APPLIED ARTS

2024

PHOTOGRAPHY

&

ILLUSTRATION

CELEBRATING CREATIVE EXCELLENCE

WHY ENTER?

Entries are judged by award-winning designers and art directors. After all, the quality of their work is highly dependent on the quality of the images they choose and who better to judge award-worthy images, than a cross-section of some of the best—and most highly awarded—creatives from across Canada and beyond.

Winners gain international recognition to over 180,000 creative professionals—among some of the most influential in the visual communications sector—it's led them to work on some of the biggest brands, advertising and design projects. Whether you are an established artist or just spreading your wings, the Applied Arts Photography & Illustration Awards can help you attain new heights.

DEADLINE | February 2, 2024

ELIGIBILITY

ALL CATEGORIES | Open internationally to all forms of commissioned, published, unpublished and personal work created between **February 2023** and **February 2024** (but not entries submitted into last year's competition).

Work can be submitted to any and all appropriate categories without limit.

YOUNG BLOOD CATEGORIES | For professionals that have graduated within the last 3 years. See page 7.

STUDENTS | Applied Arts offers an awards competition exclusively for students. Students are **ONLY ELIGIBLE** to enter the Student Awards competition where work is judged alongside your peers at a similar level of experience. Visit the **Student Awards** for information.

WHAT'S NEW

- Community categories have been rolled into the illustration, Photography and Motion sub-groupings of categories.
- The Motion sub-grouping of categories have been expanded to include Explainer videos, Promotional videos for social media, and Viral and PR Videos. See Page 6 for the complete list of categories.

JUDGING CRITERIA

Entries are judged independently by the **Photography & Illustration** jury and given one total score, based on three criteria:

1. Creative merit
2. Technical excellence
3. Suitability for end use in the category it was submitted to

Entries will be judged on the image/illustration and not the design or art direction. To have your work judged on these areas, submit to the Design and/or Advertising Awards competitions.

PAYMENTS & REFUNDS

Entry fees vary by sub-group and category. Some or all the entries can be paid at any given time—Select which entries to pay. Once an entry is paid it is officially entered into the competition and cannot be modified.

Payments can be made by Visa, MasterCard, PayPal and American Express (AmEx is for Canadian payments only at this time). US and international entry fees are payable in US funds and are processed through PayPal. A PayPal account is not required to submit payment.

Note for US/International entrants: Select PayPal as the payment type and then click the "*Pay with Credit Cards or VISA Debit*" to pay without a PayPal account.

We only accept cheque or direct deposit in special circumstances. These cases must be pre-approved. Contact **awards@appliedartsmag.com.**

Entries are non-refundable. In cases of entries submitted to the same category, entrants will have the option to move the entry to another category, or enter new work in it's place.

RESULTS

Entries that meet a pre-determined cut-off score are selected as winners and will be published in the Ad & Student Awards Annual and online within the Winners Gallery, equally and without prejudice.

All entrants will be notified by email **early March 2024**. Don't miss the results notification, be sure to add winners@appliedartsmag.com to your whitelist.

ENTRY REQUIREMENTS

- Entries must be submitted in digital, hi-res format.
- Include the image/illustration in context, where applicable (e.g. also show the finished ad, if Advertising Photography).
- Entries must be submitted in English or include an English translation for any important text (e.g. headlines AND for your entry titles) must be added.
- The Winners Information, including the Description of Entry and Creative Credits, must be provided at the entry stage. These are for publication in the Annual and online Winners Gallery and are not seen by the judges. **NOTE:** Winners will only have 48 hours to review and make edits.

MATERIAL GUIDELINES

MAIN ENTRY FILES

- All entries are submitted digitally only. Upload hi-res, final files at the time of entry. These files will be used for publication if selected as a winner.
- Do not add a watermark that identifies the entrant. Self-promotion work is exempt.
- Multiple-page PDFs are allowed and recommended over uploading individual JPG or PDF files*.

REQUIRED
- Your Main Entry File(s) must clearly show the entry (ideally with no additional graphics) in hi-res format.

PERMITTED

SINGLE	SERIES	
One Image*/ max. 1 file	2-5 Images*/ max. 5 files	* Exceptions are noted in specific categories.

IMPORTANT NOTE RE MULTI-PAGE PDFS: Use a PDF with multiple pages to incorporate any additional images while still adhering to the maximum number of files allowed. For example, the PDF could have several pages that show the image/illustration in final context, inside pages from a book or multiple views of 3D entries such as packaging, etc. It only counts as 1 file. This allows you more opportunities to show your work, without going over the file limit.

SUPPORT MATERIALS

Support Files are mainly for clarity to assist the judges. They are not for publication (except where noted) and do not count towards the file limitations noted above. Upload these to the "Entry Supporting Materials" sub-section of the ENTRY MATERIALS on the entry form.

Note these important required vs. optional Support Files for certain entries:

REQUIRED
- **English translations for non-English entries:** Include any important text (e.g. headlines and the entry title) either as a Support File or within a multi-page PDF as your Main Entry File.

PERMITTED
- **Show the Illustration/Images in context of the finished piece.** For example the finished ad or self-promotion piece, etc. Upload as either a Support File or within a multi-page PDF as your Main Entry File.
- **Explanatory notes for the judges:** Not recommended (except where noted in a category), brief descriptions/explanations of up to 50 words in English may be added for clarity (or up to 10 seconds for video files). Include either as a Support File or within a multi-page PDF as your Main Entry File.
- **Case studies:** While not recommended (as outcomes are not a criteria for judges in scoring), case studies can be added ONLY as a Support File and should be limited to max. 45 seconds. **REMINDER:** You must include the actual creative to be judged as your Main Entry File.

NOT PERMITTED
- **Uploading the same creative:** Do not submit the same creative either as a file or URL if it's already been added as the Main Entry File.
- **Entrant information:** Do not add a watermark that identifies entrant on the Support files/URLs.

ACCEPTABLE FILE FORMATS AND RESTRICTIONS

STILLS
- **File type |** PDF, JPG, PNG, GIF
- **File dimensions |** 8" (2,400 pixels) wide
- **Resolution |** 300 DPI (min).
- **Colour mode |** RGB
- **File size |** Max. 5MB

AUDIO/VIDEO
- **File type |** MP4, URL to a video–sharing site (e.g. YouTube, Vimeo)
- **File size |** Max. 80MB

RESTRICTIONS
- **Password–protected** sites not allowed.
- **MPEG, WMV** file formats are not supported.
- **Do not upload images through file sharing sites** such Dropbox, Google Drive, WeTransfer, etc.

RECOMMENDED BEST PRACTICES
Entries are judged online. Here's how to help the judges:
- **A multi-page PDF** is preferred over multiple, individual JPG or PDF files.
- **More is not better.** Curate your images to the maximum indicated for each category, except where noted below.
- **Give judges the full picture at-a-glance.** Use a multi-page PDF to show multiple views of 3D pieces, zoom in on small print or details and show complex/novel work in the context of how it was seen by the audience.
- **Look at your entry on a smaller–screen** and ensure all-important details are legible at that size, as that's how a judge may be viewing it.

ILLUSTRATION

REQUIREMENTS
A single is **1** piece* | A series is **2-5** pieces*

- For multi-page applications, show up to 9 pages from the piece that provides a representation of the entire application.

SINGLE: $40 | SERIES: $65*
Except where indicated.

IL/01 Advertising Illustration – Single
IL/02 Advertising Illustration – Series

IL/03 Cause-Related Illustration – Single
IL/04 Cause-Related Illustration – Series
Illustration that respond to or engage with the current impacts on the environment (e.g. climate change, human rights, diversity, equity and inclusion, etc.).

IL/05 Conceptual Illustration – Single
IL/06 Conceptual Illustration – Series
Illustration that represents an idea. The work must be staged to communicate a preconceived concept.

IL/07 Corporate Illustration – Single
IL/08 Corporate Illustration – Series

IL/09 Corporate – Entire Brochure/Report – Single
Show up to 9 illustrations from 1 complete multi-page corporate application (e.g. annual report, multi-page brochure, catalogue, etc.). ($65)

IL/10 Editorial – Cover/Page/Spread – Single
IL/11 Editorial – Cover/Page/Spread – Series
For books or magazines, including digital editions. Include cartoon/Comic strip. For a complete graphic novel, use IL/12 and IL/13. For an animated character, use MO/01 or MO/02 (see page 6).

IL/12 Editorial – Entire Book – Single
IL/13 Editorial – Entire Book – Series
Entire books or magazines, including digital editions and graphic novels. **SINGLE:** *Up to 9 illustrations from 1 book or magazine.* **SERIES:** *Up to 9 pages each from 2-3 books or magazines.* (SINGLE: $65/ SERIES: $100)

IL/14 Environmental/Spaces Illustration – Single
IL/15 Environmental/Spaces Illustration – Series
For Interior/exterior environments (e.g. exhibits, retail, venues, etc.).

IL/16 Fashion & Beauty Illustration – Single
IL/17 Fashion & Beauty Illustration – Series

IL/18 Gallery Illustration – Single
IL/19 Gallery Illustration – Series
Fine art illustration, including limited editions.

IL/20 Packaging Illustration – Single
IL/21 Packaging Illustration – Series
Illustrations that appear on product packaging. Include an image of the finished product.

Photo-Illustration
Use of photo-editing techniques to create collage and montage illustration. To submit a Photo-Illustration, use PH/34 and PH/35 (see page 6).

IL/22 Portrait Illustration – Single
IL/23 Portrait Illustration – Series

IL/24 Poster Illustration – Single
IL/25 Poster Illustration – Series

IL/26 Promotional – Social Media – Single
IL/27 Promotional – Social Media – Series
Illustrations related to a product, business or service, posted in a promotional context. For promotional animations, use MO/08 and MO/09 in the Motion sub-group of categories starting on page 6.

IL/28 Promotional – Retail Applications – Single
IL/29 Promotional – Retail Applications – Series
Illustrations used on promotional items (e.g. apparel), or retail-related items (e.g. cards, bags, wrapping paper). For illustrations on a package, use IL/20 and IL/21.

IL/30 Pro Bono/PSA/Charity Illustration – Single
IL/31 Pro Bono/PSA/Charity Illustration – Series
Illustrations for government, non-profits, charities or work undertaken without payment.

IL/32 Self-Promotion Illustration – Single
IL/33 Self-Promotion Illustration – Series
Illustrations used for self–promotion (e.g. mailer, online ad, etc.). MUST INCLUDE the self-promotion in context. For work used in a non-commercial element see Unpublished/ Personal (IL/36 and IL/37).

IL/34 Small Community/Business Illustration – Single
IL/35 Small Community/Business Illustration – Series
Exclusively for Canadian artists/firms working in smaller communities or on small businesses. Entries can be any application from the corresponding categories.

IL/36 Unpublished/Personal Illustration – Single
IL/37 Unpublished/Personal Illustration – Series
Personal work that hasn't been used in a commercial/ commissioned context.

IL/38 Illustration Other – Single
IL/39 Illustration Other – Series
Illustrations that cannot reasonably fit in any other category (e.g. a calendar, experimental, experiential, etc.). Work submitted to IL/38 or IL/39 cannot be entered in IL/01-37. **MUST INCLUDE** *a brief explanatory note (max. 50 words) for the judges explaining the application/usage/intention.*

NOTE: Additional Illustration categories in Motion and Young Blood, starting on page 7.

PHOTOGRAPHY

REQUIREMENTS
A single is **1** piece* | A series is **2-5** pieces*

SINGLE: $40 | SERIES: $65
* Except were indicated.

PH/01 Advertising Photography – Single
PH/02 Advertising Photography – Series

PH/03 Architectural Photography – Single
PH/04 Architectural Photography – Series
Photographs for architectural and real estate firms. For interior/exterior and environments use PH/18-19.

PH/05 Arts & Culture Photography – Single
PH/06 Arts & Culture Photography – Series

PH/07 Cause-Related Photography – Single
PH/08 Cause-Related Photography – Series
Images that respond to or engage with the current impacts on the environment (e.g. climate change, human rights, diversity, equity and inclusion, etc.).

PH/09 Conceptual Photography – Single
PH/10 Conceptual Photography – Series
Photography that represents an idea. The work must be staged to communicate a preconceived concept.

PH/11 Corporate Photography – Single
PH/12 Corporate Photography – Series

PH/13 Corporate – Entire Brochure/Report – Single
Show up to 9 images from 1 complete multi-page corporate application (e.g. annual report, brochure, catalogue, etc.). ($65)

PH/14 Editorial – Cover/Page/Spread – Single
PH/15 Editorial – Cover/Page/Spread – Series
For books or magazines, including digital editions and cookbooks.

PH/16 Editorial – Entire Book – Single
PH/17 Editorial – Entire Book – Series
Entire books or magazines, including digital editions and cookbooks. **SINGLE:** Up to 9 images from 1 book or magazine. **SERIES:** Up to 9 pages each from 2-3 books or magazines. (SINGLE: $65 / SERIES: $100)

PH/18 Environmental/Spaces Photography – Single
PH/19 Environmental/Spaces Photography – Series
Interior/exterior environments (e.g. exhibits, retail, venues, etc.). For architechural and real estate photography use PH/03/04.

PH/20 Event/Experiential Photography – Single
PH/21 Event/Experiential Photography – Series
For events, or interactive experiences (e.g. festival, pop-up store, etc.).

PH/22 Fashion & Beauty Photography – Single
PH/23 Fashion & Beauty Photography – Series

PH/24 Food Photography – Single
PH/25 Food Photography – Series
For cookbook, use PH/14 – PH/17.

PH/26 Gallery Photography – Single
PH/27 Gallery Photography – Series
Fine art images, including limited editions.

PH/28 Lifestyle Photography – Single
PH/29 Lifestyle Photography – Series

PH/30 Nature, Landscape & Wildlife – Single
PH/31 Nature, Landscape & Wildlife – Series

PH/32 Packaging Photography – Single
PH/33 Packaging Photography – Series
Images that appear on product packaging. Include an image of the finished product.

PH/34 Photo-Illustration – Single
PH/35 Photo-Illustration – Series
Use of photo-editing techniques to create a collage and montage illustration. Show the before and after images.

PH/36 Photo Manipulation – Single
PH/37 Photo Manipulation – Series
Use of image editing to create special effects. Minor image enhancements or correction not accepted. MUST SHOW before and after images.

PH/38 Photojournalism Photography – Single
PH/39 Photojournalism Photography – Series

PH/40 Portrait Photography – Single
PH/41 Portrait Photography – Series

PH/42 Promotional – Social Media – Single
PH/43 Promotional – Social Media – Series
Images related to a product, business or service, posted in a promotional context. For promotional videos, use MO/19 and MO/20 in the Motion sub-group of categories.

PH/44 Promotional – Retail Applications – Single
PH/45 Promotional – Retail Applications – Series
Images used on promotional items (e.g. apparel), or retail-related items (e.g. cards, bags, wrapping paper). For images on a package, use PH/32 and PH/33.

PH/46 Pro Bono/PSA/Charity Photography – Single
PH/47 Pro Bono/PSA/Charity Photography – Series
Work for government, non-profits, or for work undertaken voluntarily without payment.

PH/48 Self-Promotion Photography – Single
PH/49 Self-Promotion Photography – Series
Images used self–promotion (e.g. mailer, online ad, etc.).
MUST INCLUDE *the self-promotion in context. For work used in a non-commercial element use Unpublished/ Personal (PH/58 and PH/59).*

PH/50 Sml. Comm./Business Photography – Single
PH/51 Sml. Comm./Business Photography – Series
Exclusively for Canadian artists and firms working in smaller communities or on small businesses. Entries can be any application from the corresponding categories.

PH/52 Sports Photography – Single
PH/53 Sports Photography – Series

PH/54 Still Life Photography – Single
PH/55 Still Life Photography – Series

PH/56 Travel Photography – Single
PH/57 Travel Photography – Series

PH/58 Unpublished/Personal Photography – Single
PH/59 Unpublished/Personal Photography – Series

PH/60 Photography Other – Single
PH/61 Photography Other – Series
Photography that cannot reasonably fit in any other category (e.g. a calendar, catalogue, experimental, etc.). Work submitted to PH/60 or PH/61 cannot be entered in PH/01–59. **MUST INCLUDE** *a brief explanatory note (max. 50 words) for the judges explaining the application/usage/intention.*

MOTION

ANIMATION
MO/01 Animated Character – Single
MO/02 Animated Character – Series

MO/03 Animation - Short – Single
MO/04 Animation - Long – Single
MO/05 Animation - Short/Long – Series
Animations for demo reel, games, film, TV, video, or web, where illustration is the primary element.

MO/06 Explainer videos – Single
MO/07 Explainer videos – Series

MO/08 Promotional – Social Media – Single
MO/09 Promotional – Social Media – Series
Animations and GIFs for promoting a brand, product, service, or business on social media channels.

MO/10 Pro Bono/PSA/Charity – Single
MO/11 Pro Bono/PSA/Charity – Single
Animations for government, non-profits, or for work undertaken voluntarily without payment.

MO/12 Small Community/Business – Single
MO/13 Small Community/Business – Series
Exclusively for Canadian artists and firms working in smaller communities or on small businesses. Entries can be any application from the categories.

CINEMATOGRAPHY
MO/14 Cinematography – Short – Single
MO/15 Cinematography – Long – Single
MO/16 Cinematography – Short/Long – Series
Cinematography for demo-reel, documentary, live experiences, film, TV, web, etc. where photography is the primary element.

MO/17 Explainer Video – Single
MO/18 Explainer Video –Series

MO/19 Promotional – Social Media – Single
MO/20 Promotional – Social Media – Series
Videos used in a promotional context for promoting a brand, product, service, or business on social media channels.

MO/21 Pro Bono/PSA /Charity – Single
MO/22 Pro Bono/PSA/Charity – Single
Cinematography for government, non-profits, or for work undertaken voluntarily without payment.

MO/23 Viral/PR – Single
MO/24 Viral/PR – Series
Videos for the purpose of going viral or used in PR stunts.

MO/25 Small Community/Business – Single
MO/26 Small Community/Business – Series
Exclusively for Canadian artists and firms working in smaller communities or on small businesses. Entries can be any application from the corresponding categories above.

YOUNG BLOOD

REQUIREMENTS:
- **Eligibility:** Open to professionals that have graduated within the last 3 years.
- **CATEGORIES:** Entries can be any application from the corresponding previous groupings of categories. The same illustration/image can be submitted in more than one category within a grouping (i.e. Advertising Photography and Public Service/Charity Photography), we **STRONGLY RECOMMEND** indicating the category as part of your entry title, for added clarity.
- **JUDGING:** Entries will be judged with the level of experience and exposure within the industry taken into consideration.
- **RECOMMENDED:** Where context/end use or category is not obvious in your submission, include a brief explanatory note (max. 50 words, or max 10 seconds for motion files).

A Single is **1** illustration/image*. A Series is **2–5** Illustrations/images.
* Exceptions noted in the corresponding previous categories.

SINGLE: $30 | SERIES: $55

YB/01 Young Blood Illustration – Single
YB/02 Young Blood Illustration – Series
Any application from the Illustration groupings of categories starting on Page 4.

YB/03 Young Blood Photography – Single
YB/04 Young Blood Photography – Series
Any application from the Photography groupings of categories starting on page 5.

YB/05 Young Blood Motion-Animation – Single
YB/06 Young Blood Motion-Animation – Series
Any application from the Motion – Animation groupings of categories starting on 6.

YB/07 Young Blood Motion-Cinematography – Single
YB/08 Young Blood Motion-Cinematography – Series
Any application from the Motion – Cinematography groupings of categories starting on page 6.

CONTACT US

For category related, entry requirements, general awards information or technical issues please contact our Awards Manager at awards@appliedartsmag.com or call 416.510.0909 ext. 30.

For more information, please visit appliedartsmag.com.

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DISCLAIMER

Applied Arts reserves the right to amend these rules throughout the competition. Applied Arts assumes all entries are original and the property of the entrant, with all rights granted therein. Applied Arts reserves the rights to publish or exhibit entries for our print or electronic formats, or related promotions. Entries are non-refundable. Costs cover administration, processing, and the judging of the entry. Entries may be moved to a more suitable category, if Applied Arts deems the category chosen unsuitable. All descriptions and credits are subject to be edited for length, clarity and grammar in accordance with the Applied Arts editorial style guide. A submission of entry acknowledges acceptance of these rules.