

Digital Craft recognizes the specialized skills demonstrated in online, mobile, and other digital channels.

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 name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » **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"
- » **Description:** Descriptions (150 words or less) will be viewed by the jury.
- » **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

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. Digital Craft categories require 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 information 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.
- » **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.

REFERENCE IMAGES

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

ENTRY FEES

Entries in the Digital Craft discipline have the following entry fees:

- » **Single:** \$550
- » **Single or Campaign:** \$550

NOTE: A late fee of \$75 per entry will be applied to all entries created after January 31, 2019

NOTES FOR SUBMISSION MEDIA

- » Case Study videos should be no longer than 2 minutes.
- » URLs to a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.)
- » If your original Content Video is longer than 5 minutes, The One Show reserves the right to stop the video at the 5-minute mark.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
WEB UX / UI			
E01 Utility <i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating systems, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-10
E02 User Experience <i>The overall user experience of a brand's website.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-10
E03 Interface Design <i>Visual design of a system by which a user interacts with a website.</i>	Single (1)	1 Case Study Video less than 2 minutes OR URL to website OR 1 Case Study Video less than 2 minutes + URL to website	3-10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
MOBILE UX / UI			
E04 Utility <i>A branded mobile application or site that facilitates a useful function for the user. Includes ecommerce, rating systems, etc.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
E05 User Experience <i>The overall user experience of a brand's mobile application or site.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
E06 Interface Design <i>Visual design of a system by which a user interacts with a mobile application or site.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
USE OF DIGITAL DEVICES			
E07 Smart Devices & Platforms <i>Use of a smart device or its platforms to communicate and interact with smart technology consumers on behalf of a brand.</i>	Single (1)	1 Case Study Video less than 2 minutes	3-10
CROSS-CHANNEL UX / UI			
E08 Digital <i>A branded user experience that provides a seamless integration across multiple digital mediums.</i>	Single (1) across 2-5 different digital mediums	1 Case Study Video less than 2 minutes	3-10
NOTE: Entries must represent a single work across 2-5 different digital mediums.			
E09 Digital / Physical <i>A branded user experience that provides a seamless integration between at least one digital device and one physical object.</i>	Single (1) across 2-5 different mediums	1 Case Study Video less than 2 minutes	3-10
NOTE: Entries must represent a single work across 2-5 different mediums, including at least 1 physical and 1 digital.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
VISUAL & AUDIO CRAFT			
E10 Visual Effects <i>Visual effects applied to digital or online work. Includes motion graphics, virtual reality, augmented reality, etc.</i>	Single (1) OR Series (3-5)	1-5 Content Videos less than 3 minutes each OR 1 Case Study Video less than 2 minutes	3-10
E11 Animation <i>Animation applied to digital or online work.</i>	Single (1) OR Series (3-5)	1-5 Content Videos less than 3 minutes each OR 1 Case Study Video less than 2 minutes	3-10
E12 Music <i>Use of original or adapted licensed music in digital or online work.</i>	Single (1) OR Series (3-5)	1-5 Content Videos less than 3 minutes each OR 1 Case Study Video less than 2 minutes	3-10
E13 Sound <i>Sound design of a digital or online work. Also includes sound effects.</i>	Single (1) OR Series (3-5)	1-5 Content Videos less than 3 minutes each OR 1 Case Study Video less than 2 minutes	3-10
INNOVATION			
E14 Innovation in Digital Craft <i>Digital and online work that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single (1) OR Series (3-5)	1 Case Study Video less than 2 minutes	3-10