

# 2009 Work Show Official Rules & Fees

## BYE BYE BLACKBOARD

**Can the spray mount and put the art tape back on the shelf. The new submission system for this year's Work Show Call for Entries lets you send in your work digitally.**

**Why digitally? Good question. We've streamlined the judging process this year, bringing in the same high-caliber names without actually... well, bringing them in. Our esteemed judges will stay home this year, and evaluate the work using our new online review system. This helps us save on a big expense for the Work Show without compromising the quality, and lets us lower entry fees substantially, making it easier for you to enter more of your best work.**

**Of course, some work just needs to be seen in person (you know who you are, Mr. Dry Trap Varnish with a Blind Emboss). That's no problem - you can enter physical copies of your special-process print pieces, and we'll send them along to the judges for all the looky-touchy-feely they deserve.**

**Details on our new digital entry system are below.**

### DUE DATE

**Date:** Friday, July 17, 2009

**Time:** Drop off from 10am through 7pm

**Location:** Canyon Creative  
6018 South Durango Drive  
Suite 100  
Las Vegas, NV 89113

### LATE DUE DATE\*

**Date:** Friday, July 24, 2009

**Time:** Drop off from 10am through 5pm

**Location:** Canyon Creative  
6018 South Durango Drive  
Suite 100  
Las Vegas, NV 89113

**\*NOTE THAT THERE WILL BE AN ADDITIONAL FEE FOR ENTRIES TURNED IN ON THE LATE DUE DATE.**

**QUESTIONS:** Contact Joslynn Anderson at 702-262-9901 or [janderson@canyoncreative.com](mailto:janderson@canyoncreative.com)

## ELIGIBILITY

The 2009 AIGA Las Vegas Work Show is limited to Nevada companies and residents. Although entries may have been published, broadcast or displayed in other markets, they must have originated in Nevada.

All entries must be new work. "New work" is defined as having an original concept or copy, whether or not the layout or imagery is original. A determination by the 2009 Work Show committee of an entry's eligibility is final. Entries must be the result of paid creative services and media placement; the only exceptions are Self-promotion, Student, Pro Bono, and the 10th Year Anniversary categories. To be eligible for this year's competition, entries must have been published, broadcast or displayed between April 23, 2008 to July 17, 2009.

All entries are subject to verification by AIGA. Upon request, entrants will provide proof of eligibility, such as a tear sheet or insertion order; failure to comply may result in disqualification without refund.

## FEES

Payment must accompany all entries. Fees for all entries into the 2009 AIGA Las Vegas Work Show are as follows:

### If submitted on Friday, July 17, 2009:

AIGA members - \$20 per single entry/series\*

Non-members - \$30 per single entry/series\*

Students - \$10 per single entry/series, with \$40 cap.\*  
(Students may enter as many pieces as they want and will only be charged a maximum of \$40.)

### If submitted on Friday, July 24, 2009 (Late Fees):

AIGA members - \$30 per single entry/series\*

Non-members - \$40 per single entry/series\*

Students - \$20 per single entry/series, with \$60 cap.\*  
(Students may enter as many pieces as they want, and will only be charged a maximum of \$60.)

\*There will be an additional \$5 mailing fee for each entry that is turned in as a physical piece. These are pieces that you want the judges to review in person and not digitally. Please see the JUDGING and SUBMISSION REQUIREMENT sections for an explanation of our new procedures. (The \$5 fee is per entry, even if the entry has multiple pieces; for example a campaign.)

Note that entries may be submitted individually or as a series for the same fee.

Please make your check or money order payable to AIGA Las Vegas. You may include your payment when you drop off your entries. You also may mail it to: AIGA Las Vegas Chapter, P.O. Box 30883, Las Vegas, Nevada 89173. We also accept Visa, MasterCard and American Express. Include your credit card account information on the Manifest.

## JUDGING

The 2008 Work Show panel of judges will evaluate all entries according to a standard of design excellence and innovation. Each entry is judged on its own merit. Entries are eligible for Gold, Silver and Bronze awards within each category. There may be multiple winners at each level in a category or no winners in a category.

There will be three judges chosen with various expertise: A Print expert, Interactive expert and Business & Marketing expert.

The Print and Business & Marketing judges will be remotely judging all printed pieces, as well as any campaigns that include printed pieces as part of the entry. (In this case the judge would review both the printed and interactive components.) Any entries that are submitted as physical pieces will be mailed to the judge for review. All other entries -- i.e., logos, environmental graphics, etc. -- will be judged through our AIGA Las Vegas online judging system.

The Interactive and Business & Marketing judges will be remotely judging all interactive/digital pieces, as well as any campaigns that include interactive/digital pieces as part of the entry. (In this case the judge would review both the printed and interactive components.) All interactive/digital entries will be judged through our AIGA Las Vegas online judging system.

The judges may name one entry Best of Show in Print and one entry Best of Show in Interactive/Digital; this vote must be unanimous. If merited, there may also be a Mixed Media Best of Show awarded to one entry that combines both digital and printed pieces. Each judge may also select a favorite entry as a Judge's Choice winner. Self-promotion and Student entries may win Gold, Silver, Bronze or Judge's Choice, but are ineligible for a Best of Show awards.

All awards will be awarded only if the judges agree that an entry merits the honor.

**No entries will be returned.**

AIGA Las Vegas and the 2009 Work Show judges reserve the right to re-categorize any submission.

AIGA Las Vegas would also like to remind our members that the Work Show can provide national exposure. We submit winners of the Judge's Choice and Best of Show awards to AIGA's 365 National Design Competition at no charge.

## Submission Requirements

### PRESENTATION

You **MUST** provide each entry in it's own envelope.

**DO NOT MOUNT ANY ENTRIES TO BLACK BOARD.**

Clear envelopes are preferred, otherwise manila envelopes will be accepted. Do not submit any envelopes smaller than 9" x 12" Oversized physical pieces, such as posters and 3D pieces may be placed in a large clear plastic bag tied off at the top.

**ALL ENTRIES MUST** be provided in digital form on a CD/DVD. If providing a physical printed piece to be judged, a CD/DVD with images of this piece must be provided in addition to the physical piece. All digital files should not be larger than 8MB and should be provided as an RGB jpeg and high-resolution PDF. (If needed, the PDF can be larger in size, but should not exceed 30MB)

When showing a printed piece through a digital file, make sure to provide several different views of the piece. If you choose to submit a printed or 3D piece to be judged in it's physical form, note that there will be a \$5 mailing fee added to your entry cost. Also, for any physical printed or 3D piece submitted, there **MUST** be two copies of each piece provided for each entry. Each of the two copies must be in their own envelope with a copy of the entry form. The two envelopes can be stapled or paper clipped together to indicate that they are one entry.

Copywriting, Photography, Illustration, Mixed Media and Typography entries must be a component of a published piece. Judges may request to see these published pieces; entrants must include samples with their CD/DVD submissions.

Billboards, Environmental Graphics, Duratrans and other non-publication entries must include photographs of each work in its environment on the CD/DVD provided with the entry.

Website entries must include three screen shots saved to a CD/DVD, plus the URL for each site. Interactive and Motion Graphics entries must be submitted in either DVD or CD-ROM form. (Please include specific instructions for accessing entries in these media.) Television Spot entries must be submitted in DVD form. Each of these entries must also include three screen shots on the CD/DVD.

Incorrect URLs or defective media may result in disqualification.

## **ENTRY FORMS**

Use the online system to complete all entry forms.

[lasvegas.aiga.org/workshowx](http://lasvegas.aiga.org/workshowx)

Photocopied Entry Forms and Manifest Sheets are acceptable.

You **MUST** print three entry forms for each submission. One form must accompany payment with the printed Manifest, the other two forms must be included with the entry in the envelope.

At the bottom of each entry form there will be an entry number unique to your entry. You **MUST** copy and adhere a label containing the unique entry number to the front right corner of the envelope, each piece that is part of the entry and each CD/DVD associated with the entry.

You may add a descriptive label no larger than 4" x 2" and attach it to the front, lower right corner of the envelope. Also include this description on your entries CD/DVD as a PDF or Word Doc.

You must also print your Manifest Sheet from the online system. This form must accompany your submitted Entry Forms and payment.

Please be clear when completing your Entry Forms. Correction of typographical errors on an award due to an illegible entry or misspelling will be the responsibility of the entrant.

An artist's representative who submits work on their client's behalf must sign each Entry Form.

Failure to follow these rules may result in disqualification.

# Categories & Criteria

## 1. LOGOS, TRADEMARKS & SYMBOLS

### 2. BUSINESS CARDS

Business cards not part of stationery systems.

### 3. STATIONERY SYSTEMS

A minimum of three elements: business card, letterhead and envelope/ mailing label

### 4. BUSINESS COLLATERAL—PRINT

Any printed piece, such as a catalog or flier, designed to promote a company or to present its capabilities

### 5. BUSINESS COLLATERAL—ELECTRONIC

Any electronic piece designed to promote a company or to present its capabilities

### 6. ANNOUNCEMENTS & INVITATIONS

Any piece announcing or promoting a person, company or event

### 7. POSTERS

Posters, Banners and Duratrans

### 8. ENVIRONMENTAL GRAPHICS

Signage, kiosks, marquees, trade show displays, POP displays, etc

### 9. MERCHANDISE

Items such as apparel, pins and badges designed to promote a person, company or event

### 10. PACKAGING

Three-dimensional packages

### 11. EDITORIAL & BOOK DESIGN

A magazine, newsletter or other publication, or a spread therein, or a published book jacket or cover

### 12. PRINT ADVERTISING

Advertising for newspapers, magazines or other publications, or outdoor billboards

### 13. ADVERTISING CAMPAIGN

A minimum of three unique elements in two different media, such as print and television

### 14. INTEGRATED BRANDING

A minimum of three unique elements that display a cohesive brand image in three different media

### 15. INTERACTIVE ADVERTISING

DVD / CDs, games, web banners, emails and/or other interactive media

### 16. WEBSITES

### 17. SELF-PROMOTION

Any element or elements promoting a person or company\*

### 18. COPYWRITING

For visual media

### 19. PHOTOGRAPHY

Traditional or digital

### 20. ILLUSTRATION

Traditional and digital illustration

### 21. MIXED MEDIA

A design containing a minimum of two media

### 22. TYPOGRAPHY

### 23. MOTION GRAPHICS

Any animated sequence or segment

### 24. TELEVISION SPOTS

### 25. PRO BONO

Any work produced on behalf of a non-profit organization, including all AIGA pieces.

### 26. STUDENT

Any work by full-time or part-time students\*

### 27. 10th YEAR ANNIVERSARY

Any work created by Nevada companies and persons. Although entries may have been published, broadcast or displayed in other markets, they must have originated in Nevada from July 10, 1999 to July 10, 2009\*\*

\*These categories are exempt from the rule that entries must have been published, broadcast or displayed. Work in these categories are ineligible for Best of Show. Also, note that Self-promotion entries may not be submitted in other categories and vice versa.

\*\*This entry is free of charge with the submission of a paid entry. Only one 10th Year Anniversary entry per agency, individual or group may be submitted. This entry will not be judged with the other entries, but showcased at the Gala and voted on for a People's Choice award.