CATEGORIES & FEES

UX / UI - GENERAL INFO

User Experience (UX) / User Interface (UI) recognizes creative solutions in online, mobile, and other digital channels. UX is the overall experience one has with a product or service, while UI is typically a combination of visual design (the look and feel) and the interaction design (how it works).

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. UX / UI categories require digital file uploads of one 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.
- **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. ***Note**: The live site will be viewed at the judges' discretion.

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

CATEGORIES & FEES

UX / UI

KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
R01	**Web – Utility** *A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.*	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–10		$550
R02	**Web – User Experience** *The overall user experience of a brand's website.*	1	URL OR Case Study 2 minutes or less OR URL + Case Study	1	3–10		$550
R03	**Mobile – Utility** *A branded mobile application or site that facilitates a useful function for the user. Includes ecommerce, rating system, etc.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R04	**Mobile – User Experience** *The overall user experience of a brand's mobile application or site.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R05	**Digital Cross-Channel** *A branded user experience that provides a seamless integration across multiple digital mediums.*	2–5, including at least 2 different digital mediums	Case Study Video 2 minutes or less	1	3–10		$550
R06	**Digital / Physical Cross-Channel** *A branded user experience that provides a seamless integration between at least one digital device and one physical object.*	2-5, including at least 1 digital and 1 physical medium	Case Study Video 2 minutes or less	1	3–10		$550
R07	**Craft – Interface Design** *Exemplary visual design of a system by which a user interacts with a website, mobile application, or other digital experience.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R08	**Craft – Information Architecture** *Exemplary structural design and organization of information on websites or mobile applications or sites.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R09	**Craft – Dynamic Data Visualization** *Exemplary use of information graphics that respond to a user's input in real time, created for a website or mobile platform.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R10	**Innovation in UX / UI – Single Channel** *Visual design or user experience of a website, mobile application or site that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.*	1	Case Study Video 2 minutes or less	1	3–10		$550
R11	**Innovation in UX / UI – Cross-Channel** *Visual design or user experience across multiple channels that is deemed new, original and more effective than any already existing. Entry should introduce new techniques or ideas.*	1	Case Study Video 2 minutes or less	1	3–10		$550