



COMPETITION GUIDELINES

ENTRY DEADLINE

All entries must be received by October 18, 2013 - 5 p.m. at Solstice Advertising.

Winners will be announced at The BIG One reception on Saturday, November 23, 2013.

Winners who are not present will receive written notification and copy of award in December 2013.

ENTRY FEES

AIGA MEMBERS

One to four entries \$30 per entry

Five to nine entries \$25 per entry

Ten or more entries \$20 per entry

Campaign/Series (3–5 pieces) \$45 per entry

NonmemberS

One to four entries \$50 per entry

Five to nine entries \$45 per entry

Ten or more entries \$40 per entry

Campaign/Series (3–5 pieces) \$65 per entry

STUDENT AIGA MEMBERS

\$15 per entry (including Campaign/Series entries)

STUDENT NonmemberS

\$25 per entry (including Campaign/Series entries)

Make checks payable to AIGA ALASKA or pay via PayPal at www.alaska.aiga.org.

ELIGIBILITY

All entries for The BIG One 2013 must have been designed by firms or individuals whose primary business is located in the state of Alaska, including corporate in-house designers and design teams. The designs you submit may have been created for clients in any market.

In addition, all entries must have been first published, printed, or circulated between September 30, 2012, and September 28, 2013.

This competition is limited to commercially produced printed and interactive media, and considers the design of complete units only, except as noted for book and magazine covers. Individual units, such as spreads, web pages, photographs, or illustrations, are not accepted.

With the exceptions of public service (pro bono), self-promotion, or student pieces, work entered must have been the result of paid creative services in the normal course of business. All non-commercial entries must be identified as public service, self-promotion, or student work.

- 1) Only public service (pro bono) work done for a recognized nonprofit organization will be accepted. Paid work for any nonprofit will be considered commercial work.
- 2) Self-promotion pieces are those created to promote the designer or design firm only. Any work that lists the designer or design firm as the client should be marked as self-promotion.

Corporate in-house promotional pieces are considered commercial work.

Pieces promoting any external client are considered commercial work.

- 3) Entrants submitting student work must be enrolled full or part-time in an accredited U.S. educational institution, or must have graduated or left school no more than one calendar year prior to September 28, 2013. Work must be created while the entrant is not employed in the design or advertising industries, although student intern work is eligible.

Undergraduate and graduate student work is eligible for submission. Completed solutions to class projects as well as freelance assignments will be accepted. Student work does not have to be mass-produced to qualify for this competition.

Any other non-commercial work may be accepted or rejected on a case-by-case basis. Contact the Entry Committee at 608.347.3564 if you have any questions regarding your entry.

Any pieces that were created in a speculative manner are not eligible for this competition.

Printed Media

Printed media includes annual reports, brochures, covers (books and magazines), direct mail (including invitations), environmental graphics and exhibit design, identity systems, logos, packaging, posters, publications, and three-dimensional objects.

Campaign/series entries must consist of three to five pieces.

Interactive Media

Interactive media includes promotional, entertainment, or information-oriented projects such as websites, CD-ROMs, screensavers, interactive sales presentations, and educational training programs.

Narrative work, including films and videos, shorts, animation sequences, television commercials, motion graphics, and the like, is not eligible for submission.

JUDGING

Entries will be judged based on the overall effectiveness of the design solution and considering the design brief provided. Entrants submitting student work will be judged separately, using the same point system described below.

Judging Criteria

For each entry, judges will take the overall quality of the piece into consideration along with the following:

- Creativity/Originality
- Composition
- Quality of Messaging
- Marketing Impact
- Visual Design
- Use of Medium

Scoring Guidelines

Scoring is based on a 10–point scale. Each judge will assign a score to each entry, and all scores will be averaged to determine an entry's final score.

CATEGORIES

There are three design categories this year.

- Print Materials

Solo designs such as poster, annual report, sticker, etc.

- Digital

Design that is not on paper, usually technology-influenced such as websites, apps, interactive.

- Campaign/Series

Expanding campaigns and series such as brand identities, short-term identity, poster series, etc.

Student entries will be identified so that judges can consider them separately from professional entries, but judging criteria will be the same for all entries.

2013 JUDGES

1) Hornall Anderson
hornallanderson.com

2) Bill Gardner
gardnerdesign.com

3) Another great judges being arranged

AWARDS

Winners will be announced at The BIG One reception. The Reception will be held at the Anchorage Museum, in the Chugach Gallery (4th floor) on the evening of Saturday, November 23, 2013. Winners who are not present will receive written notification in December.

Gold, Silver, and Honorable Mention certificates will be mailed to each winning entrant by January 30, 2014. One Best of Show Trophy will also be awarded. All winning entries will be included in a special gallery on the AIGA Alaska competition website.

PREPARING YOUR WORK FOR ENTRY

Every entry must include a physical entry and a digital file or files representing the project. The physical entry will be used for display at The BIG One reception only. Your digital files will be forwarded to the judges for scoring, and may be used for projecting entries during The BIG One reception. No physical entries will be forwarded to the judges.

PHYSICAL ENTRIES

Printed Media

For most print entries, submit a physical sample of the work. Mounting is optional for single entries, but is highly recommended. Mount all entries that include multiple pieces (for example: an identity system that includes letterhead, envelope, and business card).

Campaign/series entries must consist of three to five pieces. Mount all campaign/series entries; if more than one board is required, make certain the boards are identified as 1 of 4, 2 of 4, 3 of 4, etc. Oversize elements of a campaign may be submitted as photographs or digital prints. Web elements of a campaign may be submitted as photographs or digital prints.

Simple variations of one entry are considered a single entry, not a series (for example, packages for different flavors or sizes of the same product). Please limit to no more than five examples.

Identity systems/stationery packages should be limited to no more than five pieces. These are considered together as a single entry, not a series. All pieces must be mounted together on a single board.

Do not mount annual reports, booklets, or other multiple-page publications.

Do not mount dimensional entries. You may send actual pieces such as T-shirts at your discretion.

Submit logos as a full-color or black-and-white digital print. The logo must fit within a 5" x 5" area, and should be presented on an 8.5" x 11" white sheet. You should identify the type of business in the lower right-hand corner on the face of the sheet. Logos do not have to be mounted.

Photographs or digital prints should be submitted for oversize objects such as: posters larger than 24" x 36", environmental graphics, architectural signage, exhibits, packaging, or three-dimensional objects.

Photographs or digital prints may be presented at any size up to 32" x 40". No photograph or digital print should represent an entry at more than 100% actual size.

If you mount double-sided entries (for example: postcards), make sure both sides are presented and visible on the mounting board.

Mount on black matte board, using spray mount or tape to adhere entries. Mounting boards should not extend more than 3" from the edge of your entry. No board should be larger than 32" x 40".

Interactive Media

Websites should be submitted as an active URL so the judges may view the site live. Inactive sites may be submitted via CD/DVD. You should also supply a brief (less than 100 words) site description and up to three full-color screen grabs printed on 8.5" x 11" sheets (include your URL on each page). Websites should not require any username or password for access. Be aware that your site may be viewed by the judges on a variety of contemporary browsers and operating systems, and should not rely on plug-ins or other add-ons being installed.

All interactive presentations and media should be submitted on a CD/DVD. You should also supply a brief (less than 100 words) project description and up to three full-color screen grabs printed on 8.5" x 11" sheets. Designate in your project description which operating systems should be compatible with your application (and be aware that entries that will not run on standard, contemporary Mac or PC systems may not be able to be viewed). All entries should be self-running applications without need for further installations, downloads, plug-ins, add-ons, or requirements. Do not submit executable files that will attempt to install a program on the judging computer(s). Executable files cannot be judged and will be disqualified without reimbursement of entry fees.

DIGITAL ENTRIES

In addition to your physical entries, each submission must also include digital files, which will be forwarded to the judges for scoring, and may be used for projecting entries during The BIG One reception. Your digital files will not be printed, and should be optimized to minimize file sizes.

Digital files from each entrant should be submitted on a single CD/DVD.

Each Printed Media entry may be accompanied by up to three (3) digital files.

Each Interactive Media entry may be accompanied by up to three (3) digital files, not including the entry application itself.

For each Printed Media entry, prepare up to three JPEGs, TIFFs, PDFs, or a combination of the three that visually represent your work.

For each Interactive Media entry, prepare up to three JPEGs, TIFFs, PDFs, or a combination of the three that visually represent your work. These may be the same screen captures that are printed for submission along with your physical entry.

JPEGs and TIFFs should be RGB, and no more than 1000 x 1000 pixels in size. High-quality, minimum compression images are encouraged.

PDFs may be any dimension and any number of pages. High-quality, minimum compression PDFs are encouraged, but file size must not exceed 10 MB each. PDFs should be RGB. All fonts must be converted to outlines or embedded in the PDF. PDFs are highly recommended for multi-page or double-sided projects like annual reports, brochures, books, and mailers.

File names should be clear and concise. In most cases, your name or company name, your client or project name, and a number is sufficient (for example: DesignCo_ClientCo_1.JPG).

FILLING OUT YOUR ENTRY FORMS

Download and fill out a The BIG One Entry Form for each entry. The PDF form should be filled out electronically. Many fields will enter duplicated information for you. A copy of each Entry Form you fill out should be included with your Digital Entries (see CREATING YOUR CD OR DVD, at right).

Each submission must include a brief description (less than 100 words) explaining the goals and objectives for the project. Judges will review this information in conjunction with viewing the work, and the information will be displayed with winning entries. Interactive Media entries must include a designation as to which operating systems should be compatible with your application.

Your Entry Forms will not automatically save your work. Please save your forms before closing the form window or quitting Adobe Acrobat.

Once your Entry Forms are complete, print one copy of page one (Form A) that lists all of your entries, and two (2) copies of page two (Form B) for each entry. Do not print page three (Form C).

- A) Submit one copy of page one (Form A), which includes your contact information and your list of entries, and a copy of the completed individual label for each entry (Form B), along with your payment in full, physical entries, and digital files on CD/DVD.
- B) Tape a copy of the completed individual label for each entry (Form B) to the back of the physical entry or mounting board, along the top edge. Each mounting board for a campaign or series must include its own duplicate entry label. Please identify each campaign/series board as 1 of 4, 2 of 4, 3 of 4, etc.

All entries should be well packaged to protect against damage in transit.

CREATING YOUR CD OR DVD

Create a new folder on your desktop and name it with your name or company name. This is your master folder. For each entry you submit, create a folder inside your master folder and name the new folder with the entry title. This folder should contain:

- 1) The Entry Form PDF for this entry
- 2) The Digital Files (JPEG, TIF, or PDF) you have created to represent your entry
- 3) The Application File (for Interactive Media entries only)

Your master folder should contain one folder for each entry you are submitting.

Create a CD or DVD from your master folder. The final disk should be named with your name or company name and contain all of your entry folders.

DELIVERING YOUR ENTRIES

Your final submission must include:

- 1) A physical sample or photo of each entry, with a copy of Form B attached, face-up, to the back.
- 2) A disk including a folder for each entry you are submitting. Each folder should contain an Entry Form, Digital Files, and Application File (for Interactive entries).
- 3) A printed copy of Form A listing all of your entries.
- 4) A printed copy of Form B for each of your entries.
- 5) A check or money order for the full amount of your entry fees, or a copy of your online payment receipt. Make checks payable to AIGA ALASKA or pay via PayPal at www.alaska.aiga.org.

Your submissions should be well protected to avoid damage in transit.

Ship, courier or hand-deliver entries to delivery address on this page. If not paying online, include a check or money order (made payable to AIGA Alaska) with your entry. Credit cards are only accepted online. No cash will be accepted.

Entries should arrive no later than 5 p.m. on Friday, October 18, 2013.

Deliveries are accepted from 8 a.m. to 5 p.m.

The delivery address for The BIG One 2013 is:

The BIG One: Alaska's Annual Design Show

AIGA Alaska
c/o Solstice Advertising, Laura Tauke Pribyl
3700 Woodland Dr
Suite 300
Anchorage, AK 99517

QUESTIONS?

Contact the Entry Committee:

Laura Tauke Pribyl, Entry Liaison
membership@alaska.aiga.org
607.347.3564 (in Anchorage)

RIGHTS RELEASE

By entering the competition, you acknowledge AIGA Alaska's right to display the accepted material in the exhibition, publications, and on the Internet. AIGA Alaska also reserves the right to use accepted material for additional promotional and/or informational materials.

FREQUENTLY ASKED QUESTIONS

Here are some frequently asked questions that may help you submit your work and/or better understand the competition. Feel free to contact us if you have additional questions.

CAN I SUBMIT MY ENTRY AFTER THE DEADLINE?

No. All entries must be received no later than 5 p.m. on Friday, October 18, 2013.

HOW DO I PAY FOR MY ENTRY?

Include a check or money order (made payable to AIGA Alaska) in the package with your work. You may also pay online by credit card via PayPal. Please do not send cash.

CAN I MOUNT MY WORK? DO I HAVE TO MOUNT MY WORK?

Mounting is optional for single entries, but is highly recommended. Mount all entries that include multiple pieces (for example: an identity system that includes letterhead, envelope, and business card).

Mount all campaign/series entries; if more than one board is required, make certain the boards are identified as 1 of 4, 2 of 4, 3 of 4, etc.

Identity systems/stationery packages must be mounted together on a single board.

Do not mount annual reports, booklets, or other multiple-page publications.

Do not mount dimensional entries. You may send actual pieces such as T-shirts at your discretion.

Logos do not have to be mounted.

If you mount double-sided entries (for example: postcards), make sure both sides are presented and visible on the mounting board.

Mount on black mat board, using spray mount or tape to adhere entries. Mounting boards should not extend more than 3" from the edge of your entry. No board should be larger than 32" x 40".

All pieces will be displayed at the awards ceremony, many entries will be displayed on easels.

HOW WILL I KNOW IF MY ENTRY WAS SELECTED BY THE JUDGES?

Winners will be announced at The BIG One reception on Saturday, November 23, 2013. Winners who are not present will receive written notification in December. You will be notified by mail or email about the status of your entry only if your work is selected as a winner and you are not present at the reception.

CAN I GET MY ENTRY BACK IF IT'S NOT SELECTED?

We cannot return any work submitted for judging.

WILL THERE BE A PRINTED CATALOG OF WINNING ENTRIES?

No. A catalog of winning entries will not be published this year. Instead, all winners will be included in a special gallery on the AIGA Alaska competition website.

HOW CAN I RECEIVE UPDATES ABOUT THE COMPETITION?

Follow AIGA Alaska on Facebook, or sign up to receive our monthly email updates. Better yet, become a member! For information, visit us at www.alaska.aiga.org or find us at www.facebook.com/aigaak.