

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

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. Design categories require one of the following:

- » **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 it 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 5 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.

ENTRY FEES

Entries in the Design discipline have the following entry fees:

- » **Single:** \$400
- » **Series:** \$550
- » **Single or Series:** \$400
- » **Extended Series:** \$650

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.
- » Physical work should be submitted when possible. These pieces should **not** be mounted.
- » Physical and digital media cannot be submitted for the same entry.
- » Digital Images should be submitted for oversize physical work larger than 24" x 36".
- » 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
BRANDING			
D01 Logo <i>A static or dynamic graphic image that identifies a company or product while also communicating the brand.</i>	Single (1)	1-3 Digital Images OR 1 Case Study Video less than 2 minutes	1-3 N/A if submitting Digital Images for judging
NOTE: A logo and its variations can be entered in this category.			
D02 Branded Item <i>A single element of a brand identity system, such as letterhead, a business card or other collateral.</i>	Single (1)	1 Physical Item	1-3
NOTE: Logos should be entered in category D01: Logo.			
D03 Identity System <i>3-10 elements of an identity system for a brand (may include business cards, stationery, logo, network IDs, branding guidelines, etc.)</i>	Series (3-10)	3-10 Physical Items OR 3-10 Digital Images OR 1 Case Study Video less than 2 minutes	3-10
NOTE: A logo and its variations should be entered as a single entry in category D01: Logo.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
BRANDING			
D04 Rebranding <i>3-10 elements of a new identity system for an existing brand (may include business cards, stationery, logo, network IDs, branding guidelines, etc.). Must include examples of the previous branding.</i>	Series (3–10)	3–10 Physical Items OR 3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10
NOTE: A logo and its variations should be entered as a single entry in category D01: Logo.			
D05 Corporate Communications <i>A company or organization's communications (printed or digital) to its shareholders (annual reports and corporate sustainability reports) or the public (brand books and identity guidelines).</i>	Single (1)	1 Physical Item OR 3–10 Digital Images	3–10 N/A if submitting Digital Images for judging
D06 Brand Installations <i>Temporary or permanent immersive 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>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
NOTE: Billboards and transit should be entered in categories D23 and D24: Out of Home.			
EDITORIAL			
D07 Books <i>Overall design for a commercially available book or series of books.</i>	Single (1) OR Series (3–10)	1–10 Physical Items	3–10
NOTE: Non-commercially available books should be entered in category D17: Booklets & Brochures or D18: Collateral Items. NOTE: Each book in a series must have been released within the eligibility dates.			
D08 Magazines & Newspapers <i>Overall design for a commercially available magazine or newspaper.</i>	Single (1) OR Series (3–10)	1–10 Physical Items	3–10
NOTE: Non-commercially available magazines or newspapers should be entered in category D17: Booklets & Brochures or D18: Collateral Items. NOTE: Each magazine or newspaper in a series must have been released within the eligibility dates.			
D09 Digital Publications <i>Overall layout design and functionality of e-books, digital magazines and catalogues.</i>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
TYPOGRAPHY			
D10 Typeface Design <i>A new font or family of fonts.</i>	Single (1)	1 Project Board OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
NOTE: Use of the typeface will not be judged, but may be submitted for reference.			
D11 Static <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) OR Series (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
D12 Dynamic / In Motion <i>An animated (kinetic) type composition for a brand. It can be stand-alone or incorporated into a larger design.</i>	Single (1) OR Series (3-5)	1-5 Content Videos OR 1 Case Study Video less than 2 minutes	1-5
PROMOTIONAL			
D13 Posters - Single <i>A poster created for a brand (company or individual) with the intent of promoting a product or service.</i>	Single (1)	1 Physical Item OR 1 Digital Image	1 N/A if submitting Digital Images for judging
D14 Posters - Series <i>A series of 3-5 posters created for a brand (company or individual) with the intent of promoting a product or service.</i>	Series (3-5)	3-5 Physical Items OR 3-5 Digital Images	3-5 N/A if submitting Digital Images for judging
NOTE: Series of more than 5 pieces should be entered into category D15: Extended Series.			
D15 Posters - Extended Series <i>A series of 6-20 posters or pieces of ambient media created for a brand (company or individual) with the intent of promoting a product or service.</i>	Series (6-20)	6-20 Digital Images	N/A
D16 Print Advertisements <i>Full page, spread, or small space advertisement in a magazine or newspaper promoting a product, service, or message.</i>	Single (1) OR Series (3-5)	1-5 Physical Items OR 1-5 Digital Images	1-5 N/A if submitting Digital Images for judging
D17 Booklets & Brochures <i>Communications in the form of a booklet, brochure, catalogue, or other bound printed material.</i>	Single (1) OR Series (3-10)	1-10 Physical Items	3-10
NOTE: Commercially available publications should be entered into category D07: Books or D08: Magazines & Newspapers.			

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
PROMOTIONAL			
D18 Collateral Items <i>Physical items created for a brand with the goal of promoting a product or service.</i>	Single (1) OR Series (3–5)	1–5 Physical Items OR 1–10 Digital Images	1–10 N/A if submitting Digital Images for judging
NOTE: Commercial packaging should be entered in category D19 or D20: Packaging.			
PACKAGING			
D19 Mass-market <i>Packaging for a commercially available product or line of products.</i>	Single (1) OR Series (3–5)	1–5 Physical Items	1–10
NOTE: Packaging of non-commercially available items should be entered into category D18: Collateral Items.			
D20 Specialty <i>Packaging for a limited-distribution or limited-edition product or line of products.</i>	Single (1) OR Series (3–5)	1–5 Physical Items	1–10
NOTE: Packaging of non-commercially available items should be entered into category D18: Collateral Items.			
DATA VISUALIZATION			
D21 Static or Dynamic <i>Creative visual representation of data. Can be static or dynamic forms of charts, maps, graphs, custom content, etc.</i>	Single (1) OR Series (3–5)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
DIGITAL DESIGN			
D22 Digital Design <i>The aesthetics of a website, app, game, or utility.</i>	Single (1) OR Series (3–5)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
EXPERIENTIAL / ENVIRONMENTAL			
D23 Out of Home – Single <i>A single element of environmental design including billboards, transit, kiosks, and other ambient media.</i>	Single (1)	1–5 Digital Images OR 1 Case Study Video less than 2 minutes	1–5 N/A if submitting Digital Images for judging
D24 Out of Home – Series <i>A series of 3–5 elements of environmental design including billboards, transit, kiosks, and other ambient media.</i>	Series (3–5)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
D25 Indoor Spaces <i>Temporary or permanent immersive experiential indoor spaces such as live events, exhibitions, interior architecture, art interventions, etc.</i>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
NOTE: Billboards and transit should be entered in categories D23 and D24: Out of Home.			
D26 Outdoor Spaces <i>Temporary or permanent immersive experiential outdoor spaces such as live events, exhibitions, architecture, art interventions, etc.</i>	Single (1)	3–10 Digital Images OR 1 Case Study Video less than 2 minutes	3–10 N/A if submitting Digital Images for judging
NOTE: Billboards and transit should be entered in categories D23 and D24: Out of Home.			
D27 Wayfinding <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>	Single or Series (1–10)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
MOVING IMAGE			
D28 Single <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>	Single (1)	1 Content Video less than 5 minutes OR 1 Cut-down Video less than 5 minutes + URL to full length	3
D29 Series <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>	Series (3–5)	3–5 Content Videos less than 5 minutes each OR 3–5 Cut-down Videos less than 5 minutes + URL to full length	9–15 (3 images of each video)

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
MOVING IMAGE			
D30 Title Sequences <i>Opening or ending title sequences developed for film, television or internet release.</i>	Single (1) OR Series (3–5)	1–5 Content Videos less than 5 minutes each OR 1–5 Cut-down Videos less than 5 minutes + URL to full length	3–15 (3 images of each video)
CRAFT			
D31 Art Direction <i>Communication of the overall visual appearance of a work or works.</i>	Single (1) OR Series (3–10)	1–10 Physical Items OR 1–10 Digital Images OR 1–5 Content Videos less than 5 minutes each OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging
D32 Illustration <i>Use of illustration to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single (1) OR Series (3–10)	1–10 Physical Items OR 1–10 Digital Images	1–10 N/A if submitting Digital Images for judging
D33 Photography <i>Use of photography to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single (1) OR Series (3–10)	1–10 Physical Items OR 1–10 Digital Images	1–10 N/A if submitting Digital Images for judging
NOTE: Altered photographs may be entered, but added elements such as typography or illustration will not be considered.			
D34 Animation <i>Use of animation to bring an idea to life. Can be a stand-alone work or incorporated into a larger design.</i>	Single (1) OR Series (3–5)	1–5 Content Videos less than 5 minutes each OR 1–5 Cut-down Videos less than 5 minutes each + URL to full length	3–15 (3 images of each video)
D35 Printing & Paper Craft <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) OR Series (3–5)	1–5 Physical Items OR 1–10 Digital Images OR 1–5 Content Videos less than 5 minutes each OR 1 Case Study Video less than 2 minutes	1–10 N/A if submitting Digital Images for judging

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INNOVATION			
D36 Innovation in Design <i>Design that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i>	Single (1) OR Series (3–10)	1 Case Study Video less than 2 minutes	1–10