

CATEGORIES & FEES

RESPONSIVE ENVIRONMENTS - GENERAL INFO

Responsive Environments recognizes immersive experiences that combine cutting-edge design and digital technology applied to existing or custom-built structures.

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. Responsive Environments categories require digital file uploads of the following:

- ✦ **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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RESPONSIVE ENVIRONMENTS

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
N01	Architecture Enhancement						
	<i>Digital elements integrated into a new or existing physical structure, used to enhance an individual's experience of a brand. Includes projection mapping and custom-built structures.</i>	1	Case Study Video 2 minutes or less	1	3-10	Digital billboards or advertisements should be entered in K13: Print & Outdoor.	\$550
N02	User Activation						
	<i>An environment that incorporates digital elements which respond to changes (touch, movement, light, temperature, sound, etc.) caused by the user.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N03	Use of Technology						
	<i>New or existing digital technologies applied to a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N04	Use of Technology – Virtual Reality (VR)						
	<i>Use of a computer-generated, three-dimensional environment to enhance interaction with a physical space in a seemingly real way. Requires the use of specialized equipment or programming.</i>	1	Case Study Video 2 minutes or less	1	3-10	No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience.	\$550
N05	Use of Technology – Integration with Social Platforms						
	<i>Use of social platforms to expand the reach of a responsive environment experience.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N06	Craft – Storytelling						
	<i>Exemplary storytelling integrating words, visuals, and audio within a responsive environment.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N07	Craft – Dynamic Data Visualization						
	<i>Exemplary use of information graphics that respond to a user's input in real time.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550
N08	Innovation in Responsive Environments						
	<i>Integration of digital technologies into a physical space that are deemed new, original and more effective than any already existing.</i>	1	Case Study Video 2 minutes or less	1	3-10		\$550