

# CATEGORIES & FEES

## DESIGN - GENERAL INFO

Design recognizes the art and practice of planning and projecting ideas and experiences with visual and textual content.

### ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

### INFORMATION:

Each entry requires the following project information:

- ✎ **Entry Title:** Give your entry a descriptive and helpful title.
- ✎ **Client:** Who commissioned this project?  
\***Note:** Self-Promotion entries must have the same Client and Company.
- ✎ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.  
*i.e. "Blue Poster," "Red Poster," and "Yellow Poster"*
- ✎ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✎ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✎ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

### ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* \***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

### SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Design categories require physical materials or digital file uploads, determined by the specific category:

- ✎ **Physical Materials:** For work originally released as a physical item, physical materials should be submitted for judging. This includes 2-dimensional and 3-dimensional pieces such as posters, packaging, promotional items, publications, etc.
- ✎ **Digital Images:** Content images of the work as is was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable.  
\***Note:** These will also be used as Reference Images for your entry.
- ✎ **Content Video:** A video with content as it was originally aired. Content Videos contain no extraneous information and should not include background, explanation or results. \***Note:** The One Show reserves the right to stop viewing a long-form video entry after 3 minutes.
- ✎ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. \***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

### REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
<b>C01</b>	<b>Branding – Logo</b> <i>A textual and/or graphic image that identifies a company or product while also communicating the brand.</i>	1	Physical Materials OR Digital Images	0	1-3	A logo and its variations can be entered in this category.	\$400
<b>C02</b>	<b>Branding – Identity System</b> <i>3-10 elements of an identity system for a brand (may include business cards, stationery, logo, branding guidelines, etc.)</i>	3-10	Physical Materials	0	3-10	Actual elements should be submitted when possible. Unmounted project boards are also accepted.  A logo and its variations should be entered as a single entry in category C01: Logo.	\$550
<b>C03</b>	<b>Branding – Collateral Item</b> <i>A single element of a brand identity system, such as letterhead, a business card or other collateral.</i>	1	Physical Materials	0	1-3	Logos should be entered in category C01: Logo.	\$400
<b>C04</b>	<b>Branding – Brand Books / Identity Guidelines</b> <i>A document (printed or digital) that establishes how all visual aspects of a brand will be handled.</i>	1	Physical Materials OR Digital Images	0	3-6	Digital images should be submitted for work released in a digital format.	\$400
<b>C05</b>	<b>Branding – Annual Reports &amp; Corporate Sustainability Reports</b> <i>A document (printed or digital) presenting the financials and/or sustainability initiatives of a company to its shareholders.</i>	1	Physical Materials OR Digital Images	0	3-6	Digital images should be submitted for work released in a digital format.	\$400
<b>C06</b>	<b>Branding – Rebranding</b> <i>3-10 elements of a new identity system for an existing brand (may include business cards, stationery, logo, branding guidelines, etc.). Must include Before/After images.</i>	3-10	Physical Materials	0	3-10	Should include images or explanation of the transformation from the original to updated branding.  Actual elements should be submitted when possible. Unmounted project boards are also accepted.	\$550
<b>C07</b>	<b>Branding – Brand Installations</b> <i>Temporary or permanent content-rich experiences that connect people to a brand in an indoor or outdoor space. Includes pop-up stores, corporate events, exhibitions, trade show booths, street art or takeovers of public spaces.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Billboards and transit should be entered in categories C30 and C31: Ambient Media	\$400
<b>C08</b>	<b>Editorial – Book Cover Design</b> <i>Book jackets and covers designed for commercially available publications.</i>	Single: 1 Series: 3-10	Physical Materials	0	1-10	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C09</b>	<b>Editorial – Book Layout Design</b> <i>Overall layout design for a commercially available book.</i>	1	Physical Materials	0	3-6	Non-commercially available books should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400

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<b>C10</b>	<b>Editorial – Magazine Cover Design</b>						
	<i>Design of a commercially available magazine cover. Series may include multiple covers for a single issue or multiple issues of the same publication.</i>	Single: 1 Series: 3-12	Physical Materials	0	1-12	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.  Each cover in a series must have been released within the eligibility dates.	\$400
<b>C11</b>	<b>Editorial – Magazine Layout Design</b>						
	<i>Overall layout design for a commercially available magazine.</i>	1	Physical Materials	0	3-6	Non-commercially available magazines should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
<b>C12</b>	<b>Editorial – Newspaper Design</b>						
	<i>Overall layout or spread design for a commercially available newspaper.</i>	1	Physical Materials	0	1-6	Non-commercially available newspapers should be entered in category C20: Promotional Items, C39: Self-Promotion, or C19: Booklets, Brochures & Product Catalogs.	\$400
<b>C13</b>	<b>Editorial – Digital Publications</b>						
	<i>Overall layout design and functionality of e-books, digital magazines and catalogues.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$400
<b>C14</b>	<b>Typography – Typeface Design</b>						
	<i>A new font or family of fonts.</i>	1	Physical Materials OR Digital Images	0	1-5	Use of the typeface will not be judged, but may be submitted for reference.	\$400
<b>C15</b>	<b>Typography – Static</b>						
	<i>A non-moving type-based composition for a brand. It can be stand-alone or incorporated into a larger design. Includes printed, digital, and 3D objects.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-5		\$400
<b>C16</b>	<b>Typography – Dynamic / In Motion</b>						
	<i>An animated (kinetic) type composition for a brand. It can be stand-alone or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Content Video OR Case Study Video 2 minutes or less	1	1-5	Multiple videos for the same series should be combined into one video for entry submission.	\$400
<b>C17</b>	<b>Promotional – Posters – Single</b>						
	<i>A poster created for a brand (company or individual) with the intent of promoting a product or service.</i>	1	Physical Materials OR Digital Images	0	1		\$400
<b>C18</b>	<b>Promotional – Posters – Series</b>						
	<i>A series of 3-5 posters created for a brand (company or individual) with the intent of promoting a product or service.</i>	3-5	Physical Materials OR Digital Images	0	3-5		\$550
<b>C19</b>	<b>Promotional – Booklets, Brochures, &amp; Product Catalogues</b>						
	<i>Communications in the form of a booklet, brochure, catalogue, or other bound printed material.</i>	Single: 1 Series: 3-5	Physical Materials	0	3-6		\$400
<b>C20</b>	<b>Promotional Items</b>						
	<i>Physical items created for a brand with the goal of promoting a product or service.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images	0	1-10	Commercial packaging should be entered in category C21 or C22: Packaging.	\$400

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<b>C21</b>	<b>Packaging – Mass-market</b> <i>Packaging for a commercially available product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
<b>C22</b>	<b>Packaging – Specialty</b> <i>Packaging for a limited-distribution or limited-edition product or line of products. A series consists of 3-5 varieties of the same product.</i>	Single: 1 Series: 3–5	Physical Materials	0	1–10	Packaging of non-commercially available items should be entered in category C20: Promotional Items or C39: Self-Promotion.	\$400
<b>C23</b>	<b>Data Visualization – Static</b> <i>Visual representation of data generated by a brand. Includes Charts, Maps, Graphs, etc.</i>	Single: 1 Series: 3–5	Digital Images	0	1–5		\$400
<b>C24</b>	<b>Data Visualization – Dynamic</b> <i>Flexible visual representation of data generated in response to the user's interaction with the data. Includes custom content and user-generated content.</i>	Single: 1 Series: 3–5	Case Study Video 2 minutes or less	1	1–10		\$400
<b>C25</b>	<b>Digital – Website Design</b> <i>The aesthetics and usability of a complete website or specific section within a site. Includes both mobile and desktop sites.</i>	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–5		\$400
<b>C26</b>	<b>Digital – App Design</b> <i>The aesthetics and usability of a branded application. Includes both mobile and desktop applications.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
<b>C27</b>	<b>Digital – Game Design</b> <i>The aesthetics and usability of a branded or promotional game, on any platform.</i>	1	Case Study Video 2 minutes or less	1	3–5	No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience.	\$400
<b>C28</b>	<b>Digital – Utility Design</b> <i>A branded digital tool that engages consumers and improves their experience of a brand. Includes ecommerce, rating system, etc.</i>	1	Case Study Video 2 minutes or less	1	3–5		\$400
<b>C29</b>	<b>Digital – Interface Design</b> <i>Design of the visual language for a branded site or other digital work. Includes websites, games, software, etc.</i>	1	Case Study Video 2 minutes or less	1	3–5	No special equipment will be used for judging. You must submit the required case study video to showcase the user experience.	\$400
<b>C30</b>	<b>Immersive / Environmental – Ambient Media – Single</b> <i>A single element of environmental design including billboards, transit, kiosks, and other ambient media.</i>	1	Digital Images	0	1–4		\$400
<b>C31</b>	<b>Immersive / Environmental – Ambient Media – Series</b> <i>A series of 3-5 elements of environmental design including billboards, transit, kiosks, and other ambient media.</i>	3–5	Digital Images	0	3–10		\$550
<b>C32</b>	<b>Immersive / Environmental – Indoor Spaces</b> <i>Temporary or permanent immersive experiential indoor spaces such as live events, exhibitions, interior architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3–10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400

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<b>C33</b>	<b>Immersive / Environmental – Outdoor Spaces</b> <i>Temporary or permanent immersive experiential outdoor spaces such as live events, exhibitions, architecture, art interventions, etc.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10	Billboards and transit should be entered in categories C30 and C31: Ambient Media.	\$400
<b>C34</b>	<b>Immersive / Environmental – Wayfinding</b> <i>A system of signage used to guide the user through an environment by using landmarks, signs and pathways. Can be indoor or outdoor, temporary or permanent.</i>	1	Digital Images OR Case Study Video 2 minutes or less	1	3-10		\$400
<b>C35</b>	<b>Motion Graphics – Single</b> <i>A single moving image-based work that communicates a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	1	Content Video	1	3	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$400
<b>C36</b>	<b>Motion Graphics – Series</b> <i>A series of 3-5 moving image-based works that communicate a brand's message. Includes live-action, animation, music videos, network IDs, interstitials, show reels, etc.</i>	3-5	Content Video	3-5	9-15	If your original work is longer than 3 minutes, The One Show reserves the right to stop the video at the 3-minute mark.	\$550
<b>C37</b>	<b>Motion Graphics – Title Sequences</b> <i>Opening or ending title sequences developed for film, television or internet release.</i>	1	Content Video	1	3	Multiple videos for the same series should be combined into one video for entry submission.	\$400
<b>C38</b>	<b>Self-Promotion</b> <i>Work designed by an individual or company to promote themselves or their services.</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	3-10	For Self-Promotion entries, the Client and Company must be the same.  Work entered here cannot be entered into any other categories (excluding Craft and Innovation).	\$400
<b>C39</b>	<b>Craft – Art Direction</b> <i>Exemplary communication of the overall visual appearance of a work or works.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10		\$400
<b>C40</b>	<b>Craft – Illustration</b> <i>Exemplary use of illustration to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10		\$400
<b>C41</b>	<b>Craft – Photography</b> <i>Exemplary use of photography to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Digital Images	0	1-10	Altered photographs may be entered, but added elements such as typography or illustration will not be considered.	\$400
<b>C42</b>	<b>Craft – Animation</b> <i>Exemplary use of animation to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single: 1 Series: 3-5	Content Video	1-5	3-15		\$400
<b>C43</b>	<b>Craft – Printing &amp; Paper Craft</b> <i>Work that features the application of specialized skills, technologies and other uses of paper and printing techniques (screen printing, laser cutting, embossing, 3D printing).</i>	Single: 1 Series: 3-5	Physical Materials OR Digital Images OR Case Study Video 2 minutes or less	1	1-10	Actual elements should be submitted when possible. Unmounted project boards with a physical sample are also accepted.	\$400

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<b>C44</b>	<b>Innovation in Design – Print Design</b> <i>Physical items that are deemed new, original and more effective than any existing ones. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C45</b>	<b>Innovation in Design – Digital Design</b> <i>Digital work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C46</b>	<b>Innovation in Design – Immersive Design</b> <i>Immersive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400
<b>C47</b>	<b>Innovation in Design – Motion Graphics</b> <i>Motion graphics work that is deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i>	Single: 1 Series: 3-5	Case Study Video 2 minutes or less	1	3-10		\$400