

ADC 98TH ANNUAL AWARDS



ENTRY GUIDE

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THE ADC 98th ANNUAL AWARDS



**THE
ONE CLUB
FOR
CREATIVITY**

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THIS GUIDE IS INTERACTIVE

How it works:

- On the Category pages, click a category to launch the ADC 98th Annual Awards entry website and start an entry for that category
- Click *Return to Table of Contents* at the bottom of any page to jump back to this Table of Contents



KEY DATES

DEADLINE FOR SUBMISSIONS

January 31, 2019

EXTENDED DEADLINE

February 15, 2019

Note: A late fee of \$50 per entry will be applied to all entries created after January 31, 2019.

PHYSICAL MATERIALS

All physical entries must reach The One Club for Creativity's office by February 15, 2019.

PAYMENT

Offline payments must reach The One Club for Creativity within 15 days.

FINALISTS ANNOUNCED

April 2019

All work that has won a Cube or Merit is considered a Finalist. The specific type of award will be publicly revealed at ADC 98th Annual Awards show.

FINALIST CONFIRMATIONS DUE

April 19, 2019

ADC will contact all finalists to confirm that all details related to their winning entries is accurate and complete.

CREATIVE WEEK

May 6-10, 2019

ADC 98th ANNUAL AWARDS

May 6, 2019



ELIGIBILITY PERIOD

All entries must have been printed, published, aired or broadcast for the first time in any country between the dates listed below.

Eligibility Dates

January 1, 2018 - February 24, 2019

Eligibility Dates: Spatial Design

January 1, 2017 – February 24, 2019

ELIGIBILITY REQUIREMENTS

- Entries may be submitted by any company or individual involved in the creation or production of the work.
- Entries must be submitted by industry professionals only.
- Work produced on behalf of The One Club for Creativity and its programming, including The One Show, ADC Annual Awards, Young Ones, etc. is not eligible.



TIERED PRICING

Last year, a tiered pricing structure was introduced to make it easier for smaller agencies, studios and freelancers to participate. Larger companies pay the standard entry fee; smaller shops get a discount on entries (amount varies by discipline) and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

DESIGN DISCIPLINES

Brand / Communication Design, Experiential Design, Fashion Design, Illustration, Packaging Design, Photography, Product Design, Publication Design, Spatial Design, Typography

Freelance: 1 Employee

Small Design Studio: 2-20 Employees

Large Design Studio: 21+ Employees

ADVERTISING & MOTION DISCIPLINES

Advertising, Integrated, Interactive, Motion/Film Craft

Freelance: 1 Employee

Small Agency: 2-50 Employees

Large Agency: 51+ Employees



THE JUDGING PROCESS

A group of international judges will select the winning submissions of The ADC 98th Annual Awards. These creative directors, art directors, designers and copywriters represent the expanded international scope of The One Club for Creativity.

All work, whether broadcast, print, interactive or design is judged in anonymity. This allows even the smallest agencies and freelancers to be on equal competitive footing with worldwide giants.

JUDGING CRITERIA

The ADC 98th Annual Awards prestigious lists of judges are given a rather difficult mission: to seek out and reward the world's most forward-thinking work in craft, design and innovation. The judges select work they would have been proud to do themselves.

Art Direction - Digital / Motion

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-101 ADV-102 Digital	1 Single 3-5 Campaign	URL or Case Study Video 2 minutes or less OR URL + Case Study Video	1	1-3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-103 ADV-104 Mobile	1 Single 3-5 Campaign	Case Study Video 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-105 ADV-106 Motion	1 Single 3-5 Campaign	Content Video/s or Cut-down Video + URL	1	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

Art Direction - Direct

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-107 ADV-108 Direct	1 Single 3-5 Campaign	Digital Image/s or Case Study 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

Art Direction - Press

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-109 ADV-110 Poster Advertising	1 Single 3-5 Campaign	Physical Materials or Digital Images	1 Single 3-5 Campaign	1-3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-111 ADV-112 Press / Print Advertising	1 Single 3-5 Campaign	Physical Materials or Digital Images	1-3 Single 3-10 Campaign	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign



Branded Content / Entertainment - Games

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
Games								
ADV-113	Brand integration into the content of a game.	1	Case Study Video 2 minutes or less	1	3-10	100	300	450

Branded Content & Entertainment - Online

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
Short Form								
ADV-114	Brand integration into the content, executed through digital web commercials that are shorter than 5 minutes.	1	Content Video	1	3	100	300	450
Long Form								
ADV-115	Brand integration into the content, executed through digital web commercials that are 5 minutes or longer.	1	Content Video or Cut-down Video + URL	1	3	100	300	450

Branded Content & Entertainment - TV / Film

		Submission Media		Reference	Fees			
Subcategory	Elements	Type	Files	Images	Freelancer	2-50 Employees	51+ Employees	
TV / Film								
ADV-116	Brand integration into the content, airing on network or cable TV.	1 Single	Content Video	1 Single	3 Single	100 Single	300 Single	450 Single
ADV-117				3-5 Campaign	5-9 Campaign	150 Campaign	450 Campaign	600 Campaign

Branded Content & Entertainment - Episodic

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-50 Employees	51+ Employees
Web Series								
ADV-118	Brand integration into the content, executed through multiple connected installments.	3-5	Content Video or Cut-down Video + URL	3-5	9-15	150	450	600



Craft in Video

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
Animation								
ADV-119 ADV-120	Simulation of movement created by displaying sequential frames.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
Cinematography								
ADV-121 ADV-122	Movement of the camera, framing, lighting and filming choices.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-123 ADV-124	Direction Concept and execution.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-125 ADV-126	Editing Timing of film segments.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
Sound Design								
ADV-127 ADV-128	The process of specifying, acquiring, manipulating or generating audio elements for video.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-129 ADV-130	Special Effects Digital and physical.	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-131 ADV-132	Title Design	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

Craft in Writing

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
ADV-133 ADV-134	Direct	1 Single 3-5 Campaign	Digital Image/s or Case Study 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-135 ADV-136	TV / Film / Video	1 Single 3-5 Campaign	Content Video or Cut-down Video + URL	1 Single 3-5 Campaign	3 Single 9-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-137 ADV-138	Online / Social	1 Single 3-5 Campaign	URL or Case Study Video 2 minutes or less OR URL + Case Study Video	1	3-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-139 ADV-140	Outdoor	1 Single 3-5 Campaign	Physical Materials or Digital Images	1 Single 3-5 Campaign	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-141 ADV-142	Press	1 Single 3-5 Campaign	Physical Materials or Digital Images	1 Single 3-5 Campaign	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign



Direct

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-143 ADV-144 Digital	1 Single 3-5 Campaign	URL or Case Study Video 2 minutes or less OR URL + Case Study Video	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-145 ADV-146 Mail	1 Single 3-5 Campaign	Digital Image/s or Case Study 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-147 ADV-148 Wildcard	1 Single 3-5 Campaign	URL or Digital Image/s or Case Study 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

Out of Home

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-149 Point of Purchase ADV-150 <i>Displayed and/or installed at point of sale.</i>	1 Single 3-5 Campaign	Physical Material/s or Digital Image/s	1-5 Single 3-10 Campaign	1-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-151 Poster ADV-152 <i>Indoor or outdoor.</i>	1 Single 3-5 Campaign	Physical Material/s or Digital Image/s	1 Single 3-5 Campaign	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-153 Print / Electronic Billboard ADV-154 <i>Printed or digital ambient media.</i>	1 Single 3-5 Campaign	Physical Materials or Digital Image/s or Case Study 2 minutes or less	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-155 Transit ADV-156 <i>Appears in or around any mode of public transportation.</i>	1 Single 3-5 Campaign	Digital Image/s	1-5 Single 3-10 Campaign	1-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign



Press

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-157 ADV-158	Magazine	1 Single 3-5 Campaign	Physical Material/s	0	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign
ADV-159 ADV-160	Newspaper	1 Single 3-5 Campaign	Physical Material/s	0	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign

Promotional Materials

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-161 ADV-162	Dimensional 3-D, physical piece of advertising.	1 Single 3-5 Campaign	Physical Materials/s	0	1-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign
ADV-163 ADV-164	Flat Posters, postcards, or other print media.	1 Single 3-5 Campaign	Physical Material/s	0	1-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign
ADV-165 ADV-166	Point of Purchase Display Display and/or installation at point of sale.	1 Single 3-5 Campaign	Digital Image/s or Case Study 2 minutes or less	1	1-5 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign

Television / Film / Online Video

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
ADV-167 ADV-168	Movie Trailer Preview of a film.	Content Video/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-169 ADV-170	Film Commercial screened in movie theaters.	Content Video/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-171 ADV-172	Online Commercial distributed online.	Content Video/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-173 ADV-174	Television Low Budget Commercial aired on a cable or broadcast network, produced for under USD\$100,000.	Content Video/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
ADV-175 ADV-176	Television Commercial aired on a cable or broadcast network.	Content Video/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign



Branding

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
BCD-101 Logo	1	Digital Image/s or Case Study 2 minutes or less	1	1-3	100	200	250
BCD-102 Annual Report	1	Physical Material/s or Digital Image/s or Case Study 2 minutes or less	1	1-3	100	200	250
BCD-103 Stationery	1	Physical Material/s	0	1-3	100	200	250
BCD-104 Branding Systems / Identities - Print	1-10	Physical Material/s or Digital Image/s or Case Study 2 minutes or less	1	3-10	150	250	300
BCD-105 Branding Systems / Identities - Television / Film / Online Networks	1-10	Content Video or Case Study 2 minutes or less	1-10	3-10	150	250	300
BCD-106 Branding Systems / Identities - Digital	1-10	Case Study 2 minutes or less or Case Study 2 minutes or less + URL	1-10	3-10	150	250	300
BCD-107 Branding Systems / Identities - Integrated	1-10	Physical Material/s or Digital Image/s or Case Study 2 minutes or less or URL or Case Study 2 minutes or less + URL	1-10	3-10	150	250	300

Posters

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
BCD-108	Traditional	1 Single		1 Single	100 Single	200 Single	250 Single
BCD-109	<i>A single printed poster.</i>	3-5 Campaign	Physical Materials/s 0	3-5 Campaign	150 Campaign	250 Campaign	300 Campaign
	Point of Purchase						
BCD-110	<i>Print media that interacts</i>	1 Single		1-5 Single	100 Single	200 Single	250 Single
BCD-111	<i>with or is sized to work with a point of sale set up.</i>	3-5 Campaign	Physical Material/s 0	3-10 Campaign	150 Campaign	250 Campaign	300 Campaign
	Wild Postings						
BCD-112	<i>Posters placed in public</i>	1 Single		1 Single	100 Single	200 Single	250 Single
BCD-113	<i>spaces in a non-traditional way.</i>	3-5 Campaign	Physical Material/s 0	3-5 Campaign	150 Campaign	250 Campaign	300 Campaign
	Billboard						
BCD-114	<i>A large scale, outdoor advertisement that is</i>	1 Single	Digital Image/s or Case Study 2 minutes or less	1-5 Single	100 Single	200 Single	250 Single
BCD-115	<i>usually seen in cities or along major roadways.</i>	3-5 Campaign	1	3-10 Campaign	150 Campaign	250 Campaign	300 Campaign



Promotional

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
BCD-116 BCD-117	Announcement / Invitation / Postcard / Greeting Card <i>Print card that can be sent out, specifically relating to the brand or organization.</i>	1 Single 3-5 Campaign	Physical Material/s	0	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign
BCD-118 BCD-119	Digital Communications <i>E-blasts, newsletters, bulletins.</i>	1 Single 3-5 Campaign	Digital Image/s or Case Study 2 minutes or less	1	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign
BCD-120 BCD-121	Apparel <i>Design of wearable products intended to promote the brand.</i>	1 Single 3-5 Campaign	Physical Material/s	0	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign
BCD-122 BCD-123	Booklet / Brochure / Catalog / Press Promotional Kit <i>Overall design in an informative short publication.</i>	1 Single 3-5 Campaign	Digital Image/s	1-3 Single 3-10 Campaign	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign
BCD-124	Calendar <i>Printed or manufactured promotional calendar.</i>	1	Physical Material/s	0	1-12	100	200	250
BCD-125 BCD-126	Self-Promotion <i>Printed material designed to promote an advertising agency or design studio.</i>	1 Single 3-5 Campaign	Physical Material/s	0	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign
BCD-127 BCD-128	Wildcard <i>Unique promotional material that lives outside of the aforementioned categories.</i>	1 Single 3-5 Campaign	Physical Material/s	0	1-3 Single 3-10 Campaign	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign



Advertising

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
DFG-101 DFG-102	Advertising	1 Single 3-5 Series	URL or Digital Image/s or Case Study or Case Study + URL	1 Single 1-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series

Brand / Communication Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
DFG-103 DFG-104	Brand / Communication Design	1 Single 3-5 Series	URL or Digital Image/s or Case Study or Case Study + URL	1 Single 1-5 Series	1-10 Single 3-50 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series

Experiential Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-105	Experiential Design	1 Single	URL or Case Study	1	1-3 Single	100 Single	200 Single	250 Single
DFG-106		3-5 Series	or Case Study + URL		3-5 Series	150 Series	250 Series	300 Series

Fashion Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-124	Fashion Design	1 Single	URL or Digital		1-10 Single	100 Single	200 Single	250 Single
DFG-125		3-5 Series	Image/s Case Study or Case Study + URL	1	3-50 Series	150 Series	250 Series	300 Series

Illustration

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-107 DFG-108	Illustration	1 Single	URL or Digital Image/s or Case Study or Content Video or Video + URL	1 Single	100 Single	200 Single	250 Single
		3-5 Series	1-5 Series	3-50 Series	150 Series	250 Series	300 Series



Integrated

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-109 Integrated	1 Single 3-5 Series	URL or Case Study or Case Study + URL	1	3-10	150	250	300

Interactive

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-110 Interactive	1 Single	URL or Case Study	1	1-3 Single	100 Single	200 Single	250 Single
DFG-111	3-5 Campaign	or Case Study + URL		3-5 Campaign	150 Campaign	250 Campaign	300 Campaign

Motion / Film Craft

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-112 Motion / Film Craft	1 Single	Content Video or	1 Single	3 Single	100 Single	200 Single	250 Single
DFG-113	3-5 Series	Cut-down Video + URL	3-5 Series	3-15 Series	150 Series	250 Series	300 Series

Packaging Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-114 Packaging Design	1 Single	Digital Image/s or	1 Single	1-10 Single	100 Single	200 Single	250 Single
DFG-115	3-5 Series	Case Study	1-5 Series	3-50 Series	150 Series	250 Series	300 Series

Photography

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-116 Photography	1 Single	URL or Digital	1 Single	1-10 Single	100 Single	200 Single	250 Single
DFG-117	3-5 Series	Image/s or Case Study or Case Study + URL	1-5 Series	3-50 Series	150 Series	250 Series	300 Series



Product Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
DFG-118 DFG-119	Product Design 1 Single 3-5 Series	Digital Image/s or Case Study	1 Single 1-5 Series	1-10 Single 3-50 Series	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign

Publication Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
DFG-120 DFG-121	Publication Design 1 Single 3-5 Campaign	Digital Image/s or Case Study	1 Single 1-5 Series	1-10 Single 3-50 Series	100 Single 150 Campaign	200 Single 250 Campaign	250 Single 300 Campaign

Spatial Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
DFG-126	Spatial Design 1-5	URL or PDF or Digital Image/s or Case Study Video or Video + URL	1	1-15	100	200	250

Typography

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
DFG-122 DFG-123	Typography 1 Single 3-5 Series	Digital Image/s or Case Study	1 Single 1-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series



Digital Experiences

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
Augmented Reality								
EXP-101	Computer generated environment with which one can interact.	1 Single	URL or Case Study 2 minutes or less	1	3 Single	100 Single	300 Single	450 Single
EXP-102		3-5 Campaign			3-10 Campaign	150 Campaign	450 Campaign	600 Campaign
Responsive Environments								
EXP-103	Immersive experiences that combine cutting-edge design and digital technology.	1 Single	URL or Case Study 2 minutes or less	1	3 Single	100 Single	300 Single	450 Single
EXP-104		3-5 Campaign			3-10 Campaign	150 Campaign	450 Campaign	600 Campaign
Virtual Reality								
EXP-105	Computer generated environment with which one can interact.	1 Single	URL or Case Study 2 minutes or less	1	3 Single	100 Single	300 Single	450 Single
EXP-106		3-5 Campaign			3-10 Campaign	150 Campaign	450 Campaign	600 Campaign

Environmental Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files	Freelancer		2-50 Employees	51+ Employees	
EXP-107 EXP-108	Mural <i>Wall mural connected to the space in which it inhabits.</i>	1 Single 3-5 Campaign	URL or Digital Image/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	1-5 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
	Wayfinding System <i>Informational systems that guide people through a physical environment.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1-5	1-15	100	300	450
EXP-110 EXP-111	Window Display / Merchandising <i>Themed and seasonal windows, retail installations, building wrappings, projections, window decals and visual merchandising.</i>	1 Single 3-5 Campaign	URL or Digital Image/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	1-5 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
EXP-112 EXP-113	Exhibition Design <i>Temporary, non-site specific installation.</i>	1 Single 3-5 Campaign	URL or Digital Image/s or Case Study 2 minutes or less	1 Single 1-5 Campaign	1-5 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
EXP-114	Interior Design <i>A single project highlighting the design and co-ordination of an interior space.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1-5	1-15	100	300	450
EXP-115	Retail / Restaurant <i>Posters, postcards, or other print media.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1-5	1-15	100	300	450
EXP-116	Work / Public / Community Spaces <i>Posters, postcards, or other print media.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1-5	1-15	100	300	450



Experiential Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files	Freelancer		2-50 Employees	51+ Employees	
EXP-117	Guerrilla / Stunt <i>Special events in public spaces, flash mobs, special stunts.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1	3-10	100	300	450
EXP-118	Installations <i>Permanent or semi-permanent environment specific to the site.</i>	1 Single	URL or Digital Image/s or Case Study 2 minutes or less	1	3-10	100 Single	300 Single	450 Single
EXP-119		3-5 Campaign				150 Campaign	450 Campaign	600 Campaign
EXP-120	Live Event <i>Temporary installation in tandem with a live-event (concert, product launch, etc.).</i>	1-5	URL or Case Study 2 minutes or less	1	3-10	100	300	450
EXP-121	Placemaking <i>A public installation or landmark which defines the space around it.</i>	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1	3-10	100	300	450



Traditional

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
FSN-101 FSN-102	Womenswear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-103 FSN-104	Menswear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-105 FSN-106	Unisex	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-107 FSN-108	Outerwear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-109 FSN-110	Accessories	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-111 FSN-112	Jewelry	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-113 FSN-114	Footwear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-115 FSN-116	Denim	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-117 FSN-118	Streetwear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-119 FSN-120	Sportswear / Activewear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-121 FSN-122	Costumes / Uniforms	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection
FSN-128 FSN-129	Infant / Childrenswear	1 Single 3-10 Collection	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10 Single 3-50 Collection	100 Single 150 Collection	150 Single 200 Collection 200 Single 250 Collection



Craft

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
FSN-123 Patterns / Textiles	1-10	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10	100	150	200
FSN-124 Construction	1-10	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10	100	150	200
FSN-125 Use of Technology	1-10	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10	100	150	200
FSN-126 Eco-friendly / Sustainable Fashion	1-10	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10	100	150	200
FSN-127 Low Budget	1-10	URL or Physical Material/s or Digital Image/s or Video or Video + URL	1	1-10	100	150	200



Animation

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-101	Animation						
ILT-102	<i>For time-based works.</i>	Content Video/s	1 Single 1-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Book

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-103	Book	Digital Image/s or Case Study 2 minutes or less	1	1-10 Single 3-50 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-104	<i>Book or book jacket.</i>						

Comic Book / Graphic Novel

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-105	Comic Book / Graphic Novel	Digital Image/s or Case Study 2 minutes or less	1	1-10 Single 3-50 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-106	<i>Comic art in sequential juxtaposed panels.</i>						

Digital

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-107	Digital	Digital Image/s or Case Study 2 minutes or less	1 Single 1-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-108	<i>For electronic media.</i>						



Editorial

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-109 ILT-110	Front Page <i>Images on covers.</i>	1 Single 3-5 Series	Digital Image/s or Case Study 2 minutes or less	1	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-111 ILT-112	Spread <i>Interior images.</i>	1 Single 3-5 Series	PDF or Digital Image/s or Case Study 2 minutes or less	1	1-10 Single 3-50 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Mural

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Mural								
ILT-113	Illustrated wall mural; includes graffiti and other street art.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
ILT-114		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series	

Packaging

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
ILT-115	Packaging	1 Single	Digital Image/s	1 Single	1-5 Single	100 Single	150 Single	200 Single
ILT-116	<i>Internal or external.</i>	3-5 Series	or Case Study 2 minutes or less	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Promotional / Collateral

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
ILT-117 ILT-118	Promotional / Collateral <i>Annual reports, bags, brochures, business cards, flyers, menus, postcards, etc.</i>							
		1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
		3-5 Series		1-5 Series	3-15 Series	150 Series	200 Series	250 Series



Tattoo / Body Art

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Tattoo / Body Art							
ILT-119	Illustration that has been tattooed onto the human body.	1-5	Digital Image/s or Case Study 2 minutes	1-5	100	150	200

Personal / Unpublished

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Personal / Unpublished							
ILT-120	Illustration created for one's personal experimentation, not for a client or brand.	Digital Image/s or Case Study 2 minutes or less or Case Study + URL	1 Single	1-5 Single	100 Single	150 Single	200 Single
ILT-121			1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Wildcard

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Wildcard							
ILT-122	Unique illustration that lives outside of the aforementioned categories.	Digital Image/s or Case Study 2 minutes or less or Case Study + URL		1 Single	100 Single	150 Single	200 Single
ILT-123		1 Single	1-5 Single	150 Series	200 Series	250 Series	



Advertising

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INV-101 Branded Content / Entertainment	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500
INV-102 Direct	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500
INV-103 Out of Home	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500
INV-104 Press	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500
INV-105 Promotional Materials	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500
INV-106 Television / Film / Online Video	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	1-15	100	500	500

Brand / Communication

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-107 Brand / Communication	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Experiential Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INV-108 Experiential Design	1-5	URL or Case Study or Case Study + URL	1	1-5	100	500	500



Fashion Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-118 Fashion Design	1-10	URL or Digital Image/s or Case Study or Case Study + URL	1	1-10	100	500	500

Illustration

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-109 Illustration	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Integrated

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INV-110 Integrated	3-10, including at least 3 different digital mediums	URL or Case Study or Case Study + URL	1	1-10	100	500	500

Interactive

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INV-111 Interactive	3-10, including at least 3 different digital mediums	URL or Case Study or Case Study + URL	1	1-5	100	500	500

Motion / Film Craft

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INV-112 Motion / Film Craft	1-5	Content Video or Cut-down Video + URL	1-5	3-15	100	500	500



Packaging Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-113 Packaging Design	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Photography

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-114 Photography	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Product Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-115 Product Design	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Publication Design

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-116 Publication Design	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-50	100	500	500

Spatial Design

			Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files	Freelancer		2-50 Employees	51+ Employees	
INV-119	Spatial Design	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	500	500

Typography

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
INV-117	Typography	1-5	URL or Digital Image/s or Case Study or Case Study + URL	1-5	3-15	100	500	500

Integrated - Branding

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Individuals	2-50 Employees	51+ Employees
ITG-101	Integrated - Branding	3-10, including at least 3 different mediums	URL or Case Study or Case Study + URL and Supporting Material	1	1-10	500	500	700

Integrated - Digital

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Individuals	2-50 Employees	51+ Employees
ITG-102	Integrated - Digital	3-10, including at least 3 different mediums	URL or Case Study or Case Study + URL and Supporting Material	1	1-10	500	500	700



Craft in Online / Mobile

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-101	Art Direction						
INT-102	<i>Design and interaction of all visual elements.</i>	URL or Case Study or Case Study + URL	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
INT-103	Content Strategy						
INT-104	<i>Planning, development, and management of written or visual content.</i>	URL or Case Study or Case Study + UR	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
INT-105	Copywriting for Digital						
INT-106	<i>Excellence in copywriting in an online or mobile campaign.</i>	URL or Case Study or Case Study + UR	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
INT-107	Sound Design						
INT-108	<i>Use of audio in tandem with visuals.</i>	URL or Case Study or Case Study + UR	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign
INT-109	Use of Technology						
INT-110	<i>Excellence in developing and experimenting with new or existing technologies.</i>	URL or Case Study or Case Study + UR	1	1 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

AR / VR

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-111	AR / VR						
INT-112	<i>App that uses AR and/or VR as a primary feature.</i>	URL or Case Study 2 minutes or less	1	3 Single 3-10 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign

Data Visualization

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-113	Data Visualization						
INT-114	<i>To clarify complex information.</i>	Digital Image/s or Case Study 2 minutes or less or Case Study + URL	1 Single 1-5 Campaign	1-3 Single 3-15 Campaign	100 Single 150 Campaign	300 Single 450 Campaign	450 Single 600 Campaign



Games

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees
Console Platforms							
INT-115	Console based interactive program for one or more players.	1 Single	URL or Case Study	1-3 Single 3-5 Campaign	100 Single	300 Single	450 Single
INT-116		3-5 Campaign	2 minutes or less or Case Study + URL		1	150 Campaign	450 Campaign
Web / Social Media							
INT-117	Interactive program for one or more players.	1 Single	URL or Case Study	1-3 Single 3-5 Campaign	100 Single	300 Single	450 Single
INT-118		3-5 Campaign	2 minutes or less or Case Study + URL		1	150 Campaign	450 Campaign

Online / Mobile Websites

			Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files	Freelancer		2-50 Employees	51+ Employees	
INT-119	Websites	1 Single	URL or Case Study	1	1-3 Single	100 Single	300 Single	450 Single
INT-120	<i>Desktop and mobile site.</i>	3-5 Campaign	2 minutes or less or Case Study + URL		3-5 Campaign	150 Campaign	450 Campaign	600 Campaign
	Campaign Site							
INT-121	<i>Dedicated sub-site, separate from a brand's main site.</i>	1 Single	URL or Case Study	1	1-3 Single	100 Single	300 Single	450 Single
INT-122		3-5 Campaign	2 minutes or less or Case Study + URL		3-5 Campaign	150 Campaign	450 Campaign	600 Campaign
	E-Commerce Site							
INT-123	<i>Websites designed to facilitate online transactions and sales.</i>	1 Single	URL or Case Study	1	1-3 Single	100 Single	300 Single	450 Single
INT-124		3-5 Campaign	2 minutes or less or Case Study + URL		3-5 Campaign	150 Campaign	450 Campaign	600 Campaign

UX / UI

Subcategory	Elements	Type	Files			Freelancer	2-50 Employees	51+ Employees
User Experience Design								
INT-125	The user experience design for a website, app or other digital medium.	1 Single	URL or Case Study or Case Study + URL	1	1-3 Single 3-5 Campaign	100 Single	300 Single	450 Single
INT-126		3-5 Campaign				150 Campaign	450 Campaign	600 Campaign
User Interface Design								
INT-127	The user interface design for a website, app or other digital medium.	1 Single	URL or Case Study or Case Study + URL	1	1-3 Single 3-5 Campaign	100 Single	300 Single	450 Single
INT-128		3-5 Campaign				150 Campaign	450 Campaign	600 Campaign



Video

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-129 INT-130	360 Video <i>360 or immersive video.</i>	1 Single 3-5 Campaign	URL or Case Study or Case Study + URL	1	1-3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign
INT-131 INT-132	Interactive Video <i>Requires viewer's participation.</i>	1 Single 3-5 Campaign	URL or Case Study or Case Study + URL	1	1-3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign
INT-133 INT-134	Online Video <i>Viewed primarily online.</i>	1 Single 3-5 Campaign	Content Video/s	1 Single 3-5 Campaign	3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign

Social Media

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-135 INT-136 INT-137	Facebook	1 Single or Page 3-10 Campaign	URL or Case Study or Case Study + URL	1	1-5 Single or Page 3-10 Campaign	100	300 450
INT-138 INT-139 INT-140	Instagram	1 Single or Feed 3-10 Campaign	URL or Case Study or Case Study + URL	1	1-5 Single or Feed 3-10 Campaign	100	300 450
INT-141	LinkedIn	1	URL or Case Study or Case Study + URL	1	1-5	100	300 450
INT-142 INT-143	Pinterest	1 Single or Board	URL or Case Study or Case Study + URL	1	1-5 Single or Board	100	300 450
INT-144	Twitter	1	URL or Case Study or Case Study + URL	1	1-5	100	300 450
INT-145 INT-146	Wildcard	1 Single 3-10 Campaign	URL or Case Study or Case Study + URL	1	1-5 Single 3-10 Campaign	100	300 450

Uncommissioned / Personal

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-50 Employees	51+ Employees
INT-147 INT-148	Uncommissioned / Personal <i>Interactive design created for one's personal experimentation, not for a client or brand.</i>	1 Single 3-5 Campaign	URL or Case Study or Case Study + URL	1	1-3 Single 3-5 Campaign	100 Single 150 Campaign	300 Single 450 Campaign 450 Single 600 Campaign



Craft in Gaming

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees	
	Animation							
MOT-101	Simulation of movement created by displaying sequential frames.	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	250
	Cinematography							
MOT-102	Movement of the camera, framing, lighting and filming choices.	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	300
	Direction							
MOT-103	Game concept and execution	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	300
	Motion Graphics							
MOT-104	Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	300
	Sound							
MOT-105	Use of audio in tandem with visuals.	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	300
	Special Effects							
MOT-106	Digital and physical.	1-5	URL or Case Study 2 minutes or less	1	3-15	100	150	300



Craft in Motion / Film

			Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files	Freelancer		2-50 Employees	51+ Employees	
MOT-101	Animation <i>Simulation of movement created by displaying sequential frames.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-102	Animated Logo <i>Simulation of movement created by displaying sequential frames.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-103	Cinematography <i>Movement of the camera, framing, lighting and filming choices.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-104	Direction <i>Concept and execution.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-105	Editing <i>Timing and cuts of film segments.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-106	Motion Graphics <i>Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-106	Special Effects <i>Digital and physical.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-106	Sound Design <i>Use of audio in tandem with visuals.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-106	Typography <i>In or overlaid on the moving image.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-15	100	150	250
MOT-106	VR / AR <i>Exceptional motion/film craftsmanship in a VR or AR project.</i>	1-5	URL or Content Video or Cut-down Video + URL	1-5	3-10	100	150	250



Motion / Film

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-50 Employees	51+ Employees
MOT-116	Movie Trailer	1-5	URL or Content	1 Single	3 Single	100 Single	100 Single	250 Single
MOT-117	<i>Preview of a film.</i>		Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	150 Campaign	300 Campaign
MOT-118	Music Video	1-5	URL or Content	1 Single	3 Single	100 Single	150 Single	250 Single
MOT-119	<i>Commercial video featuring a performance of a song.</i>		Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	200 Campaign	300 Campaign
MOT-120	Television / VOD	1-5	URL or Content	1 Single	3 Single	100 Single	150 Single	250 Single
MOT-121	<i>Promotions, introductions, openings, previews, bumpers, interstitials, etc.</i>		Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	200 Campaign	300 Campaign
MOT-122	Title Sequence	1-5	URL or Content	1 Single	3 Single	100 Single	150 Single	250 Single
MOT-123	<i>Design of identity and credits.</i>		Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	200 Campaign	300 Campaign
MOT-124	Short Video	1-5	URL or Content	1 Single	3 Single	100 Single	150 Single	250 Single
MOT-125			Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	200 Campaign	300 Campaign
MOT-126	Documentary <i>Intended to document some aspect of reality, primarily for the purposes of instruction, education, or maintaining a historical record.</i>	1-5	URL or Content	1	3	100	150	250
MOT-127	Narrative <i>Films or features with a brand integrated into the script, plot, or broader themes of the content. Includes fiction and non-fiction work.</i>	1-5	URL or Content	1	3	100	150	250
MOT-128	Unpublished	1-5	URL or Content	1 Single	3 Single	100 Single	150 Single	250 Single
MOT-129			Video or Cut-down	3-5 Campaign	3-15 Campaign	150 Campaign	200 Campaign	300 Campaign



Beauty / Cosmetics / Personal Care

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Beauty / Cosmetics / Personal Care							
PKG-101	Packaging for bath products, beauty items, fragrances, lotions, skin care, etc.	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single
PKG-102		3-5 Series			3-15 Series	150 Series	250 Series
						250 Series	300 Series

Food / Beverage

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Beverage								
PKG-103	Packaging for beer, champagne, coffee, energy drinks, soda, spirits, teas, water, wine, etc.	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single	250 Single
PKG-104		3-5 Series			3-15 Series	150 Series	250 Series	300 Series
Food								
PKG-105	Packaging for breads, candy, canned food, cereals, chips, condiments, crackers, dairy, fruits, meat, pastas, poultry, seafood, snacks, spices, vegetables, etc.	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single	250 Single
PKG-106		3-5 Series			3-15 Series	150 Series	250 Series	300 Series

Consumer Electronics

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Consumer Electronics							
PKG-105	Packaging for cameras, mobile phones, personal computers, video game consoles, etc.	1 Single	Physical Material/s 0	1-5 Single	100 Single	200 Single	250 Single
PKG-106		3-5 Series		3-15 Series	150 Series	250 Series	300 Series



Entertainment / Recreation

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
PKG-109	Games / Toys / Recreation						
	<i>Packaging for games, puzzles, sports products and equipment, toys, etc.</i>	1-5	Physical Material/s	0	1-15	100	200
PKG-110	Media						
	<i>Packaging for albums, cds, software, video games, etc.</i>	1-5	Physical Material/s	0	1-15	100	200

Fashion / Apparel / Accessories

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
PKG-111	Fashion / Apparel / Accessories						
	Boxes, fabric, ribbons, shopping bags, tags, tissue paper, etc.	1-5	Physical Material/s	0	1-15	100	200

Home / Houseware

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Home / Houseware								
PKG-112	Packaging for cleaning products, detergents,	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single	250 Single
PKG-113	garden tools, housewares, small appliances, utensils, etc.	3-5 Series		3-15 Series	150 Series	250 Series	300 Series	

Pet Products

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Pet Products								
PKG-114	Packaging for accessories, bath, food and nutrition, grooming, toys, etc.	1-5	Physical Material/s	0	1-15	100	200	250



Pharma / Health / Wellness

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
PKG-115	Pharma / Health / Wellness Environmentally conscious packaging design.	1-5	Physical Material/s	0	1-5 Single 3-15 Series	100 Single 150 Series	200 Single 250 Series 250 Single 300 Series

Sustainable / Eco-friendly

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
PKG-116	Sustainable / Eco-friendly	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single
PKG-117	Environmentally conscious packaging design.	3-5 Series		3-15 Series	150 Series	250 Series	250 Single 300 Series

Specialty Product / Wildcard

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
PKG-118	Specialty Product / Wildcard	1 Single	Physical Material/s	0	1-5 Single	100 Single	200 Single
PKG-119	Environmentally conscious packaging design.	3-5 Series		3-15 Series	150 Series	250 Series	250 Single 300 Series



Spatial

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Spatial							
PHO-101	Photographs of buildings and similar structures that are both aesthetically pleasing and accurate representations of their subjects.	1-5	Digital Image/s or Case Study 2 minutes or less	1-5	100	150	200

Drone / Aerial

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Drone / Aerial							
PHO-102	A photograph taken with a drone or from a flying aircraft.	1 Single	Digital Image/s or Case Study 2 minutes or less	1-5 Single	100 Single	150 Single	200 Single
PHO-103		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Fashion

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Fashion							
PHO-104	Photography which is devoted to displaying clothing and fashion accessories.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	100 Single	150 Single	200 Single
PHO-105		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Fine Art / Conceptual

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Fine Art / Conceptual							
PHO-106	Photography that	1 Single	Digital Image/s	1-5 Single	100 Single	150 Single	200 Single
PHO-107	conveys the ideas of the photographer.	3-5 Series	or Case Study 2 minutes or less	1-5 Series	150 Series	200 Series	250 Series



Food

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Food							
Photography aimed at producing attractive photographs of food for use in advertisements, packaging, menus or cookbooks.							
PHO-108	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-109	3-5 Series		1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Landscape

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Landscape							
Spaces within the world, sometimes vast and unending, but other times microscopic. Captures the presence of nature but can also focus on man-made features or disturbances of landscapes.							
PHO-110	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-111	3-5 Series		1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Live Event

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Live Event								
PHO-112	Photographs of guests and occurrences at concerts, rallies, and similar events.	1 Single 3-5 Series	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-113			1-5 Series	3-15 Series	150 Series	200 Series	250 Series	

Mobile

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Mobile								
PHO-114	Photographs specifically taken with a mobile device.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-115		3-5 Series		1-5 Series	3-15 Series	150 Series	200 Series	250 Series



Music / Entertainment

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Music / Entertainment							
PHO-116	1 Single	Digital Image/s	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-117	3-5 Series	or Case Study 2 minutes or less	1-5 Series	3-15 Series	150 Series	200 Series	250 Series
Iconic entertainers, documenting performance, celebrity news/gossip.							

Photojournalism

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Photojournalism							
PHO-118	1 Single	Digital Image/s	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-119	3-5 Series	or Case Study 2 minutes or less	1-5 Series	3-15 Series	150 Series	200 Series	250 Series
Employs images in order to tell a news story.							

Portraiture

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Portraiture							
PHO-120	Photograph of a person or group of people that captures the personality of the subject by using effective lighting, backdrops, and poses.	Digital Image/s	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-121		or Case Study 2 minutes or less	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Product / Commercial

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Product / Commercial								
PHO-122	For use in catalogues, brochures and advertising to promote and sell a service or product.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-123		3-5 Series		1-5 Series	3-15 Series	150 Series	200 Series	250 Series



Social Media

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Social Media							
PHO-124	Photograph/s taken	Digital Image/s	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-125	specifically for use on social media channels.	or Case Study 2 minutes or less	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Sports / Recreation

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Sports / Recreation							
PHO-126	Of athletic or outdoor	1 Single	Digital Image/s	1 Single	100 Single	150 Single	200 Single
PHO-127	events, competitions, in-action, etc..	3-5 Series	or Case Study 2 minutes or less	1-5 Series	150 Series	200 Series	250 Series

Street

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Street							
PHO-128	Candid photography taken	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-129	in public situations or places.		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series

Travel / Tourism

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Travel / Tourism								
PHO-130	The documentation of an area's landscapes, people, cultures, customs and history.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-131		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series	



Wildlife / Nature

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	
Wildlife / Nature							
PHO-132	Of various forms of plants	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-133	or animals in their natural habitat.		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series

Personal / Unpublished

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees		
Personal / Unpublished								
PHO-134	Photograph/s created for one's own personal experimentation, not for a client or brand.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-135				1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Wildcard

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees		
Wildcard								
PHO-136	Unique photography that lives outside of the aforementioned categories.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
PHO-137		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series	



Beauty / Wellness / Personal Care

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
PRD-101	Beauty / Wellness / Personal Care						
	Cleansers, cologne, creams, deodorants, dietary supplements, exfoliators, eye shadows, eyeliners, lipsticks, lotions, mascara, peels, perfumes, powders, razors, scrubs, shampoos + conditioners, soaps, toothbrushes, toothpaste, etc.	1-5	Physical Material/s	0	1-15	100	200

Children

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Children							
PRD-102	Activity play centers, bathing, car seats + accessories, carriers, diapering, educational, feeding, nursery, play structures, strollers, toys, etc.	Physical Material/s	0	1-15	100	200	250

Consumer Electronics

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Consumer Electronics							
PRD-103	Audio equipment, cameras, computers, drones, headsets, mobile devices, monitors, robotics, security systems, smart phones, tablets, TVs, video equipment, etc.	Physical Material/s	0	1-15	100	200	250



Durable Goods

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Small Appliances								
PRD-104	Blenders, coffee makers, dishwashers, electric kettles, hand mixers, humidifiers, microwave ovens, toasters, vacuums, water purifiers, etc.	1-5	Physical Material/s	0	1-15	100	200	250
Tools								
PRD-105	Construction, electronic, hand, home, industrial, etc.	1-5	Physical Material/s	0	1-15	100	200	250
Transportation								
PRD-106	Automobiles, bicycles, electric vehicles, kayaks, motorcycles, motorhomes, trains, etc.	1-5	Physical Material/s	0	1-15	100	200	250
Industrial Equipment / Automation								
PRD-110	Boilers, compressors, concrete mixers, farming equipment, generators, printers, robotics, scanners, scissor lifts, scissor lifts, etc.	1-5	Physical Material/s	0	1-15	100	200	250

Houseware

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Houseware								
PRD-108	Bakeware, bottles, bowls, cookware, cutlery, dishes, glassware, kitchen utensils, tableware, etc.	1-5	Physical Material/s	0	1-15	100	200	250

Interior Design

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
	Decorative							
PRD-109	Bathroom fixtures, duvets, frames, lamps, lighting, locks, mirrors, pillows, storage bins, vases, etc.	1-5	Physical Material/s	0	1-15	100	200	250
	Furniture							
PRD-110	Beds, chairs, desks, seating, stools, tables, wardrobes, etc.	1-5	Physical Material/s	0	1-15	100	200	250



Office Supplies

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Office Supplies								
PRD-111	Copiers, desk accessories, scanners, stationery, telecommunications, workspace organizers, etc.	1-5	Physical Material/s	0	1-15	100	200	250

Science / Medical

		Submission Media		Reference Images	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Science / Medical								
PRD-112	Hearing aids, home care, instruments, laboratory technology, medical devices, mobility aids, operating equipment, respiratory care, surgical supplies, etc.	1-5	Physical Material/s	0	1-15	100	200	250

Sports / Leisure

		Submission Media		Reference	Fees			
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees	
Sports / Leisure								
PRD-113	Games, musical instruments, scooters, skateboards, sleeping bags, sporting equipment, tent accessories, toys, etc.	1-5	Physical Material/s	0	1-15	100	200	250

Sustainable / Eco-friendly

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
	Sustainable / Eco-friendly						
PRD-114	<i>Products created in an environmentally conscious fashion, and/or serve an eco-friendly purpose.</i>	1-5	Physical Material/s 0	1-15	100	200	250

Wildcard

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees

Wildcard

PRD-115	<i>Any series of related products that do not readily fit into another category..</i>	1-5	Physical Material/s	0	1-15	100	200	250
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Books

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Jacket							
PUB-101	Design, graphics, and typography of the exterior of the book.	Physical Material/s	0	1-5 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-102					150 Series	250 Series	300 Series
E-book / Digital Book							
PUB-101	Overall design and layout in an e-book or digital book.	Digital Image/s or Case Study 2 minutes or less	1	1-5 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-102					150 Series	250 Series	300 Series
Image-Driven							
PUB-101	Overall design and layout of a book primarily geared towards image.	Physical Material/s	0	1-5 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-102					150 Series	250 Series	300 Series
Limited Edition / Private Press / Special Format							
PUB-101	Design of books and publications that differ from the traditional forms.	Physical Material/s	0	1-5 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-102					150 Series	250 Series	300 Series
Text-Driven							
PUB-101	Overall design and layout of a book primarily geared towards text.	Physical Material/s	0	1-5 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-102					150 Series	250 Series	300 Series

Magazines

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
Cover								
PUB-111	Design, graphics, and typography of the exterior of the book.	1 Single	Physical Material/s	0	1-3 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-112		3-5 Series				150 Series	250 Series	300 Series
Story / Spread								
PUB-113	Design, graphics, and typography of the exterior of the book.	1 Single	Physical Material/s	0	1-10 Single 3-50 Series	100 Single	200 Single	250 Single
PUB-114		3-5 Series				150 Series	250 Series	300 Series
Infographics								
PUB-115	Design, graphics, and typography of the exterior of the book.	1-5	Physical Material/s	0	1-15	100	200	300
Full Issue								
PUB-116	Design, graphics, and typography of the exterior of the book.	1 Single	Physical Material/s	0	1-10 Single 3-50 Series	100 Single	200 Single	250 Single
PUB-117		3-5 Series				150 Series	250 Series	300 Series



Newspapers

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-20 Employees	21+ Employees
Front Page							
PUB-118	Design, photography, graphics, typography and layout of a front page.	Physical Material/s	0	1-3 Single 3-15 Series	100 Single	200 Single	250 Single
PUB-119					150 Series	250 Series	300 Series
Spread							
PUB-120	Handling of layout and continuity of a story that spans two or more facing pages.	Digital Image/s or Case Study 2 minutes or less	1	1-10 Single 3-50 Series	100 Single	200 Single	250 Single
PUB-121					150 Series	250 Series	300 Series
Full Issue							
PUB-122	Design, layout and typography of an entire newspaper.	Physical Material/s	0	1-10 Single 3-50 Series	100 Single	200 Single	250 Single
PUB-123					150 Series	250 Series	300 Series

Digital Publications

			Submission Media		Reference Images	Fees		
Subcategory	Elements		Type	Files		Freelancer	2-20 Employees	21+ Employees
PUB-124	Media	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1	1-50	100	200	250
PUB-125	Online Publication	1-5	URL or Digital Image/s or Case Study 2 minutes or less	1	1-50	100	200	250



Spatial Design

		Submission Media		Reference	Fees		
Subcategory	Elements	Type	Files	Images	Freelancer	2-50 Employees	51+ Employees
SPL-101	Conceptual / Unbuilt						
	Client-approved, unbuilt projects are eligible. Includes installations, buildings, interiors and exteriors, exhibitions and installations.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-102	Residential Interiors						
	Projects featuring residential space design.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-103	Commercial Interiors						
	Projects featuring innovation in commercial spaces including Interiors and exteriors,breakout areas, meeting and dining rooms, workspaces, facades, terraces, etc.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-104	Residential Building						
	Includes private and multifamily homes.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-105	Commercial Building						
	Offices, restaurants, shopping centers, convenience stores, warehouses, factories.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-106	Highrise / Skyscrapers						
	Design for projects with more than 25 floors.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-107	Mixed Use						
	Building featuring a combination of one or more categories, such as residential and commercial or cultural and commercial or a mixture.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-108	Restoration / Renovation						
	Projects featuring thoughtful renovation or adaptive re-use of a pre-existing structure.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-109	Landscape Design						
	Includes design for built and natural environments including parks, plazas, campuses, residences, public open spaces, promenades, pop-ups, etc.	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200



Spatial Design

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees
SPL-110	Museums / Cultural Centers	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes the design of galleries, museums, libraries, foundations, landmark & symbolic structures etc.</i>						
SPL-111	Religious Centers	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes the design of interiors and exteriors of spaces.</i>						
SPL-112	Health / Medical Centers	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Design projects for health and medical spaces including hospitals, clinics, rehabilitation centers etc.</i>						
SPL-113	Education / Institutional Design	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes schools, libraries, museums, hospitals, non-profit and governmental buildings.</i>						
SPL-114	Hotel Design	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Interiors and exteriors. Includes the design of event spaces, guest rooms, lobbies, outdoor spaces, lounges, etc.</i>						
SPL-115	Sport / Recreation	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes stadiums, sports complexes, wellness centers, etc.</i>						
SPL-116	Retail Design	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes interiors, store fronts, window displays, etc.</i>						
SPL-117	Lighting Design	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Includes interior and exterior design for residences, restaurants, museums, offices, retail, entertainment, etc.</i>						
SPL-118	Installation Design	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
	<i>Often site-specific, temporary or permanent work. Installations may be immersive or interactive, informative, structural, etc.</i>						



Spatial Design

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees
SPL-119	Exhibition Design						
	<i>Exhibits designed for science centers, art museums, brand experiences, aquariums, zoos, events, booths, displays & installations.</i>	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-120	Set / Stage Design						
	<i>Includes design for film and video, theater, concerts, events, etc.</i>	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-121	Transportation Hubs						
	<i>Includes design for transit hubs including airports, train stations, bus stations etc.</i>	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-122	Bridges / Infrastructure						
	<i>Projects featuring new utilitarian models for public facilities including bridges, tunnels, waste disposal, water management etc.</i>	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200
SPL-123	Urban Planning						
	<i>Includes projects for innovative design responsive of current urban challenges including pollution, information technology and socialization.</i>	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200

Craft

			Submission Media		Reference Images	Fees		
Subcategory		Elements	Type	Files		Freelancer	2-50 Employees	51+ Employees
SPL-119	Use of Materials	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
SPL-120	Use of Color	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
SPL-121	Use of Technology	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250
SPL-122	Sustainability / Environmentally Conscious Design	1-5	URL or PDF or Digital Image/s or Case Study Video or Case Study + URL	1	1-15	100	200	250



Advertising

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Advertising							
TYP-101	Advertising where	Digital Image/s or Case Study 2 minutes or less	1 Single	1-5 Single	100 Single	150 Single	200 Single
TYP-102	typography/lettering plays a major role.		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series

Digital

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Digital							
TYP-103	Typography or lettering project created primarily for digital use/viewing.	URL or Content	1 Single	1-5 Single	100 Single	150 Single	200 Single
TYP-104		Video or Case Study or Case Study + URL	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Environmental

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Environmental							
TYP-105	Typography or lettering created for large-scale use/viewing.	1 Single	Digital Image/s or Case Study 2 minutes or less	1 Single	100 Single	150 Single	200 Single
TYP-106		3-5 Series	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Lettering

		Submission Media		Reference Images	Fees		
Subcategory	Elements	Type	Files		Freelancer	2-20 Employees	21+ Employees
Lettering							
TYP-107	Moving/animated typography or lettering.	1-5	Digital Image/s or Case Study 2 minutes or less	1-5	100	150	200



Motion

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-108	Motion						
TYP-109	Moving/animated typography or lettering.	Content Video or Case Study	1 Single 1-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Package / Product

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-110	Package / Product						
TYP-111	Typeface used in any packaging or product.	Digital Image/s or Case Study	1 Single 3-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Poster

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-112	Poster						
TYP-113	Typeface use and design in any type of poster.	Digital Image/s or Case Study	1 Single 3-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Typefaces / Font Systems

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-114	Typefaces / Font Systems						
TYP-115	Development of a set of typographic characters.	Digital Image/s or Case Study	1 Single 3-5 Series	1-5 Single 3-15 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series

Tattoo / Body Art

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-122	Tattoo / Body Art						
	Typography that has been tattooed onto the human body.	Digital Image/s or Case Study	1 Single 3-5 Series	1-5	100	150	200



Use of Typography

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-116	Use of Typography	Digital Image/s or	1 Single	1-5 Single	100 Single	150 Single	200 Single
TYP-117		Case Study	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Personal / Unpublished

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-118	Personal / Unpublished <i>Lettering created for one's own personal experimentation, not for a client or brand.</i>	URL or Digital Image/s or Case	1 Single	1-5 Single	100 Single	150 Single	200 Single
TYP-119		Study or Case Study + URL	1-5 Series	3-15 Series	150 Series	200 Series	250 Series

Wildcard

Subcategory	Elements	Submission Media		Reference Images	Fees		
		Type	Files		Freelancer	2-20 Employees	21+ Employees
TYP-120	Wildcard <i>Unique typography that lives outside of the aforementioned categories.</i>	URL or Digital Image/s or Case	1 Single	1-5 Single	100 Single	150 Single	200 Single
TYP-121		Study or Case Study + URL	1-5 Series	3-15 Series	150 Series	200 Series	250 Series