Year is awarded to the year's highest-scoring production house.

## **CLIENT OF THE YEAR**

Client of the Year is awarded to the year's highest-scoring client.



## TIERED PRICING

The ADC Annual Awards is pleased to offer tiered pricing to make it easier for smaller agencies, studios and freelancers to participate. Larger companies pay the standard entry fee; smaller shops get a discount on entries (amount varies by discipline) and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

## DESIGN DISCIPLINES

Brand / Communication Design, Experiential Design, Fashion Design, Illustration, Packaging Design, Photography, Product Design, Publication Design, Spatial Design, Typography

- ♦ **Freelance:** 1 Employee
- ♦ **Small Design Studio:** 2-20 Employees
- ♦ **Large Design Studio:** 21+ Employees

## ADVERTISING & MOTION DISCIPLINES

Advertising, In-House, Integrated, Interactive, Motion/Film/Gaming Craft

- ♦ **Freelance:** 1 Employee
- ♦ **Small Agency or Production Company:** 2-50 Employees
- ♦ **Large Agency or Production Company:** 51+ Employees



## ALL ENTRIES

All entrants must submit media for judging through the ADC online entry system. Please see the category pages for details on the submission options available for each category.

### IMPORTANT NOTE

Due to the Coronavirus pandemic, the ADC 100th Annual Awards unfortunately cannot accept physical entries. All submission materials must be entered digitally through the online entry system.

### REFERENCE IMAGES

All entries require reference images. The images will appear in the Entry Showcase and may be used by ADC for promotional purposes. The jury may see these images, however they will not be judged.

### THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

## JUDGING MEDIA

### IMAGES

- ♦ Art Work Image: Original Content
- ♦ Project Image: In-Situ, Project Board, Close-Ups, Etc.

### VIDEOS

- ♦ Content Video: Original Content
- ♦ Project Video: Demo, Case Study, Un-Boxing Video, Flip Through (For Publications), Trailer, Behind the Scenes, Etc.

### URL

- ♦ URL to Website: Original Content
- ♦ Project Website: URL to Full Length Film or Project Site Including Images and Video

### PDF

- ♦ Publication: Full Book, Magazine, Newspaper, Promotional Publication, Etc.
- ♦ Project PDF: Images and Text Providing Details About the Project

### Audio

- ♦ Content Audio: Original Content



## REFERENCE IMAGES

All entries require reference images. The images will appear in the Entry Showcase and may be used by ADC for promotional purposes. The jury may see these images, however they will not be judged.

### NOTE

If digital images are submitted as the primary judging media, they will also be used as the reference images. There is no need to upload the images twice.

### CONTENT

- ◇ The reference images should reflect the content of your entry
- ◇ For videos and URLs the reference may consist of high-res stills

### DIMENSIONS

- ◇ The longest side of each image should be at least 2400 pixels long
- ◇ The longest side of each image must be a maximum of 4800 pixels long

### FILE SIZE

- ◇ Each file must be no larger than 5 MB

### FORMAT

- ◇ Each file must be a high-res JPEG or PNG
- ◇ Each file should be RGB color mode



## DIGITAL IMAGES

Please follow these specs for all digital image entries. Please refer to the category pages for the number of images accepted.

### CONTENT

- ◇ Art Work Image: Original Content
- ◇ Project Image: In-Situ, Project Board, Close-Ups, Etc.

### DIMENSIONS

- ◇ The longest side of each image should be at least 2400 pixels long
- ◇ The longest side of each image must be a maximum of 4800 pixels long

### FILE SIZE

- ◇ Each file must be no larger than 5 MB

### FORMAT

- ◇ Each file must be a high-res JPEG or PNG
- ◇ Each file should be RGB color mode



## VIDEOS

Please follow these specs for all video entries. Please refer to the category pages for the number of files accepted.

### CONTENT

- ◇ Content Video: Original Content
- ◇ Project Video: Demo, Project Video, Flip Through (For Publications), Trailer, Behind the Scenes, Etc.

### ASPECT RATIO + RESOLUTION

- ◇ 1920 × 1080 is preferred and recommended
- ◇ Minimum resolution of 1280 × 720
- ◇ All videos must be submitted in 16×9 format
- ◇ Other aspect ratios will automatically have black pillars added after uploading the video into the online system

### FORMAT

- ◇ .MOV or .MP4
- ◇ H.264 compression
- ◇ Audio compression must be AAC

### FILE SIZE

- ◇ The maximum size is 100MB

### LENGTH REQUIREMENTS

- ◇ Project Videos: 2 minute length maximum
- ◇ Content Videos: 5 minute length maximum
- ◇ Feature Length Content Videos: 2 minute trailer + link to feature length film

### NOTES

- ◇ Please do not include color bars or tone
- ◇ Please do not include company information for work that is not self-promotional



## URLS

Please follow these requirements for URL submissions.

### ALL ENTRIES

- ◇ Please ensure that all URLs are active
- ◇ URL links should remain unchanged through June 2021

### URL TO WEBSITE

- ◇ Original Content
- ◇ Please do not link to video streaming sites for video submissions 5 minutes or less. Instead please submit .MOV or .MP4 files for these submissions

### PROJECT WEBSITE

- ◇ Landing pages featuring Project Video information are accepted
- ◇ For Long Form and Full Length video categories, a URL may be submitted to a content video hosted online through a streaming site

### NOTES

- ◇ If a password is required, please provide the password through the entry system
- ◇ App download links are accepted in several categories. This is supporting media and may be downloaded and installed by the jury at their own discretion



## PDF

Please follow these requirements for PDF submissions.

### CONTENT

- ◇ Publication: Full Book, Magazine, Newspaper, Promotional Publication, Etc.
- ◇ Project PDF: Images and Text Providing Details About the Project

### PUBLICATION

- ◇ Original content as the publication appeared in print or digitally
- ◇ For a series, please include one PDF per element of the series (for example, a series of 3 books should include 3 separate PDFs)

### PROJECT PDF

- ◇ May include images, graphics and text related to the project





## AUDIO

Audio submissions will be accepted through upload on the entry site.

### FILE SIZE

- ◇ The maximum file size is 100MB

### FORMAT

- ◇ MP3 audio files are accepted

### NOTES

- ◇ Please omit company information for entries that are not self-promotional
- ◇ Please do not include audio slates



## Art Direction - Digital / Motion

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Digital								
ADV-101	Craft in visual communication executed through interactive or mobile platforms.	1	URL and / or Project Video	1	1	100	300	450
Motion								
ADV-102	Craft in visual communication executed through motion image.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100	300	450

## Art Direction - Direct

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-50	51+	
Direct								
ADV-103	Craft in visual communication intended for and distributed to a specific audience.	1 for Single OR 2-10 for Series	Project Video and / or Art Work Image(s)	1 Video and / or 1-3 Images	1 Single	100 Single	300 Single	450 Single
ADV-104				Single or 2-10 Images Series	2- 10 Series	150 Series	450 Series	600 Series

## Art Direction - Press / Poster

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Poster Advertising								
ADV-105	Craft in the overall visual communication of a single or series of posters.	Art Work Image(s)	1 Single	1 Single	100 Single	300 Single	450 Single	
ADV-106			2- 10 Series	2- 10 Series	150 Series	450 Series	600 Series	
Press / Print Advertising								
ADV-107	Craft in visual communication executed through a press or print.	Art Work Image(s)	1 Single	1 Single	100 Single	300 Single	450 Single	
ADV-108			2- 10 Series	2- 10 Series	150 Series	450 Series	600 Series	



## Branded Content / Entertainment - Games

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
Games							
ADV-109	Brand integration into the content of a game.	1	URL and / or Project Video	1	100	300	450

## Branded Content / Entertainment - Online Video

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
	Long Form						
ADV-110	Brand integration into the content of a web commercial that is 5 minutes or longer.	1	Content Video	1	100	300	450
	Short Form						
ADV-111	Brand integration into the content of a web commercial that is 5 minutes or shorter.	1	Content Video	1	100	300	450

## Branded Content / Entertainment - TV / Film

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
TV / Film								
ADV-112	Brand integration into content aired on television or streaming platform.	1-5	Content Video(s)	1-5	1-5	100	300	450

## Branded Content / Entertainment - Episodic

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Web Series								
ADV-113	Brand integration into content executed through multiple connected installments.	2-5	Content Video(s)	2-5	2-5	150	450	600

Craft in Video

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Animation								
ADV-114 ADV-115	Simulation of movement created by displaying sequential frames.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Cinematography								
ADV-116	Movement of the camera, framing, lighting and filming choices.	1-5	Content Video(s)	1-5	1-5	100	300	450
Direction								
ADV-117 ADV-118	Overall creative visualization and realization of a single video.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Editing								
ADV-119	Structure and timing of shots.	1-5	Content Video(s)	1-5	1-5	100	300	450
Sound Design								
ADV-120	The process of specifying, acquiring, manipulating or generating audio elements for video.	1-5	Content Video(s)	1-5	1-5	100	300	450
Special Effects								
ADV-121	Simulation of imagery.	1-5	Content Video(s)	1-5	1-5	100	300	450
Title Design								
ADV-122	Design of identity and credits for television, film, streaming or online broadcast.	1	Content Video	1	1	100	300	450



## Craft in Writing

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
ADV-123	<b>Direct</b> Artistry in writing for a targeted advertisement.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450
ADV-124	<b>TV / Film / Video</b> Artistry in writing for video.	1-5	Content Video(s)	1-5	1-5	100	300	450
ADV-125	<b>Online / Social</b> Artistry in writing for online or social content.	1-5	URL and / or Project Video	1	1	100	300	450
ADV-126	<b>Outdoor</b> Artistry in writing for out of home advertising.	1-10	Art Work Image(s)	1-10	1-10	100	300	450
ADV-127	<b>Press</b> Artistry in writing for press advertising.	1-10	Art Work Image(s)	1-10	1-10	100	300	450

## Direct

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Digital								
ADV-128 ADV-129	Targeted advertising utilizing an interactive platform.	1 for Single OR 2-10 for Series	URL and / or Project Video	1	1	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Mail								
ADV-130	Targeted advertising distributed via physical or digital mail.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450
Wildcard								
ADV-131	Targeted advertising Series distributed via alternative means.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450



## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	Branded Content / Entertainment							
ADV-132	Branded Content / Entertainment that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Direct							
ADV-133	Direct advertising that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Out of Home							
ADV-134	Out of home advertising that pushes creaiive boundaries.	1-5	Project Video	1	1	100	300	450
	Press							
ADV-135	Press advertising that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Promotional Materials							
ADV-136	Promotional materials that push creative boundaries.	1-10	Project Video	1	1	100	300	450
	Television / Film / Online Video							
ADV-137	Television, film and online video content that buses creative boundaries.	1-5	Project Video	1	1	100	300	450

## Out of Home

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	Point of Purchase							
ADV-138	Promotion/s placed at the point-of-sale. May include posters, signage, displays, etc.	1-10	Art Work Image(s)	1-10	1-10	100	300	450
	Poster							
ADV-139 ADV-140	Branded poster/s intended to promote a service or product.	1 for Single OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
	Print / Electronic Billboard							
ADV-141 ADV-142	Printed or digital ambient media.	1 for Single OR 2-10 for Series	Artwork Image(s) or Project Video	1 Image Single or 2-10 Image(s) Series or 1 Video	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
	Transit							
ADV-143 ADV-144	Appears in or around any mode of public transportation.	1 for Single OR 2-10 for Series	Artwork Image(s) or Project Video	1 Image Single or 2-10 Image(s) Series or 1 Video	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series



## Press

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Magazine								
ADV-145 ADV-146	Advertising distributed within a trade or consumer magazine.	1 for Single OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Newspaper								
ADV-147 ADV-148	Advertising distributed within a trade or consumer newspaper.	1 for Single OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series

## Promotional Materials

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
ADV-149	<b>Dimensional</b> 3-D, physical piece of advertising.	1-10	Project Video and / or Project Image(s)	1 Video and / or 1-10 Images	1-10	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
ADV-150	<b>Flat</b> Posters, postcards, or other print media.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
ADV-151	<b>Point of Purchase Display</b> Display and/or installation at point of sale.	1-10	Project Video and / or Project Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450

## Television / Film / Online Video

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
ADV-152	<b>Movie Trailer</b> Preview of a film.	1	Content Video	1	1	100	300 450
ADV-153 ADV-154	<b>Film</b> Screened in movie theaters.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series
ADV-155 ADV-156	<b>Online</b> Distributed online.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series
<b>Television Low Budget</b>							
ADV-157	Aired on a cable or broadcast network, produced for under USD\$100,000.	1-5	Content Video(s)	1-5	1-5	100	300 450
ADV-158 ADV-159	<b>Television</b> Aired on a cable or broadcast network.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series



## Branding

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
BCD-101	<b>Annual Report</b> Overall design in an annual report.	1	URL or Project Video or Publication PDF or Art Work Image(s)	1 for Video or PDF 1-50 for Image(s)	1	100	200	250
BCD-102	<b>Branding Systems / Identities - Digital</b> Communication of brand identity utilizing digital mediums. May include assets for web, mobile, or any other interactive platform.	2-10	Project Video and / or URL	1	1-10	150	250	300
BCD-103	<b>Branding Systems / Identities - Integrated</b> Communication of brand identity utilizing multiple mediums. May include digital, print, video and/or interactive assets.	2-10	Project Video and / or URL	1	1-10	150	250	300
BCD-104	<b>Branding Systems / Identities - Print</b> Communication of brand identity utilizing print mediums. May include posters, print ads, collateral or any other physical assets.	2-10	Art Work Image(s) and / or Project Image(s) and / or Project URL	2-10	2-10	150	250	300
BCD-105	<b>Branding Systems / Identities - Television / Film / Online Networks</b> Communication of brand identity utilizing print mediums. May include posters, print ads, collateral or any other physical assets.	2-5	Project Video or Content Video	1 Project Video or 2-5 Content Videos	1-5	150	250	300
BCD-106	<b>Logo</b> A static or dynamic graphic image that identifies a company or product while also communicating the brand.	1-10	Art Work Image(s) and / or Content Video(s)	1 Single 2-10 Series	1-10	100	200	250
BCD-107	<b>Stationery</b> Communication of brand identity utilizing business cards, envelopes, letterhead, memo pads, etc.	1-10	Art Work Image(s)	1 Single 2-10 Series	1-10	100	200	250





## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Innovation								
BCD-108	Brand / Communication that pushes creative boundaries.	1 for Single OR 2-10 for Series	Project Video	1	1	100	200	250

## Posters

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
	<b>Billboard</b>							
BCD-109 BCD-110	A large scale, outdoor advertisement that is usually seen in cities or along major roadways.	1 for Single OR 2-10 for Series	Artwork Image(s) or Project Video	1 Image Single or 2-10 Image(s) Series or 1 Video	1 Single 1-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
BCD-111 BCD-112	<b>Traditional</b> Printed poster(s).	1 for Single OR 2-10 for Series	Artwork Image(s)	1 Single or 2-10 Series	1 Single 1-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	<b>Wild Postings</b>							
BCD-113 BCD-114	Posters placed in public spaces in a non-traditional way.	1 for Single OR 2-10 for Series	Artwork Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series



## Promotional

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
BCD-115	<b>Announcement / Invitation / Postcard / Greeting Card</b>						
	Print card that can be sent out, specifically relating to the brand or organization.	Art Work Image(s)	1-10	1-10	100	200	250
BCD-116	<b>Apparel</b> Design of wearable products intended to promote the brand.	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-117	<b>Booklet / Brochure / Catalog / Press Promotional Kit</b> Overall design in an informative short publication.	Publication PDF or Project Video or Art Work Image(s)	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
BCD-118	<b>Calendar</b> Printed or manufactured promotional calendar.	Project Video or Art Work Image(s)	1 Video or 1-12 Images	1-12	100	200	250
BCD-119	<b>Digital Communications</b> E-blasts, newsletters, bulletins.	Project Video or Project URL or Project Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-120	<b>Self-Promotion</b> Printed material designed to promote an advertising agency or design studio.	Project Video or Project URL or Project Image(s) or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-121	<b>Wildcard</b> Unique promotional material that lives outside of the aforementioned categories.	Project Video or Project URL or Project Image(s) or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250

## Rebranding

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
BCD-122	<b>Series</b> A change to the corporate image for an established organization or company.	Project Video or Project URL or Project Image(s)	1 Video or 1-10 Images	1-10	150	250	300



## Design for Good

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
	<b>Advertising</b>							
DFG-101 DFG-102	Advertising that encourages positive societal or political change. Includes video, out of home, press, direct advertising, etc.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series	
	<b>Brand / Communication</b>							
DFG-103 DFG-104	Brand design that encourages positive societal or political change. May include branding systems, promotional materials, posters, etc.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series	
	<b>Experiential</b>							
DFG-105	Immersive design that encourages positive societal or political change.	1-5	Project Video or Project Image(s)	1-5	1-10	100	200	250
	<b>Fashion Design</b>							
DFG-106	Fashion design that encourages positive societal or political change. Includes sustainable, eco-friendly fashion design, etc.	1 for Singles OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	200	250
	<b>Illustration</b>							
DFG-107	Illustration that encourages positive societal or political change.	1 for Single OR 2-10 for Series	Art Work Image(s)	1-10 Single 2-100 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	<b>In-House</b>							
DFG-108	Advertising created by a brand's in-house creative team that encourages positive societal or political change.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	<b>Interactive</b>							
DFG-109	Digital ad or Series that encourages positive societal or political change.	1	Project Video and / or Project URL	1	1	100	200	250
	<b>Integrated</b>							
DFG-110	A Series that crosses multiple mediums / platforms and encourages positive societal or political change.	3-10, including at least 3 different mediums	Project Video and / or Project URL	1	3-10	100	200	250
	<b>Motion / Film Craft</b>							
DFG-111	Moving image that encourages positive societal or political change.	1 for Singles OR 2-5 for Series	Content Video	1-5	3-15	100	200	250



## Design for Good

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
DFG-112	<b>Packaging Design</b> Packaging design that encourages positive societal or political change.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	200	250
DFG-113	<b>Photography</b> Photography that encourages positive societal or political change.	1-10	Art Work Image(s)	1-10	1-10	100	200	250
DFG-114	<b>Product Design</b> Product design that encourages positive societal or political change. Includes sustainable, eco-friendly products, etc.	1-10	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
DFG-115	<b>Publication Design</b> Book or editorial design that encourages positive societal or political change.	1-10	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
DFG-116	<b>Spatial Design</b> Spatial design that encourages positive societal or political change.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
DFG-117	<b>Typography</b> Typographic design that encourages positive societal or political change.	1-10	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	200	250



## Digital Experiences

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
EXP-101	<b>Augmented / Mixed Reality</b>						
	Experiences that mix real and digital elements.	Project Video and / or URL	1	1	100	300	450
EXP-102	<b>Responsive Environments</b>						
	Immersive experiences that combine cutting-edge design and digital technology.	Project Video	1	1	100	300	450
EXP-103	<b>Virtual Reality</b>						
	Computer generated environment intended to create a completely immersive experience.	Project Video and / or URL	1	1	100	300	450

## Environmental Design

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
EXP-104	<b>Exhibition Design</b>						
	Design of a physical space to convey a story, theme or topic.	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-105	<b>Interior Design</b>						
	A project highlighting the design and coordination of an interior space.	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-106	<b>Mural</b>						
	Large-scale design applied to a permanent surface. May include indoor or outdoor murals.	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
EXP-107	<b>Retail / Restaurant</b>						
	May include the interior and/or exterior design of a retail or restaurant space.	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-108	<b>Wayfinding Systems</b>						
	Informational systems that guide people through a physical environment.	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-109	<b>Window Display / Merchandising</b>						
	Themed and seasonal windows, retail installations, building wrappings, projections, window decals and visual merchandising.	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450



## Environmental Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
EXP-110	Work / Public / Community Spaces							
	May include the interior and exterior design of a workplace or public building.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450

## Experiential Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
EXP-111	<b>Guerrilla / Stunt</b>							
	Special events in public spaces. May include flash mobs, special stunts, etc.	1	Project Video	1	1	100	300	450
EXP-112	<b>Installations</b>							
	Permanent or semi-permanent environment specific to the site.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
EXP-113	<b>Live Event</b>							
	Events intended to promote a brand. May include concerts, product launches, etc.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
EXP-114	<b>Placemaking</b>							
	A public installation or landmark which defines the space around it.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450



## Craft

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
<b>Illustration</b>	1 for Single OR 2-12 for Collections	Art Work Image(s)	1-12	1-12	100	150	200
FSN-101	The illustrated concept for a design.						
<b>Patterns / Textiles</b>	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-102	Creation of the concept or the design of the garment's material.						
<b>Use of Technology</b>	1 for Singles OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-103	Creative use of technology in fashion design.						

## Sustainable / Eco-friendly Fashion

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
<b>Sustainable / Eco-Friendly</b>	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-104	Ethical clothing design that inflicts little to no harm on the environment.						

## Innovation

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
<b>Innovation</b>	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-105	Fashion design that pushes creative and technical boundaries.						

## Promotional Apparel

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
<b>Promotional Apparel</b>	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-106	Fashion design that promotes a brand and / or marketing Series.						

Traditional

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
FSN-107	<b>Single</b> Design of a single garment.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-108	<b>Collection</b> Seasonal production of different styles within a line for the same company.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	150	200	250
FSN-109	<b>Footwear</b> Design of footwear. May include sneakers, heels, flats, etc.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-110	<b>Accessories</b> Design of jewelry and accessories. May include handbags, hats, belts, etc.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200





## Illustration

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
<b>Animation</b>								
ILT-101 ILT-102	Simulation of movement created by displaying sequential frames.	1 for Singles OR 2-10 for Series	Content Video	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-103 ILT-104	<b>Book</b> Book or book jacket.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Art Work Images	1 Video or 1 PDF or 1-100 Images	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
<b>Comic Book / Graphic Novel</b>								
ILT-105 ILT-106	Comic art in sequential juxtaposed panels.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Art Work Images	1 Video or 1 PDF or 1-100 Images	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-107 ILT-108	<b>Digital</b> Digital illustrations.	1 for Singles OR 2-10 for Series	Art Work Image(s) or Content Video(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-109 ILT-110	<b>Editorial - Front Page</b> Images on covers.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-111 ILT-112	<b>Editorial - Spread</b> Interior images.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-113	<b>Innovation</b> Illustration that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Art Work Image(s) or Project Video	1 Video or 1-10 Images	1-10	100	150	200
ILT-114 ILT-115	<b>Mural / Graffiti / Street Art</b> Illustrated wall mural; includes graffiti and other street art.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-116 ILT-117	<b>Packaging</b> Illustration that appears on bottles, boxes, cans, wrappings, etc.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-118 ILT-119	<b>Personal / Unpublished</b> Illustration created for one's personal experimentation, not for a client or brand.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-120	<b>Permanent / Temporary Tattoos</b> Illustrated images, patterns or words.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1 Single 2-10 Series	100	150	200
ILT-121 ILT-122	<b>Promotional / Collateral</b> illustration that appears on a marketing piece.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	150 Single 200 Series
ILT-123 ILT-124	<b>Wildcard</b> Unique illustration that lives outside of the aforementioned categories.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series



## Advertising

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory		Elements	Type	Files		Freelancer	2-50	51+
INH-101	<b>Art Direction</b> Craft in visual communication.	1-10	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1-5 Videos or 1-10 Images	1-10	100	300	450
INH-102	<b>Branded Content / Entertainment</b> Brand integration into the content of a game, video, website, etc.	1-5	Project Video or Content Video(s) or Project URL	1-5	1-5	100	300	450
INH-103	<b>Craft in Writing</b> Artistry in writing for an advertising campaign.	1-10	Project Video or Content Video(s) or Art Work Image(s)	1-10	1-10	100	300	450
INH-104	<b>Direct</b> Targeted advertising campaign.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-105	<b>Out of Home</b> Outdoor advertising.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-106	<b>Promotional Materials</b> Physical advertising materials that are either flat or 3-D.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-107	<b>Television / Film / Online Video</b> Video advertising.	1-5	Content Video(s)	1-5	1-15	100	300	450

## Brand / Communication Design

			Submission Media		Reference	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files	Images	Freelancer	2-50	51+
INH-108	Branding							
	Communication of brand identity utilizing digital, print, video and/or interactive assets.	2-10	Project Video or Project PDF or Art Work Image(s) or Project URL	1 Video or 1 PDF or 2-10 Images	2-10	100	300	450
INH-109	Posters							
	Promotion of a brand, product or event posted in a public place.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	2-10	100	300	450
INH-110	Promotional Materials							
	Design of materials intended to promote a brand.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450
INH-111	Packaging Design							
	Design of packaging inteded to promote a brand.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450
INH-112	Product Design							
	Design of product/s to be sold by a brand to costumers.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450



## Experiential Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INH-113	<b>Consumer Experience</b> Interaction between a consumer and a brand.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
INH-114	<b>Digital Experiences</b> Design of consumer experiences through a digital interface. May include immersive, virtual reality, augmented, or mixed reality experiences.	1	Project Video and / or URL	1	1	100	300	450
INH-115	<b>Environmental Design</b> Design of a physical space.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
INH-116	<b>Guerrilla Marketing / Stunt</b> Special events in public spaces. May include flash mobs, special stunts, etc.	1	Project Video	1	1	100	300	450
INH-117	<b>Installations</b> Permanent or semi-permanent environment specific to the site.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-118	<b>Live Event</b> Events intended to promote a brand. May include concerts, product launches, etc.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-119	<b>Placemaking</b> A public installation or landmark which defines the space around it.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450

## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Single or Series								
INH-120	Design that pushes creative and technical boundaries.	1-10	Project Video	1	1	100	300	450

## Integrated

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INH-121	<b>Integrated</b> A campaign that crosses multiple mediums and platforms.	3-10 including at least 3 different mediums	Project Video and / or Project URL	1	1-10	100	300	450



## Interactive

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
AR / VR								
INH-122	An app that uses AR, VR or MR as a primary feature.	1	Project Vidoe and / or Project URL	1	1-5	100	300	450
Data Visualization								
INH-123	Visual contextualization of information.	1	Project Vidoe and / or Project URL	1	2-10	150	300	450
E-Commerce								
INH-124	Design of an online platform utlizlied to facilitate any transaction.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Games								
INH-125	Design of an interactive program for one or more players.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Online / Mobile Websites								
INH-126	Design of desktop and mobile websites.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Social Media								
INH-127	Social media campaign utlizing Instagram, Tik-Tok, Snapchat, Twitter, Facebook or any other social media platform.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
UX / UI								
INH-128	The user experience or interactive design for a website, app or other digital medium.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450



## Motion / Film Craft

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Direction								
INH-129	Overall creative visualization and realization of a single video or video series.	1-5	Content Video(s)	1-5	1-5	100	300	450
Editing								
INH-130	Structure and timing of shots within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	150	300	450
Cinematography								
INH-131	Movement of the camera, framing, lighting and filming choices within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450
Sound Design								
INH-132	The process of specifying, acquiring, manipulating or generating audio elements for a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450
Visual Effects								
INH-133	Simulation of imagery within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450

Integrated

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Traditional								
ITG-101	Judged firstly on traditional media with support by other media types.	3-10, including at least 3 different mediums	Project Video and / or Project URL	1	1-10	150	100	700
Digital								
ITG-102	Led by interactive and digital supported by traditional media.	3-10, including at least 3 different mediums	Project Video and / or Project URL	1	1-10	150	100	700

Innovation

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Innovation								
ITG-103	An integrated Series that explores new ideas, devices, or methods in its execution.	3-10, including at least 3 different mediums	Project Video and / or Project URL	1	1-10	150	100	700



## Extended Reality

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
AR / VR								
INT-101	An app that uses AR, VR or MR as a primary feature.	1	Project Video and / or Project URL	1	1	100	300	450

## Craft in Online / Mobile

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INT-102	<b>Art Direction</b> Design and interaction of all visual elements.	1	Project Video and / or Project URL	1	1	100	300	450
INT-103	<b>Content Strategy</b> Planning, development, and management of written or visual content.	1	Project Video and / or Project URL	1	1	100	300	450
INT-104	<b>Copywriting for Digital</b> Written content.	1	Project Video and / or Project URL	1	1	100	300	450
INT-105	<b>Sound Design</b> Use of audio in tandem with visuals.	1	Project Video and / or Project URL	1	1	100	300	450
INT-106	<b>Use of Technology</b> Excellence in developing and experimenting with new or existing technologies. Includes emerging technology.	1	Project Video and / or Project URL	1	1	100	300	450

## Data Visualization

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
	Data Visualization						
INT-107	A series of related apps that use AR and/or VR as a primary feature.	1	Project Video and / or Project URL	1	100	300	450



## Games

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Web / Social Media								
INT-108	Interactive program for one or more players.	1	Project Video and / or Project URL	1	1	100	300	450

## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Innovation								
INT-109	Digital advertising that pushes creative boundaries.	1	Project Video and / or Project URL	1	1	100	300	450

## Online / Mobile Websites

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INT-110	<b>Website</b> Desktop and mobile site.	1	Project Video and / or Project URL	1	1	100	300	450
INT-111	<b>Series Site</b> Dedicated sub-site, separate from a brand's main site.	1	Project Video and / or Project URL	1	1	100	300	450
INT-112	<b>E-Commerce Site</b> To facilitate any transaction.	1	Project Video and / or Project URL	1	1	100	300	450





## Social Media

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
INT-113	Facebook						
	Social media campaign on Facebook, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-114	Instagram						
	Social media campaign on Instagram, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-115	Snapchat						
	Social media campaign on Snapchat, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-116	Tik-Tok						
	Social media campaign on Tik-Tok, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-117	Twitter						
	Social media campaign on Twitter, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-118	Wildcard						
	A social media campaign utilizing an alternative social media platform.	1	Project Video and / or Project URL	1	100	300	450

## UX / UI

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	User Experience Design							
INT-119	The user experience design for a single website, app or other digital medium.	1	Project Video and / or Project URL	1	3	100	300	450
	User Interface Design							
INT-120	The user interface design for a single website, app or other digital medium.	1	Project Video and / or Project URL	1	3	100	300	450

Uncommissioned / Personal

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
Single or Series							
INT-121	Interactive design created for one’s personal experimentation, not for a client or brand.	1	Project Video and / or Project URL	1	100	300	450

Video

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
360 Video								
INT-122	A single 360 or immersive video.	1	Content Video	1-3	1-3	100	300	450
Interactive Video								
INT-123	Requires viewer's participation.	1	Content Video	1-3	1-3	100	300	450
Online Video								
INT-124	A single video viewed primarily online.	1	Content Video	1-3	1-3	100	300	450

## Craft in Motion / Film

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
	Animation							
MOT-101	Simulation of movement created by displaying sequential frames.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Animated Logo							
MOT-102	Logo simulating movement created by displaying sequential frames.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Cinematography							
MOT-103	Movement of the camera, framing, lighting and filming choices.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Direction							
MOT-104	Concept and execution.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Editing							
MOT-105	Timing and cuts of film segments.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Motion Graphics							
MOT-106	Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Special Effects							
MOT-107	Simulation of imagery.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Use of Music / Sound							
MOT-108	Use of audio in tandem with visuals.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Typography							
MOT-109	In or overlaid on the moving image.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Extended Reality							
MOT-110	Exceptional motion/film craftsmanship in a VR, AR or MR project.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250



## Motion / Film

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
MOT-111	<b>Documentary</b> Intended to document some aspect of reality, primarily for the purposes of instruction, education, or maintaining a historical record.	Content Video(s)	1-5	1-5	100	150	250
	1 for Singles OR 2-5 for Series						
MOT-112	<b>Movie Trailer</b> Preview of a film.	Content Video(s)	1-5	1-5	100	150	250
MOT-113	<b>Music Video</b> Commercial video featuring a performance of a song.	Content Video(s)	1-5	1-5	100	150	250
	1 for Singles OR 2-5 for Series						
MOT-114	<b>Narrative</b> Films or features with a brand integrated into the script, plot, or broader themes of the content. Includes fiction and non-fiction work.	Content Video(s)	1-5	1-5	100	150	250
	1 for Singles OR 2-5 for Series						
MOT-115	<b>Short Video</b>	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	150 Single 200 Series	250 Single 300 Series
MOT-116	Short film 5 minutes or less.						
MOT-117	<b>Television / VOD Promo</b>	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	150 Single 200 Series	250 Single 300 Series
MOT-118	Promotions, introductions, openings, previews, bumpers, interstitials, etc.						
MOT-119	<b>Title Sequences</b> Design of identity and credits.	Content Video(s)	1-5	1-5	100	150	250
MOT-120	<b>Unpublished</b>	Content Video(s)	1-5	1-5	100	150	250
	Motion / film content that has not been created for a client.						



## Craft in Gaming

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Animation							
MOT-121	Simulation of movement created by displaying sequential frames.	1	Project Video	1	1	100	150	250
	Cinematography							
MOT-122	Movement of the camera, framing, lighting and filming choices.	1	Project Video	1	1	100	150	250
	Direction							
MOT-123	Game concept and execution.	1	Project Video	1	1	100	150	250
	Motion Graphics							
MOT-124	Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.	1	Project Video	1	1	100	150	250
	Sound							
MOT-125	Use of audio in tandem with visuals.	1	Project Video	1	1	100	150	250
	Special Effects							
MOT-126	Simulation of imagery.	1	Project Video	1	1	100	150	250

## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Innovation								
MOT-127	Motion / Film Craft that pushes creative boundaries.	1-5	Project Video	1	1-5	100	150	250



## Beauty / Cosmetics / Personal Care

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Beauty / Cosmetics / Personal Care				1 Video or			
PKG-101	Packaging for bath products, beauty items, fragrances, lotions, skin care, etc.	1 Single	Project Video or Project Image(s)	1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-102		2-10 Series		or 2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series

## Consumer Electronics

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Consumer Electronics					1 Video or			
PKG-103	Packaging for cameras, mobile phones, personal computers, video game consoles, etc.	1 Single	Project Video or Project Image(s)	1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-104		2-10 Series		or 2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series

## Entertainment / Recreation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
PKG-105	<b>Games / Toys / Recreation</b> Packaging for games, puzzles, sports products and equipment, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250
PKG-106	<b>Media</b> Packaging for albums, cds, software, video games, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250



## Food / Beverage

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
PKG-107 PKG-108	<b>Beverage</b> Includes beer, champagne, coffee, energy drinks, soda, spirits, teas, water, wine, etc.	1 Single 2-10 Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	<b>Food</b> Includes breads, candy, canned food, cereals, chips, condiments, crackers, dairy, fruits, meat, pastas, poultry, seafood, snacks, spices, vegetables, etc.	1 Single 2-10 Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series

## Fashion / Apparel / Accessories

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PKG-111	<b>Fashion / Apparel / Accessories</b>						
	Boxes, fabric, ribbons, shopping bags, tags, tissue paper, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200

## Home / Houseware

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Home / Houseware			1 Video or 1 Image Single				
PKG-112	Packaging for cleaning products, detergents,	1 Single	Project Video or	1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-113	garden tools, housewares, small appliances, utensils, etc.	2-10 Series	Project Image(s)	or 2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series



## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-114	<b>Innovation</b> Packaging Design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250

## Pet Products

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-115	<b>Pet Products</b> Packaging for accessories, bath, food and nutrition, grooming, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	0 1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250

## Pharma / Health / Wellness

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-116	Pharma / Health / Wellness			0 1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250
	Packaging for a commercially available Health, Wellness or Pharma product or line of products.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)					



Specialty Product / Wildcard

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Specialty Product / Wildcard			1 Video or				
PKG-117	Gift sets, collectables, unique packaging narration that doesn't fit in any of our categories.	1 for Singles	Project Video or Project Image(s)	1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-118		2-10 Series		1 or 2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series

Sustainable / Eco-friendly

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
PKG-119	Sustainable / Eco-friendly Environmentally conscious packaging design.	1 for Singles 2-10 Series	Project Video or Project Image(s)	1 Video or 1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-120				2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series



## Drone / Aerial

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Drone / Aerial								
PHO-101	A photograph taken with a drone or from a flying aircraft.	1-10	Art Work	Image(s)	1-10	100	150	200

## Fashion

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Fashion								
PHO-102	Photography which is devoted to displaying clothing and fashion accessories.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-103		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Fine Art / Conceptual

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Fine Art / Conceptual								
PHO-104	Photography that	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-105	conveys the ideas of the photographer.	2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Food

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Food							
PHO-106	Photography aimed at producing attractive photographs of food for use in advertisements, packaging, menus or cookbooks.	1 for Singles	Art Work Image(s)	1 Single	100 Single	150 Single	200 Single
PHO-107		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series



## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Innovation								
PHO-108	Photography that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200

## Landscape

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Landscape							
PHO-109	Spaces within the world, sometimes vast and unending, but other times microscopic. Captures the presence of nature but can also focus on man-made features or disturbances of landscapes.	1-10	Art Work Image(s)	1-10	100	150	200

## Live Event

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Live Event								
PHO-110	Photographs of guests and occurrences at concerts, rallies, and similar events.	1-10	Art Work	Image(s)	1-10	100	150	200

## Mobile

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Mobile								
PHO-111	Photograph(s) specifically taken with a mobile device.	1-10	Art Work Image(s)	1-10	1-10	100	150	200



## Music / Entertainment

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
Music / Entertainment								
PHO-112	Iconic entertainers, documenting performance, celebrity news/gossip.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-113		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Personal / Unpublished

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Personal / Unpublished							
PHO-114	Photograph(s) created for one's own personal experimentation, not for a client or brand.	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-115			2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Photojournalism

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PHO-116	<b>Photojournalism</b> Employs images in order to tell a news story.	Art Work	Image(s)	1 Single	100 Single	150 Single	200 Single
PHO-117			2-10 Series	2-10 Series	2-10 Series	150 Series	200 Series

## Portraiture

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Portraiture							
PHO-118	A photograph of a person or group of people that captures the personality of the subject by using effective lighting, backdrops, and poses.	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-119			2-10 Series	2-10 Series	150 Series	200 Series	250 Series



## Products / Commercial

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Products / Commercial								
PHO-120	For use in catalogues, brochures and advertising to promote and sell a service or product.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-121		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Self-Promotion

			Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements		Type	Files		Freelancer	2-20	21+	
Self-Promotion									
PHO-122	Photograph(s) intended for self-promotion of the artist.	1-10	Art Work	Image(s)	1-10	1-10	100	150	200

## Social Media

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
Social Media								
PHO-123	Photograph(s) taken specifically for use on social media channels.	Art Work Image(s)	1 for Singles	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-124			2-10 Series	2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Spatial

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Spatial								
PHO-125	Photographs of buildings and similar structures that are both aesthetically pleasing and accurate representations of their subjects.	1-10	Art Work Image(s)	1-10	1-10	100	150	200



## Sports / Recreation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Sports / Recreation								
PHO-126	Of athletic or outdoor events, competitions, in-action, etc.	1-10	Art Work	Image(s)	1-10	100	150	200

## Street

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Street								
PHO-127	Candid photography taken in public situations or places.	1-10	Art Work	Image(s)	1-10	100	150	200

## Travel / Tourism

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Travel / Tourism								
PHO-128	The documentation of an area's landscapes, people, cultures, customs and history.	1 for Singles 2-10 Series	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-129				2-10 Series	2-10 Series	150 Series	200 Series	250 Series

## Wildcard

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Wildcard								
PHO-130	Unique photography that lives outside of the aforementioned categories.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-131				2-10 Series	2-10 Series	2-10 Series	150 Series	200 Series

## Wildlife

			Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements		Type	Files		Freelancer	2-20	21+	
Wildlife									
PHO-132	Documenting various forms of plants or animals in their natural habitat.	1-10	Art Work	Image(s)	1-10	1 Single 2-10 Series	100	150	200



## Beauty / Wellness / Personal Care

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-101	<b>Beauty / Wellness / Personal Care</b> Products for bath, beauty items, fragrances, lotions, skin care, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Children

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-102	<b>Children</b> Activity play centers, bathing, car seats + accessories, carriers, diapering, educational, feeding, nursery, play structures, strollers, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Consumer Electronics

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-103	<b>Consumer Electronics</b> Audio equipment, cameras, computers, drones, headsets, mobile devices, monitors, robotics, security systems, smart phones, tablets, TVs, video equipment, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250



## Durable Goods

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
PRD-104	Small Appliances							
	Blenders, coffee makers, dishwashers, electric kettles, hand mixers, humidifiers, microwave ovens, toasters, vacuums, water purifiers, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
PRD-105	Tools							
	Construction, electronic, hand, home, industrial, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
PRD-106	Transportation							
	Automobiles, bicycles, electric vehicles, kayaks, motorcycles, motorhomes, trains, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Houseware

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PRD-107	Houseware						
	Bakeware, bottles, bowls, cookware, cutlery, dishes, glassware, kitchen utensils, tableware, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200

## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-108	Innovation							
	Product Design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250





## Interiors / Home / Office

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-109	Decorative							
	Bathroom fixtures, duvets, frames, lamps, lighting, locks, mirrors, pillows, storage bins, vases, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
PRD-110	Furniture							
	Beds, chairs, desks, seating, stools, tables, wardrobes, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Office Supplies

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-111	Office Supplies							
	Copiers, desk accessories, scanners, stationery, telecommunications, workspace organizers, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Science / Medical

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PRD-112	Science / Medical						
	Hearing aids, home care, instruments, laboratory technology, medical devices, mobility aids, operating equipment, respiratory care, surgical supplies, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200

## PROTOTYPE

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-113	<b>Prototype</b>		Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
	Preliminary model of a product.	1 for Singles OR 2-10 for Series						



## Sports / Leisure

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Sports / Leisure								
PRD-114	Games, musical instruments, scooters, skateboards, sleeping bags, sporting equipment, tent accessories, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Sustainable / Eco-friendly

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-115	<b>Sustainable / Eco-friendly</b>							
	Products created in an environmentally conscious fashion, and/or serve an eco-friendly purpose.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

## Wildcard

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-116	<b>Wildcard</b>							
	Products that do not readily fit into another category.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250



## Books

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PUB-101	Image-Driven							
	Overall design and layout of a book primarily geared towards image.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
PUB-102	Jacket							
	Design, graphics, and typography of the exterior of the book.	1 for Singles 2-10 Series	Art Work Images	1-10	1-10	100	200	250
PUB-103	Limited Edition / Private Press / Special Format							
	Design of books and publications that differ from the traditional forms.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
PUB-104	Text-Driven							
	Design of books and publications that differ from the traditional forms.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250

## Digital Publications

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PUB-105	Online Publication						
	Overall layout and functionality of digital magazines, e-books and catalogues.	1 for Singles OR 2-10 for Series	Project URL or Publication PDF or Project Video or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200

## Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-106	Innovation							
	Editorial and publication design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project URL or Publication PDF or Project Video or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250



## Magazines

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Magazine Cover							
PUB-107	Design, photography, graphics, typography and layout of the front cover.	1 for Singles 2-10 Series	Art Work Image(s)	1-10	1-10	100	200	250
	Magazine Full Issue							
PUB-108	Design, layout and typography of an entire magazine.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
	Magazine Infographics							
PUB-109	Charts, maps and other graphics that help visualize data.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	200	250
	Magazine Story / Spread							
PUB-110	Handling of layout and continuity of a story that spans two or more facing pages.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250

## Newspapers

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PUB-111	Front Page							
	Design, photography, graphics, typography and layout of a front page.	1 for Singles 2-10 Series	Art Work Images	1-10	1-10	100	200	250
PUB-112	Full Issue							
	Design, layout and typography of an entire newspaper.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
PUB-113	Story / Spreads							
	Handling of layout and continuity of a story that spans two or more facing pages.	1 for Singles OR 2-10 for Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250



## Spatial Design

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
SPL-101	<b>Bridges / Infrastructure</b>						
	Projects featuring new utilitarian models for public facilities including bridges, tunnels, waste disposal, water management etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-102	<b>Commercial Building</b>						
	Offices, restaurants, shopping centers, convenience stores, warehouses, factories.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-103	<b>Commercial Interiors</b>						
	Projects featuring innovation in commercial spaces including Interiors and exteriors,breakout areas, meeting and dining rooms, workspaces, facades, terraces, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-104	<b>Conceptual / Unbuilt</b>						
	Client-approved, unbuilt projects projects are eligible. Includes installations, buildings, interiors and exteriors, exhibitions and installations.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-105	<b>Education / Institutional Design</b>						
	Includes schools, libraries, museums, hospitals, non-profit and governmental buildings.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-106	<b>Health / Medical Centers</b>						
	Design projects for health and medical spaces including hospitals, clinics, rehabilitation centers etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-107	<b>Highrise / Skyscrapers</b>						
	Design for projects with more than 25 floors.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-108	<b>Hotel Design</b>						
	Interiors and exteriors. Includes the design of event spaces, guest rooms, lobbies, outdoor spaces, lounges, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200



## Spatial Design

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
SPL-109	<b>Installation Design</b> Often site-specific, temporary or permanent work. Installations may be immersive or interactive, informative, structural, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-110	<b>Landscape Design</b> Includes design for built and natural environments including parks, plazas, campuses, residences, public open spaces, promenades, pop-ups, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-111	<b>Lighting Design</b> Includes interior and exterior design for residences, restaurants, museums, offices, retail, entertainment, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-112	<b>Mixed Use</b> Building featuring a combination of one or more categories, such as residential and commercial or cultural and commercial or a mixture.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-113	<b>Museums / Cultural Centers</b> Includes the design of galleries, museums, libraries, foundations, landmark & symbolic structures etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-114	<b>Religious Centers</b> Includes the design of interiors and exteriors of spaces.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-115	<b>Highrise / Skyscrapers</b> Design for projects with more than 25 floors.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250

Spatial Design

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
SPL-116	<b>Residential Interiors</b>						
	Projects featuring residential space design.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-117	<b>Restoration / Renovation</b>						
	Projects featuring thoughtful renovation or adaptive re-use of a pre-existing structure.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-118	<b>Retail Design</b>						
	Includes interiors, store fronts, window displays, etc.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-119	<b>Set / Stage Design</b>						
	Includes design for film and video, theater, concerts, events, etc.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-120	<b>Sport / Recreation</b>						
	Includes stadiums, sports complexes, wellness centers, etc.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-121	<b>Transportation Hubs</b>						
	Includes design for transit hubs including airports, train stations, bus stations etc.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-122	<b>Urban Planning</b>						
	Includes projects for innovative design responsive of current urban challenges including pollution, information technology and socialization.	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250

Craft

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
SPL-123	<b>Sustainability / Environmentally Conscious Design</b>							
	Creativity in the use of ecologically responsive design features for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-124	<b>Use of Color</b>							
	Creativity in the use of colors for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-125	<b>Use of Materials</b>							
	Creativity in the use of materials for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-126	<b>Use of Technology</b>							
	Creativity in the use of data / technology for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250

Innovation

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
SPL-127	<b>Innovation</b> Spatial design that pushes creative boundaries. 1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250





## Typography

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	<b>Advertising</b>							
TYP-101	Ads where typography/lettering plays a major role.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
	<b>Digital</b>							
TYP-102	Typography or lettering project created primarily for digital use/viewing.	1 for Singles OR 2-10 for Series	Content Video(s) or Art Work Image(s) or Project URL	1-10	1-10	100	150	200
	<b>Environmental</b>							
TYP-103	Typography or lettering image created for large-scale use/viewing.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
	<b>Innovation</b>							
TYP-104	Typography that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
	<b>Lettering</b>							
TYP-105	Art of drawing letters.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
	<b>Motion</b>							
TYP-109	A single project featuring moving/animated typography or lettering.	1 for Singles OR 2-10 for Series	Content Video(s)	1-10	1-10	100	150	200
TYP-107	<b>Package / Product</b>							
TYP-108	Typeface used in any packaging or product.	1 Single 2-10 Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
	<b>Personal / Unpublished Lettering</b>							
TYP-109	Lettering created for one's own personal experimentation, not for a client or brand.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
	<b>Poster</b>							
TYP-110	Typeface use and design in any type of poster.	1 Single 2-10 Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
TYP-111								
TYP-112	<b>Typefaces / Font Systems</b> Development of a set of typographic characters.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
	<b>Use of Typography</b>							
TYP-113	Interaction of typography with the medium and/or platform.	1 Single 2-10 Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1 Image Single or 2-10 Images Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
TYP-114								
	<b>Wildcard</b>							
TYP-115	Unique typography that lives outside of the aforementioned categories.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200



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