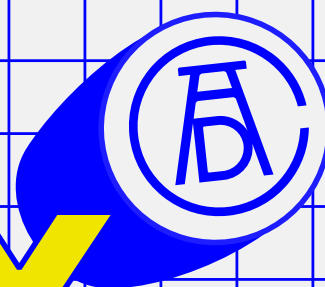


ADC 101st
Annual Awards



ENTRY GUIDE



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ABOUT

The ADC Annual Awards, part of The One Club for Creativity, is the oldest continuously running, non-profit industry award show in the world. Now heading into its incredible 101st year, these Awards celebrate the very best in advertising, digital media, graphic and publication design, packaging and product design, motion, experiential and spatial design, photography, illustration and fashion design all with a focus on artistry and craftsmanship.

The ADC Annual Awards also offers a tiered pricing structure designed 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.

Outstanding entrants are selected by highly respected juries, and honored with coveted Gold, Silver and Bronze Cubes, presented at the Annual Awards Gala. Beyond these Cubes, however, ADC Annual Awards winners join a rich legacy of past honorees that include some of the most influential artists of the past century.

ADC HISTORIC TIMELINE

On August 13, 2020, the 100th anniversary date of the incorporation of the Art Directors Club of New York, ADC launched a year-long ADC100 centennial celebration, kicked off with a special identity and online historic timeline developed by multi-specialty creative studio C&G Partners, New York.

The ADC100 program provided rare insights into the observations and human exchanges of the creative community throughout the past century. Serialized monthly content traced the history of ADC, and by extension told the story of how the design and advertising professions evolved during major global events including recessions, world wars and shifts in consumer lifestyles.

ADC organized the first juried exhibition of advertising art in 1921 to, in the words of ad and design legend Earnest Elmo Calkins, "dignify the field of business art in the eyes of artists" and communicate that "artistic excellence is vitally necessary to successful advertising." The ADC Annual Awards is the world's longest continuously running awards program recognizing global excellence in craft and innovation in all forms of design and advertising.

Visit the historic timeline at <https://www.oneclub.org/adc/100th/>



KEY DATES

REGULAR DEADLINE FOR SUBMISSIONS

Monday, January 31, 2022

FIRST EXTENDED DEADLINE

Friday, February 18, 2022

Note: Please note that the fee for each entry completed in the system between February 1 - February 18 will increase by \$50.

FINAL EXTENDED DEADLINE

Friday, March 4, 2022

Note: Please note that the fee for each entry completed in the system between February 19 - March 4 will increase by \$75.

PAYMENT

All offline payments must reach The One Club within 15 business days of the invoice date.

FINALISTS ANNOUNCED

April 2022

All work that has won a Cube or Merit is considered a Finalist. The specific type of award will be publicly revealed at ADC 101st Annual Awards show.

ADC 101st ANNUAL AWARDS

Wednesday, May 18, 2022

Gotham Hall, New York City



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, 2021 - March 4, 2022

Spatial Design Eligibility Dates

January 1, 2020 - March 4, 2022

RULES + REGULATIONS

- ◇ Entries must be submitted by industry professionals only.
 - ◇ Work produced on behalf of The One Club for Creativity and its programming, including The ADC Annual Awards, One Show, Young Ones, etc. is not eligible.
 - ◇ All entries become the property of The One Club for Creativity, Inc. and will NOT be returned.
 - ◇ ALL ENTRY FEES ARE NON-REFUNDABLE AND NON-TRANSFERABLE.
- Whether you select online or offline payment, you are committing to pay for your entries in full.

NON-COMPLIANCE

The One Club for Creativity reserves the right to review all entries questioned during the judging process.



THE JUDGING PROCESS

A group of international judges will select the winning submissions of The ADC 101st 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 101st 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.

ADC CUBES + MERITS

Finalists will receive one of four awards.

Gold, Silver, and Bronze cubes will be awarded in all disciplines. Cube winners will be presented during the ADC 101st Annual Awards winners showcase. All Cube winners will be published in the online Archives.

Merit awards will be awarded in all disciplines and will be published in the online archives.



SPECIAL AWARDS

Beyond the coveted Gold, Silver and Bronze Cubes, the ADC 101st Annual Awards also presents special honors for entrants that stand above even those prestigious accolades.

FREELANCER OF THE YEAR

This year in partnership with Working Not Working, all ADC 101st Annual Awards Gold Cube-winning entries submitted through the freelance level of the show's tiered pricing structure will be judged again by a separate jury that includes the WNW community. This jury will determine the top entrant, who will receive this honor during the ADC 101st Annual Awards.

MEMBERS CHOICE AWARD

Freelance members of both The One Club and Working Not Working are invited to cast votes for their favorite entry amongst the year's top-scoring works in all ADC Design disciplines.

DESIGNISM

Designism awards work that not only meets peerless creative standards, but also encourages positive societal and political change. The top scoring Gold Cube winning entrants across all Design for Good categories — as selected by their respective juries — will be brought together to be judged across all juries as a whole. The best entry will be awarded the ADC Designism Cube.

FUSION CUBE

With the goal of promoting diversity, equity and inclusion (DEI) in both agency/production company staffing and the work itself, the new Fusion Cube will identify and celebrate great work which also demonstrates how underrepresented groups and DEI issues are utilized both “behind the scenes” and in the creative work.

BEST OF DISCIPLINE

After each jury selects its Gold, Silver and Bronze Cube winners, they will then choose which Gold Cube winner stands above all others within their discipline. This entry will be named Best of Discipline.

ADC BLACK CUBE / BEST OF SHOW

Once selected, all Best of Discipline winners will be grouped together and judged one final time, this time by a combination of all juries. The entrant with the most votes will receive the coveted ADC Black Cube for Best of Show.



RANKINGS

The ADC Rankings provides a cumulative list of companies and individuals based on points earned from their winning entries. The rankings are determined by the number of Gold, Silver, Bronze and Merit awards won.

CREATIVE RANKINGS

Individuals are ranked within each specific creative title as well as a full list of all individuals, regardless of title. Please note that if an individual is credited with a title of "Other" they will not be ranked.

COMPANY RANKINGS

Companies earn rankings points from the winning entries on which they are credited as a Primary or Secondary company. Specific Company Types are separated into different rankings lists (Agency, Production Company, etc.).

NETWORKS AND HOLDING COMPANIES

Networks and Holding Companies are ranked from the cumulative points earned by their individual network offices.

CLIENT RANKINGS

Clients are ranked from the cumulative points earned by their brand on individual winning works, regardless of agency, production company, studio, or freelancer.

REGIONAL RANKINGS

Global Regions are ranked from the cumulative points earned by the individual countries represented on winning entries. Countries are grouped into the following regions:

Asia Pacific
Europe
Latin America
Middle East & Africa
North America

GLOBAL RANKINGS:

Creatives and Companies achieve a One Club Global Ranking with their combined ADC Annual Awards and One Show rankings points.



CUMULATIVE AWARDS

Cumulative awards are presented in the following categories:

NETWORK OF THE YEAR

Network of the Year is awarded to the year's highest-scoring agency network across all disciplines.

AGENCY OF THE YEAR

Agency of the Year is awarded to the year's highest-scoring agency.

BOUTIQUE AGENCY OF THE YEAR

Boutique Agency of the Year is awarded to the year's highest-scoring small agency made up of 50 or fewer employees.

DESIGN TEAM OF THE YEAR

Design Team of the Year is awarded to the year's highest-scoring design firm.

BOUTIQUE DESIGN STUDIO OF THE YEAR

Boutique Design Studio of the Year is awarded to the year's highest-scoring small design firm made up of 20 or fewer employees.

IN-HOUSE AGENCY OR STUDIO OF THE YEAR

In-House Agency or Studio of the Year is awarded to the year's highest scoring in-house team.

PRODUCTION COMPANY OF THE YEAR

Production Company of the Year is awarded to the year's highest-scoring production house.

MUSIC & SOUND PRODUCTION COMPANY OF THE YEAR

The Music & Sound Production Company of the Year Award is given to the Music & Sound Production Company that garners the most points overall for winning entries.

CLIENT OF THE YEAR

Client of the Year is awarded to the year's highest-scoring client.



TIERED PRICING

The ADC Annual Awards is pleased to offer tiered pricing 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, Fashion Design, Fusion, Illustration, Packaging Design, Photography, Product Design, Publication Design, Typography

- ♦ **Freelance:** 1 Employee
- ♦ **Small Design Studio:** 2-20 Employees
- ♦ **Large Design Studio:** 21+ Employees

ADVERTISING, MOTION & SPATIAL DISCIPLINES

Advertising, Experiential Design, In-House, Interactive, Motion / Film / Gaming Craft, Spatial Design

- ♦ **Freelance:** 1 Employee
- ♦ **Small Agency or Production Company:** 2-50 Employees
- ♦ **Large Agency or Production Company:** 51+ Employees



ALL ENTRIES

All entrants must submit media for judging through the ADC online entry system. Please see the category pages for details on the submission options available for each category.

IMPORTANT NOTE

Due to the Coronavirus pandemic, the ADC 101st Annual Awards unfortunately cannot accept physical entries. All submission materials must be entered digitally through the online entry system.

REFERENCE IMAGES

All entries require reference images. The images will appear in the Entry Showcase and may be used by ADC for promotional purposes. The jury may see these images, however they will not be judged.

THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

JUDGING MEDIA

IMAGES

- ♦ Art Work Image: Original Content
- ♦ Project Image: In-Situ, Project Board, Close-Ups, Etc.

VIDEOS

- ♦ Content Video: Original Content
- ♦ Project Video: Demo, Case Study, Un-Boxing Video, Flip Through (For Publications), Trailer, Behind the Scenes, Etc.

URL

- ♦ URL to Website: Original Content
- ♦ Project Website: URL to Full Length Film or Project Site Including Images and Video

PDF

- ♦ Publication: Full Book, Magazine, Newspaper, Promotional Publication, Etc.
- ♦ Project PDF: Images and Text Providing Details About the Project

Audio

- ♦ Content Audio: Original Content



REFERENCE IMAGES

All entries require reference images. The images will appear in the Entry Showcase and may be used by ADC for promotional purposes. The jury may see these images, however they will not be judged.

NOTE

If digital images are submitted as the primary judging media, they will also be used as the reference images. There is no need to upload the images twice.

CONTENT

- ◇ The reference images should reflect the content of your entry
- ◇ For videos and URLs the reference may consist of high-res stills

DIMENSIONS

- ◇ The longest side of each image should be at least 2400 pixels long
- ◇ The longest side of each image must be a maximum of 4800 pixels long

FILE SIZE

- ◇ Each file must be no larger than 5 MB

FORMAT

- ◇ Each file must be a high-res JPEG or PNG
- ◇ Each file should be RGB color mode



DIGITAL IMAGES

Please follow these specs for all digital image entries. Please refer to the category pages for the number of images accepted.

CONTENT

- ◇ Art Work Image: Original Content
- ◇ Project Image: In-Situ, Project Board, Close-Ups, Etc.

DIMENSIONS

- ◇ The longest side of each image should be at least 2400 pixels long
- ◇ The longest side of each image must be a maximum of 4800 pixels long

FILE SIZE

- ◇ Each file must be no larger than 5 MB

FORMAT

- ◇ Each file must be a high-res JPEG or PNG
- ◇ Each file should be RGB color mode



VIDEOS

Please follow these specs for all video entries. Please refer to the category pages for the number of files accepted.

CONTENT

- ◇ Content Video: Original Content
- ◇ Project Video: Demo, Project Video, Flip Through (For Publications), Trailer, Behind the Scenes, Etc.

ASPECT RATIO + RESOLUTION

- ◇ 1920 × 1080 is preferred and recommended
- ◇ Minimum resolution of 1280 × 720
- ◇ All videos must be submitted in 16×9 format
- ◇ Other aspect ratios will automatically have black pillars added after uploading the video into the online system

FORMAT

- ◇ .MOV or .MP4
- ◇ H.264 compression
- ◇ Audio compression must be AAC

FILE SIZE

- ◇ The maximum size is 100MB

LENGTH REQUIREMENTS

- ◇ Project Videos: 2 minute length maximum
- ◇ Content Videos: 5 minute length maximum
- ◇ Feature Length Content Videos: 2 minute trailer + link to feature length film

NOTES

- ◇ Please do not include color bars or tone
- ◇ Please do not include company information for work that is not self-promotional



URLS

Please follow these requirements for URL submissions.

ALL ENTRIES

- ◇ Please ensure that all URLs are active
- ◇ URL links should remain unchanged through June 2022

URL TO WEBSITE

- ◇ Original Content
- ◇ Please do not link to video streaming sites for video submissions 5 minutes or less. Instead please submit .MOV or .MP4 files for these submissions

PROJECT WEBSITE

- ◇ Landing pages featuring Project Video information are accepted
- ◇ For Long Form and Full Length video categories, a URL may be submitted to a content video hosted online through a streaming site

NOTES

- ◇ If a password is required, please provide the password through the entry system
- ◇ App download links are accepted in several categories. This is supporting media and may be downloaded and installed by the jury at their own discretion



PDF

Please follow these requirements for PDF submissions.

CONTENT

- ◇ Publication: Full Book, Magazine, Newspaper, Promotional Publication, Etc.
- ◇ Project PDF: Images and Text Providing Details About the Project

PUBLICATION

- ◇ Original content as the publication appeared in print or digitally
- ◇ For a series, please include one PDF per element of the series (for example, a series of 3 books should include 3 separate PDFs)

PROJECT PDF

- ◇ May include images, graphics and text related to the project



AUDIO

Audio submissions will be accepted through upload on the entry site.

FILE SIZE

- ◇ The maximum file size is 100MB

FORMAT

- ◇ MP3 audio files are accepted

NOTES

- ◇ Please omit company information for entries that are not self-promotional
- ◇ Please do not include audio slates



Art Direction - Digital / Motion

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Digital								
ADV-101	Craft in visual communication executed through interactive or mobile platforms.	1	URL and / or Project Video	1	1-10	100	300	450
Motion								
ADV-102	Craft in visual communication executed through motion image.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100	300	450

Art Direction - Direct

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Direct								
ADV-103	Craft in visual communication intended for and distributed to a specific audience.	1 for Single OR 2-10 for Series	Project Video and / or Art Work Image(s)	1 Video and / or 1-3 Images	1-3 Single	100 Single	300 Single	450 Single
ADV-104				Single or 2-10 Images Series	2- 10 Series	150 Series	450 Series	600 Series

Art Direction - Press / Poster

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Poster Advertising								
ADV-105	Craft in the overall visual communication of a single or series of posters.	Art Work Image(s)	1 Single	1 Single	100 Single	300 Single	450 Single	
ADV-106			2- 10 Series	2- 10 Series	150 Series	450 Series	600 Series	
Press / Print Advertising								
ADV-107	Craft in visual communication executed through a press or print.	Art Work Image(s)	1 Single	1 Single	100 Single	300 Single	450 Single	
ADV-108			2- 10 Series	2- 10 Series	150 Series	450 Series	600 Series	



Branded Content / Entertainment - Games

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Games								
ADV-109	Brand integration into the content of a game.	1	URL and / or Project Video	1	1-10	100	300	450

Branded Content / Entertainment - Online Video

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	Long Form							
ADV-110	Brand integration into the content of a web commercial that is 5 minutes or longer.	1-5	Content Video(s)	1-5	1-10	100	300	450
	Short Form							
ADV-111	Brand integration into the content of a web commercial that is 5 minutes or shorter.	1-5	Content Video(s)	1-5	1-10	100	300	450

Branded Content / Entertainment - TV / Film

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
TV / Film								
ADV-112	Brand integration into content aired on television or streaming platform.	1-5	Content Video(s)	1-5	1-10	100	300	450

Branded Content / Entertainment - Episodic

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Web Series								
ADV-113	Brand integration into content executed through multiple connected installments.	2-5	Content Video(s)	2-5	2-10	150	450	600

Craft in Video

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Animation								
ADV-114 ADV-115	Simulation of movement created by displaying sequential frames.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Cinematography								
ADV-116	Movement of the camera, framing, lighting and filming choices.	1-5	Content Video(s)	1-5	1-10	100	300	450
Direction								
ADV-117 ADV-118	Overall creative visualization and realization of a single video.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Editing								
ADV-119	Structure and timing of shots.	1-5	Content Video(s)	1-5	1-10	100	300	450
Sound Design								
ADV-120	The process of specifying, acquiring, manipulating or generating audio elements for video.	1-5	Content Video(s)	1-5	1-10	100	300	450
Special Effects								
ADV-121	Simulation of imagery.	1-5	Content Video(s)	1-5	1-10	100	300	450
Title Design								
ADV-122	Design of identity and credits for television, film, streaming or online broadcast.	1-5	Content Video(s)	1	1-10	100	300	450



Craft in Writing

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
ADV-123	Direct							
	Artistry in writing for a targeted advertisement.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450
ADV-124	TV / Film / Video							
	Artistry in writing for video.	1-5	Content Video(s)	1-5	1-10	100	300	450
ADV-125	Online / Social							
	Artistry in writing for online or social content.	1-5	URL and / or Project Video and / or Project Image (s)	1-10	1-10	100	300	450
ADV-126	Outdoor							
	Artistry in writing for out of home advertising.	1-10	Art Work Image(s)	1-10	1-10	100	300	450
ADV-127	Press							
	Artistry in writing for press advertising.	1-10	Art Work Image(s)	1-10	1-10	100	300	450

Direct

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Digital								
ADV-128 ADV-129	Targeted advertising utilizing an interactive platform.	1 for Single OR 2-10 for Series	URL and / or Project Video	1	1-10	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Mail								
ADV-130	Targeted advertising distributed via physical or digital mail.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450
Wildcard								
ADV-131	Targeted advertising Series distributed via alternative means.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450



Innovation

		Submission Media		Reference	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files	Images	Freelancer	2-50	51+	
	Branded Content / Entertainment							
ADV-132	Branded Content / Entertainment that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Direct							
ADV-133	Direct advertising that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Out of Home							
ADV-134	Out of home advertising that pushes creaiive boundaries.	1-5	Project Video	1	1	100	300	450
	Press							
ADV-135	Press advertising that pushes creative boundaries.	1-5	Project Video	1	1	100	300	450
	Promotional Materials							
ADV-136	Promotional materials that push creative boundaries.	1-10	Project Video	1	1	100	300	450
	Television / Film / Online Video							
ADV-137	Television, film and online video content that buses creative boundaries.	1-5	Project Video	1	1	100	300	450

Integrated

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	Digital							
ADV-138	An integrated series (2-10) led by interactive and digital supported by traditional media.	2-10	Project Video	1	1	150	450	600
	Traditional							
ADV-139	An integrated series (2-10) judged firstly on traditional media with support by other media types.	2-10	Project Video	1	1	150	450	600



Out of Home

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	Point of Purchase							
ADV-140	Promotion/s placed at the point-of-sale. May include posters, signage, displays, etc.	1-10	Art Work Image(s)	1-10	1-10	100	300	450
	Poster							
ADV-141	Branded poster/s intended to promote a service or product.	1 for Single OR	Art Work Image(s)	1 Single	1 Single	100 Single	300 Single	450 Single
ADV-142		2-10 for Series		2-10 Series	2-10 Series	150 Series	450 Series	600 Series
	Print / Electronic Billboard			1 Image				
ADV-143	Printed or digital ambient media.	1 for Single OR	Artwork Image(s) or Project Video	Single or 2-10 Image(s)	1 Single	100 Single	300 Single	450 Single
ADV-144		2-10 for Series		Series or 1 Video	2-10 Series	150 Series	450 Series	600 Series
	Transit			1 Image				
ADV-145	Appears in or around any mode of public transportation.	1 for Single OR	Artwork Image(s) or Project Video	Single or 2-10 Image(s)	1 Single	100 Single	300 Single	450 Single
ADV-146		2-10 for Series		Series or 1 Video	2-10 Series	150 Series	450 Series	600 Series

Press

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Magazine								
ADV-147 ADV-148	Advertising distributed within a trade or consumer magazine.	1 for Single OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
Newspaper								
ADV-149 ADV-150	Advertising distributed within a trade or consumer newspaper.	1 for Single OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series



Promotional Materials

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
ADV-151	Dimensional 3-D, physical piece of advertising.	1-10	Project Video and / or Project Image(s)	1 Video and / or 1-10 Images	1-10	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
ADV-152	Flat Posters, postcards, or other print media.	1-10	Project Video and / or Art Work Image(s)	1 Video and / or 1-10 Images	1-10	100 Single 150 Series	300 Single 450 Series	450 Single 600 Series
ADV-153	Point of Purchase Display Display and/or installation at point of sale.	1-10	Project Video and / or Project Image(s)	1 Video and / or 1-10 Images	1-10	100	300	450

Television / Film / Online Video

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
ADV-154	Movie Trailer Preview of a film.	1	Content Video	1	1	100	300 450
Film							
ADV-155 ADV-156	Screened in movie theaters.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series
Online							
ADV-157 ADV-158	Distributed online.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series
Television Low Budget							
ADV-159	Aired on a cable or broadcast network, produced for under USD\$100,000.	1-5	Content Video(s)	1-5	1-5	100	300 450
Television							
ADV-160 ADV-161	Aired on a cable or broadcast network.	1 for Single OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	300 Single 450 Series 450 Single 600 Series



Branding

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
BCD-101	Annual Report Overall design in an annual report.	1	URL or Project Video or Publication PDF or Art Work Image(s)	1 for Video or PDF 1-50 for Image(s)	1	100	200	250
BCD-102	Branding Systems / Identities - Digital Communication of brand identity utilizing digital mediums. May include assets for web, mobile, or any other interactive platform.	2-10	Project Video and / or URL	1	1-10	150	250	300
BCD-103	Branding Systems / Identities - Integrated Communication of brand identity utilizing multiple mediums. May include digital, print, video and/or interactive assets.	2-10	Project Video and / or URL	1	1-10	150	250	300
BCD-104	Branding Systems / Identities - Print Communication of brand identity utilizing print mediums. May include posters, print ads, collateral or any other physical assets.	2-10	Art Work Image(s) and / or Project Image(s) and / or Project URL	2-10	2-10	150	250	300
BCD-105	Branding Systems / Identities - Television / Film / Online Networks Communication of brand identity utilizing print mediums. May include posters, print ads, collateral or any other physical assets.	2-5	Project Video or Content Video	1 Project Video or 2-5 Content Videos	1-5	150	250	300
BCD-106	Logo A static or dynamic graphic image that identifies a company or product while also communicating the brand.	1-10	Art Work Image(s) and / or Content Video(s)	1 Single 2-10 Series	1-10	100	200	250
BCD-107	Stationery Communication of brand identity utilizing business cards, envelopes, letterhead, memo pads, etc.	1-10	Art Work Image(s)	1 Single 2-10 Series	1-10	100	200	250



Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Innovation								
BCD-108	Brand / Communication that pushes creative boundaries.	1 for Single OR 2-10 for Series	Project Video	1	1	100	200	250

Posters

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
	Billboard							
BCD-109 BCD-110	A large scale, outdoor advertisement that is usually seen in cities or along major roadways.	1 for Single OR 2-10 for Series	Artwork Image(s) or Project Video	1 Image Single or 2-10 Image(s) Series or 1 Video	1 Single 1-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
BCD-111 BCD-112	Traditional Printed poster(s).	1 for Single OR 2-10 for Series	Artwork Image(s)	1 Single or 2-10 Series	1 Single 1-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	Wild Postings							
BCD-113 BCD-114	Posters placed in public spaces in a non-traditional way.	1 for Single OR 2-10 for Series	Artwork Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series

Promotional

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
BCD-115	Announcement / Invitation / Postcard / Greeting Card						
	Print card that can be sent out, specifically relating to the brand or organization.	Art Work Image(s)	1-10	1-10	100	200	250
BCD-116	Apparel Design of wearable products intended to promote the brand.	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-117	Booklet / Brochure / Catalog / Press Promotional Kit Overall design in an informative short publication.	Publication PDF or Project Video or Art Work Image(s)	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
BCD-118	Calendar Printed or manufactured promotional calendar.	Project Video or Art Work Image(s)	1 Video or 1-12 Images	1-12	100	200	250
BCD-119	Digital Communications E-blasts, newsletters, bulletins.	Project Video or Project URL or Project Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-120	Self-Promotion Printed material designed to promote an advertising agency or design studio.	Project Video or Project URL or Project Image(s) or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250
BCD-121	Wildcard Unique promotional material that lives outside of the aforementioned categories.	Project Video or Project URL or Project Image(s) or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	200	250

Rebranding

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
BCD-122	Series A change to the corporate image for an established organization or company.	Project Video or Project URL or Project Image(s)	1 Video or 1-10 Images	1-10	150	250	300



Design for Good

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
	Advertising							
DFG-101 DFG-102	Advertising that encourages positive societal or political change. Includes video, out of home, press, direct advertising, etc.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series	
	Brand / Communication							
DFG-103 DFG-104	Brand design that encourages positive societal or political change. May include branding systems, promotional materials, posters, etc.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series	
	Experiential							
DFG-105	Immersive design that encourages positive societal or political change.	1-5	Project Video or Project Image(s)	1-5	1-10	100	200	250
	Fashion Design							
DFG-106	Fashion design that encourages positive societal or political change. Includes sustainable, eco-friendly fashion design, etc.	1 for Singles OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	200	250
	Illustration							
DFG-107	Illustration that encourages positive societal or political change.	1 for Single OR 2-10 for Series	Art Work Image(s)	1-10 Single 2-100 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	In-House							
DFG-108	Advertising created by a brand's in-house creative team that encourages positive societal or political change.	1 for Single OR 2-10 for Series	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	200 Single 250 Series	250 Single 300 Series
	Interactive							
DFG-109	Digital ad or Series that encourages positive societal or political change.	1	Project Video and / or Project URL	1	1	100	200	250
	Integrated							
DFG-110	A Series that crosses multiple mediums / platforms and encourages positive societal or political change.	3-10, including at least 3 different mediums	Project Video and / or Project URL	1	3-10	100	200	250
	Motion / Film Craft							
DFG-111	Moving image that encourages positive societal or political change.	1 for Singles OR 2-5 for Series	Content Video	1-5	3-15	100	200	250



Design for Good

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
DFG-112	Packaging Design Packaging design that encourages positive societal or political change.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	200	250
DFG-113	Photography Photography that encourages positive societal or political change.	1-10	Art Work Image(s)	1-10	1-10	100	200	250
DFG-114	Product Design Product design that encourages positive societal or political change. Includes sustainable, eco-friendly products, etc.	1-10	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
DFG-115	Publication Design Book or editorial design that encourages positive societal or political change.	1-10	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
DFG-116	Spatial Design Spatial design that encourages positive societal or political change.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
DFG-117	Typography Typographic design that encourages positive societal or political change.	1-10	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	200	250

Digital Experiences

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-50	51+
EXP-101	Augmented / Mixed Reality						
	Experiences that mix real and digital elements.	Project Video and / or URL	1	1	100	300	450
EXP-102	Responsive Environments						
	Immersive experiences that combine cutting-edge design and digital technology.	Project Video	1	1	100	300	450
EXP-103	Virtual Event						
	A single (1) event held virtually, intended to be experienced by remote participants.	Project Video and / or URL	1	1	100	300	450
EXP-104	Virtual Reality						
	Computer generated environment intended to create a completely immersive experience.	Project Video and / or URL	1	1	100	300	450



Environmental Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
EXP-105	Exhibition Design Design of a physical space to convey a story, theme or topic.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-106	Interior Design A project highlighting the design and coordination of an interior space.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-107	Mural Large-scale design applied to a permanent surface. May include indoor or outdoor murals.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
EXP-108	Retail / Restaurant May include the interior and/or exterior design of a retail or restaurant space.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-109	Wayfinding Systems Informational systems that guide people through a physical environment.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-110	Window Display / Merchandising Themed and seasonal windows, retail installations, building wrappings, projections, window decals and visual merchandising.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
EXP-111	Work / Public / Community Spaces May include the interior and exterior design of a single (1) workplace or public building.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450



Experiential Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Guerrilla / Stunt								
EXP-112	Special events in public spaces. May include flash mobs, special stunts, etc.	1	Project Video	1	1	100	300	450
Installations								
EXP-113	Permanent or semi-permanent environment specific to the site.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
Live Event								
EXP-114	Events intended to promote a brand. May include concerts, product launches, etc.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
Placemaking								
EXP-115	A public installation or landmark which defines the space around it.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450
Wildcard								
EXP-116	A single (1) experiential project that fits outside of the aforementioned categories.	1-10	Project Video or Project Image(s)	1 Video or 1-10 Images	1-10	100	300	450

Innovation

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
Innovation							
EXP-1117	A single (1) or series (2-10) of experiential design that pushes creative boundaries.	1	Project Video	1	100	300	450



Craft

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
FSN-101	Illustration The illustrated concept for a design.	1 for Single OR 2-12 for Collections	Art Work Image(s)	1-12	1-12	100	150	200
FSN-102	Patterns / Textiles Creation of the concept or the design of the garment's material.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-103	Use of Technology Creative use of technology in fashion design.	1 for Singles OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200

Innovation

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
FSN-104	Innovation Fashion design that pushes creative and technical boundaries.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200

Personal / Passion Projects

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Personal / Passion Projects								
FSN-105	Design of a single (1) piece or collection (2-12) that was not created for a client or a brand, but rather for personal experimentation.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200

Promotional Apparel

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
FSN-106	Promotional Apparel Fashion design that promotes a brand and / or marketing Series.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200



Sustainable / Eco-friendly Fashion

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Sustainable / Eco-friendly Fashion								
FSN-107	Design of a single (1) piece or collection (2-12) of ethical clothing designs that inflict little to no harm on the environment.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200

Traditional

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
FSN-108	Clothing Design A single (1) design or a collection (2-12).	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-109	Footwear Design of footwear. May include sneakers, heels, flats, etc.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200
FSN-110	Accessories Design of jewelry and accessories. May include handbags, hats, belts, etc.	1 for Single OR 2-12 for Collections	Project Video or Project PDF or Project Image(s) or Project URL	1 Video or 1 PDF or 1-12 Images	1-12	100	150	200

Fusion Cube

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
FUS-101	Fusion Cube						
	With the goal of promoting diversity, equity and inclusion (DEI) in both agency/production company staffing and the work itself, the new Fusion Cube will identify and celebrate great work which also demonstrates how underrepresented groups and DEI issues are utilized both “behind the scenes” and in the creative work.	1-15	Project Video or Project Image(s) or Project URL	1 Video or 1-15 Images	1-15	100	200



Illustration

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Animation								
ILT-101 ILT-102	Simulation of movement created by displaying sequential frames.	1 for Singles OR 2-10 for Series	Content Video	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-103 ILT-104	Book Book or book jacket.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Art Work Images	1 Video or 1 PDF or 1-100 Images	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
Comic Book / Graphic Novel								
ILT-105 ILT-106	Comic art in sequential juxtaposed panels.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Art Work Images	1 Video or 1 PDF or 1-100 Images	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-107 ILT-108	Digital Digital illustrations.	1 for Singles OR 2-10 for Series	Art Work Image(s) or Content Video(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-109 ILT-110	Editorial - Front Page Images on covers.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-111 ILT-112	Editorial - Spread Interior images.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-113	Innovation Illustration that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Art Work Image(s) or Project Video	1 Video or 1-10 Images	1-10	100	150	200
ILT-114 ILT-115	Mural / Graffiti / Street Art Illustrated wall mural; includes graffiti and other street art.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-116 ILT-117	Packaging Illustration that appears on bottles, boxes, cans, wrappings, etc.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-118 ILT-119	Personal Project / Unpublished Illustration created for one's personal experimentation, not for a client or brand.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series
ILT-120	Permanent / Temporary Tattoos Illustrated images, patterns or words.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1 Single 2-10 Series	100	150	200
ILT-121 ILT-122	Promotional / Collateral illustration that appears on a marketing piece.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-10 Series	1 Single 2-10 Series	100 Single 150 Series	150 Single 200 Series	150 Single 200 Series
ILT-123 ILT-124	Wildcard Unique illustration that lives outside of the aforementioned categories.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1 Single 2-100 Series	1-10 Single 2-100 Series	100 Single 150 Series	150 Single 200 Series	200 Single 250 Series



Advertising

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INH-101	Art Direction Craft in visual communication.	1-10	Project Video or Content Video(s) or Art Work Image(s) or Project URL	1-5 Videos or 1-10 Images	1-10	100	300	450
INH-102	Branded Content / Entertainment Brand integration into the content of a game, video, website, etc.	1-5	Project Video or Content Video(s) or Project URL	1-5	1-5	100	300	450
INH-103	Craft in Writing Artistry in writing for an advertising campaign.	1-10	Project Video or Content Video(s) or Art Work Image(s)	1-10	1-10	100	300	450
INH-104	Direct Targeted advertising campaign.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-105	Out of Home Outdoor advertising.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-106	Promotional Materials Physical advertising materials that are either flat or 3-D.	1-10	Project Video or Art Work Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-107	Television / Film / Online Video Video advertising.	1-5	Content Video(s)	1-5	1-15	100	300	450

Brand / Communication Design

			Submission Media		Reference	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files	Images	Freelancer	2-50	51+
INH-108	Branding							
	Communication of brand identity utilizing digital, print, video and/or interactive assets.	2-10	Project Video or Project PDF or Art Work Image(s) or Project URL	1 Video or 1 PDF or 2-10 Images	2-10	100	300	450
INH-109	Posters							
	Promotion of a brand, product or event posted in a public place.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	2-10	100	300	450
INH-110	Promotional Materials							
	Design of materials intended to promote a brand.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450
INH-111	Packaging Design							
	Design of packaging inteded to promote a brand.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450
INH-112	Product Design							
	Design of product/s to be sold by a brand to costumers.	1-10	Project Video or Art Work Image(s)	1 Video or 1-10 Images	1-10	100	300	450



Experiential Design

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INH-113	Consumer Experience Interaction between a consumer and a brand.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
INH-114	Digital Experiences Design of consumer experiences through a digital interface. May include immersive, virtual reality, augmented, or mixed reality experiences.	1	Project Video and / or URL	1	1	100	300	450
INH-115	Environmental Design Design of a physical space.	1-10	Project Video or Project PDF or Project Image(s)	1 Video or 1 PDF or 1-10 Images	1-10	100	300	450
INH-116	Guerrilla Marketing / Stunt Special events in public spaces. May include flash mobs, special stunts, etc.	1	Project Video	1	1	100	300	450
INH-117	Installations Permanent or semi-permanent environment specific to the site.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-118	Live Event Events intended to promote a brand. May include concerts, product launches, etc.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450
INH-119	Placemaking A public installation or landmark which defines the space around it.	1	Project Video or Project Image(s)	1 Video 1-10 Images	1-10	100	300	450

Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Innovation								
INH-120	Design that pushes creative and technical boundaries.	1-10	Project Video	1	1	100	300	450

Integrated

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INH-121	Integrated A campaign that crosses multiple mediums and platforms.	3-10 including at least 3 different mediums	Project Video and / or Project URL	1	1-10	100	300	450



Interactive

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
AR / VR								
INH-122	An app that uses AR, VR or MR as a primary feature.	1	Project Vidoe and / or Project URL	1	1-5	100	300	450
Data Visualization								
INH-123	Visual contextualization of information.	1	Project Vidoe and / or Project URL	1	2-10	150	300	450
E-Commerce								
INH-124	Design of an online platform utlizlied to facilitate any transaction.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Games								
INH-125	Design of an interactive program for one or more players.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Online / Mobile Websites								
INH-126	Design of desktop and mobile websites.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
Social Media								
INH-127	Social media campaign utlizing Instagram, Tik-Tok, Snapchat, Twitter, Facebook or any other social media platform.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450
UX / UI								
INH-128	The user experience or interactive design for a website, app or other digital medium.	1	Project Vidoe and / or Project URL	1	1-10	100	300	450



Motion / Film Craft

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
Direction								
INH-129	Overall creative visualization and realization of a single video or video series.	1-5	Content Video(s)	1-5	1-5	100	300	450
Editing								
INH-130	Structure and timing of shots within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	150	300	450
Cinematography								
INH-131	Movement of the camera, framing, lighting and filming choices within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450
Sound Design								
INH-132	The process of specifying, acquiring, manipulating or generating audio elements for a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450
Visual Effects								
INH-133	Simulation of imagery within a video or series of videos.	1-5	Content Video(s)	1-5	1-5	100	300	450



Extended Reality

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
AR / VR / MR							
INT-101	An app that uses AR, VR or MR as a primary feature.	1	Project Video and / or Project URL	1	100	300	450

Craft in Online / Mobile

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INT-102	Art Direction Design and interaction of all visual elements.	1	Project Video and / or Project URL	1	1	100	300	450
INT-103	Content Strategy Planning, development, and management of written or visual content.	1	Project Video and / or Project URL	1	1	100	300	450
INT-104	Copywriting for Digital Written content.	1	Project Video and / or Project URL	1	1	100	300	450
INT-105	Sound Design Use of audio in tandem with visuals.	1	Project Video and / or Project URL	1	1	100	300	450
INT-106	Use of Technology Excellence in developing and experimenting with new or existing technologies. Includes emerging technology.	1	Project Video and / or Project URL	1	1	100	300	450

Data Visualization

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
	Data Visualization						
INT-107	A series of related apps that use AR and/or VR as a primary feature.	1	Project Video and / or Project URL	1	100	300	450



Games

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Web / Social Media								
INT-108	Interactive program for one or more players.	1	Project Video and / or Project URL	1	1	100	300	450

Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
Innovation								
INT-109	Digital advertising that pushes creative boundaries.	1	Project Video and / or Project URL	1	1	100	300	450

Online / Mobile Websites

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
INT-110	Website Desktop and mobile site.	1	Project Video and / or Project URL	1	1	100	300	450
INT-111	Campaign Site Dedicated sub-site, separate from a brand's main site.	1	Project Video and / or Project URL	1	1	100	300	450
INT-112	E-Commerce Site To facilitate any transaction.	1	Project Video and / or Project URL	1	1	100	300	450



Social Media

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
INT-113	Facebook						
	Social media campaign on Facebook, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-114	Instagram						
	Social media campaign on Instagram, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-115	Snapchat						
	Social media campaign on Snapchat, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-116	Tik-Tok						
	Social media campaign on Tik-Tok, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-117	Twitter						
	Social media campaign on Twitter, utilizing that particular network's individual qualities or strengths.	1	Project Video and / or Project URL	1	100	300	450
INT-118	Wildcard						
	A social media campaign utilizing an alternative social media platform.	1	Project Video and / or Project URL	1	100	300	450

UX / UI

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
	User Experience Design							
INT-119	The user experience design for a single website, app or other digital medium.	1	Project Video and / or Project URL	1	3	100	300	450
	User Interface Design							
INT-120	The user interface design for a single website, app or other digital medium.	1	Project Video and / or Project URL	1	3	100	300	450

Uncommissioned / Personal

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
Uncommissioned / Personal Project							
INT-121	Interactive design created for one's personal experimentation, not for a client or brand.	1	Project Video and / or Project URL	1	100	300	450

Video

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
360 Video								
INT-122	A single 360 or immersive video.	1	Content Video	1-3	1-3	100	300	450
Interactive Video								
INT-123	Requires viewer's participation.	1	Content Video	1-3	1-3	100	300	450
Online Video								
INT-124	A single video viewed primarily online.	1	Content Video	1-3	1-3	100	300	450

Craft in Motion / Film

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
	Animation							
MOT-101	Simulation of movement created by displaying sequential frames.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Animated Logo							
MOT-102	Logo simulating movement created by displaying sequential frames.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Cinematography							
MOT-103	Movement of the camera, framing, lighting and filming choices.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Direction							
MOT-104	Concept and execution.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Editing							
MOT-105	Timing and cuts of film segments.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Motion Graphics							
MOT-106	Combination of different creative elements like typography, illustration, logos, shapes and video, animated in a way that tells a story.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Visual Effects							
MOT-107	Simulation of imagery.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Use of Music / Sound							
MOT-108	Use of audio in tandem with visuals.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Typography							
MOT-109	In or overlaid on the moving image.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
	Extended Reality							
MOT-110	Exceptional motion/film craftsmanship in a VR, AR or MR project.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250



Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Innovation								
MOT-111	Motion / Film Craft that pushes creative boundaries.	1-5	Project Video	1	1-5	100	150	250

Motion / Film

		Submission Media		Reference	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files	Images	Freelancer	2-20	21+	
MOT-112	Documentary							
	Intended to document some aspect of reality, primarily for the purposes of instruction, education, or maintaining a historical record.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
MOT-113	Movie Trailer Preview of a film.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
MOT-114	Music Video							
	Commercial video featuring a performance of a song.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
MOT-115	Narrative							
	Films or features with a brand integrated into the script, plot, or broader themes of the content. Includes fiction and non-fiction work.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
MOT-116	Short Video							
MOT-117	Short film 5 minutes or less.	1 for Singles OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	150 Single 200 Series	250 Single 300 Series
MOT-118	Television / VOD							
	Promo							
MOT-119	Promotions, introductions, openings, previews, bumpers, interstitials, etc.	1 for Singles OR 2-5 for Series	Content Video(s)	1 Single 2-5 Series	1 Single 2-5 Series	100 Single 150 Series	150 Single 200 Series	250 Single 300 Series
MOT-120	Title Sequences							
	Design of identity and credits.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250
MOT-121	Personal Project / Unpublished							
	Motion / film content that has not been created for a client.	1 for Singles OR 2-5 for Series	Content Video(s)	1-5	1-5	100	150	250

Craft in Gaming

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Art Direction							
MOT-122	Craftsmanship in the design and interaction of all visual elements within a single (1) branded game.	1	Project Video	1	1	100	150	250
	Direction							
MOT-123	Craftsmanship in the creative concept and execution of a single (1) branded game.	1	Project Video	1	1	100	150	250
	Extended Reality							
MOT-124	Exceptional craftsmanship in a single (1) branded AR, MR or VR game.	1	Project Video	1	1	100	150	250
	Innovation							
MOT-125	A single (1) branded game that pushes creative boundaries.	1	Project Video	1	1	100	150	250
	Sound Design							
MOT-126	Use of audio in tandem with visuals in a single (1) branded game.	1	Project Video	1	1	100	150	250



Beauty / Cosmetics / Personal Care

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Beauty / Cosmetics / Personal Care				1 Video or			
PKG-101	Packaging for bath products, beauty items, fragrances, lotions, skin care, etc.	1 Single	Project Video or Project Image(s)	1 Image Single	1 Single	100 Single	200 Single	250 Single
PKG-102		2-10 Series		or 2-10 Images Series	2-10 Series	150 Series	250 Series	300 Series

Consumer Electronics

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
PKG-103	Consumer Electronics			1 Video or				
	Packaging for cameras, mobile phones, personal computers, video game consoles, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Image Single or 2-10 Images Series	1-10	100	200	250

Entertainment / Recreation

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
PKG-104	Games / Toys / Recreation Packaging for games, puzzles, sports products and equipment, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250
PKG-105	Media Packaging for albums, cds, software, video games, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250



Food / Beverage

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
	Beverage						
PKG-106	Includes beer, champagne, coffee, energy drinks, soda, spirits, teas, water, wine, etc.	1 Single	Project Video or Project Image(s)	1 Video or 1 Image Single	1 Single	100 Single	200 Single
PKG-107		2-10 Series		or 2-10 Images Series	2-10 Series	150 Series	250 Series
	Food						
PKG-108	Includes breads, candy, canned food, cereals, chips, condiments, crackers, dairy, fruits, meat, pastas, poultry, seafood, snacks, spices, vegetables, etc.	1 Single	Project Video or Project Image(s)	1 Video or 1 Image Single	1 Single	100 Single	200 Single
PKG-109		2-10 Series		or 2-10 Images Series	2-10 Series	150 Series	250 Series

Fashion / Apparel / Accessories

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PKG-110	Fashion / Apparel / Accessories		1 Video or 1 Image Single or 2-10 Images Series				
	Boxes, fabric, ribbons, shopping bags, tags, tissue paper, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1-10	100	200	250

Home / Houseware

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-111	Home / Houseware			1 Video or				
	Packaging for cleaning products, detergents, garden tools, housewares, small appliances, utensils, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Image Single or 2-10 Images Series	1-10	100	200	250

Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-112	Innovation Packaging Design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250

Pet Products

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PKG-113	Pet Products Packaging for accessories, bath, food and nutrition, grooming, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)	0 1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250

Pharma / Health / Wellness

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PKG-114	Pharma / Health / Wellness		0 1 Video or 1 Image Single or 2-10 Images Series	1-10	100	200	250
	Packaging for a commercially available Health, Wellness or Pharma product or line of products.	1 for Singles OR 2-10 for Series	Project Video or Project Image(s)				

Specialty Product / Wildcard

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PKG-115	Specialty Product / Wildcard		1 Video or 1 Image Single or 2-10 Images Series				
	Gift sets, collectables, unique packaging narration that doesn't fit in any of our categories.	1-10	Project Video or Project Image(s)	1-10	100	200	250

Sustainable / Eco-friendly

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PKG-116	Sustainable / Eco-friendly		1 Video or 1 Image Single or 2-10 Images Series				
	1 for Singles	Project Video or Project Image(s)	1 Single	1 Single	100 Single	200 Single	250 Single
PKG-117	Environmentally conscious packaging design.	2-10 Series	2-10 Series	2-10 Series	150 Series	250 Series	300 Series



Drone / Aerial

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Drone / Aerial								
PHO-101	A photograph taken with a drone or from a flying aircraft.	1-10	Art Work	Image(s)	1-10	100	150	200

Fashion

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Fashion								
PHO-102	Photography which is devoted to displaying clothing and fashion accessories.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-103		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Fine Art / Conceptual

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Fine Art / Conceptual								
PHO-104	Photography that	1 for Singles	Art Work	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-105	conveys the ideas of the photographer.	2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Food

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Food							
PHO-106	Photography aimed at producing attractive photographs of food for use in advertisements, packaging, menus or cookbooks.	1 for Singles	Art Work Image(s)	1 Single	100 Single	150 Single	200 Single
PHO-107		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series



Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PHO-108	Innovation Photography that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200

Landscape

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Landscape							
PHO-109	Photographs depicting spaces within the world.	1-10	Art Work Image(s)	1-10	100	150	200

Live Event

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Live Event								
PHO-110	Photographs of guests and occurrences at concerts, rallies, and similar events.	1-10	Art Work	Image(s)	1-10	100	150	200

Mobile

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Mobile								
PHO-111	Photograph(s) specifically taken with a mobile device.	1-10	Art Work	Image(s)	1-10	100	150	200



Music / Entertainment

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Music / Entertainment								
PHO-112	Photograph(s) of iconic entertainers, documenting performance, celebrity news/gossip.	1 for Singles	Art Work	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-113		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Personal Project / Unpublished

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Personal Project / Unpublished								
PHO-114	Photograph(s) created for one's own personal experimentation, not for a client or brand.	1 for Singles 2-10 Series	Art Work	Image(s)	1 Single	100 Single	150 Single	200 Single
PHO-115				2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Photojournalism

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Photojournalism								
PHO-116	Photography employing images in order to tell a news story.	1 for Singles	Art Work	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-117		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Portraiture

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Portraiture							
PHO-118	A photograph of a person or group of people that captures the personality of the subject by using effective lighting, backdrops, and poses.						
PHO-119		Art Work	Image(s)	1 Single	100 Single	150 Single	200 Single
			2-10 Series	2-10 Series	150 Series	200 Series	250 Series



Products / Commercial

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Products / Commercial								
PHO-120	Photograph(s) intended for use in catalogues, brochures and advertising to promote and sell a service or product.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-121		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Self-Promotion

			Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements		Type	Files		Freelancer	2-20	21+	
Self-Promotion									
PHO-122	Photograph(s) intended for self-promotion of the artist.	1-10	Art Work	Image(s)	1-10	1-10	100	150	200

Social Media

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files	Freelancer		2-20	21+	
Social Media								
PHO-123	Photograph(s) taken specifically for use on social media channels.	1 for Singles	Art Work Image(s)	1 Single	1 Single	100 Single	150 Single	200 Single
PHO-124		2-10 Series		2-10 Series	2-10 Series	150 Series	200 Series	250 Series

Spatial

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Spatial							
PHO-125	Photographs of buildings and similar structures that are both aesthetically pleasing and accurate representations of their subjects.	1-10	Art Work Image(s)	1-10	100	150	200



Sports / Recreation

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
Sports / Recreation							
PHO-126	Photograph(s) of athletic or outdoor events, competitions, in-action, etc.	1-10	Art Work Image(s)	1-10	100	150	200

Street

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Street								
PHO-127	Candid photography taken in public situations or places.	1-10	Art Work	Image(s)	1-10	100	150	200

Travel / Tourism

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Travel / Tourism								
PHO-128	The documentation of an area's landscapes, people, cultures, customs and history.	1 for Singles 2-10 Series	Art Work	Image(s)	1 Single	100 Single	150 Single	200 Single
PHO-129					2-10 Series	150 Series	200 Series	250 Series

Wildcard

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-20	21+	
Wildcard								
PHO-130	Unique photography that lives outside of the aforementioned categories.	1 for Singles	Art Work Image(s)	1 Single	100 Single	150 Single	200 Single	
PHO-131				2-10 Series	2-10 Series	2-10 Series	150 Series	200 Series

Wildlife

			Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements		Type	Files		Freelancer	2-20	21+	
Wildlife									
PHO-132	Documenting various forms of plants or animals in their natural habitat.	1-10	Art Work	Image(s)	1-10	1 Single 2-10 Series	100	150	200



Beauty / Wellness / Personal Care

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-101	Beauty / Wellness / Personal Care Products for bath, beauty items, fragrances, lotions, skin care, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Children

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-102	Children Activity play centers, bathing, car seats + accessories, carriers, diapering, educational, feeding, nursery, play structures, strollers, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Consumer Electronics

Subcategory	Elements	Submission Media		Reference Images	Tiered Pricing By Company Size		
		Type	Files		Freelancer	2-20	21+
PRD-103	Consumer Electronics Audio equipment, cameras, computers, drones, headsets, mobile devices, monitors, robotics, security systems, smart phones, tablets, TVs, video equipment, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL 1 Video or 1 PDF or 2-10 Images	1-10	100	200	250



Durable Goods

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PRD-104	Small Appliances						
	Blenders, coffee makers, dishwashers, electric kettles, hand mixers, humidifiers, microwave ovens, toasters, vacuums, water purifiers, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200
PRD-105	Tools						
	Construction, electronic, hand, home, industrial, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200
PRD-106	Transportation						
	Automobiles, bicycles, electric vehicles, kayaks, motorcycles, motorhomes, trains, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200

Houseware

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-107	Houseware							
	Bakeware, bottles, bowls, cookware, cutlery, dishes, glassware, kitchen utensils, tableware, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-108	Innovation							
	Product Design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250



Interiors / Home / Office

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-109	Decorative							
	Bathroom fixtures, duvets, frames, lamps, lighting, locks, mirrors, pillows, storage bins, vases, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
PRD-110	Furniture							
	Beds, chairs, desks, seating, stools, tables, wardrobes, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Office Supplies

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-111	Office Supplies							
	Copiers, desk accessories, scanners, stationery, telecommunications, workspace organizers, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

PROTOTYPE

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-112	Prototype		Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250
	Preliminary model of a product.	1 for Singles OR 2-10 for Series						

Science / Medical

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PRD-113	Science / Medical						
	Hearing aids, home care, instruments, laboratory technology, medical devices, mobility aids, operating equipment, respiratory care, surgical supplies, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200

Sports / Leisure

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
Sports / Leisure								
PRD-114	Games, musical instruments, scooters, skateboards, sleeping bags, sporting equipment, tent accessories, toys, etc.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Sustainable / Eco-friendly

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-115	Sustainable / Eco-friendly							
	Products created in an environmentally conscious fashion, and/or serve an eco-friendly purpose.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250

Wildcard

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-116	Wildcard							
	Products that do not readily fit into another category.	1 for Singles OR 2-10 for Series	Project Video or Project PDF or Project Images or Project URL	1 Video or 1 PDF or 2-10 Images	1-10	100	200	250



Books

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PUB-101	Image-Driven							
	Overall design and layout of a book primarily geared towards image.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
PUB-102	Jacket							
	Design, graphics, and typography of the exterior of the book.	1 for Singles 2-10 Series	Art Work Images	1-10	1-10	100	200	250
PUB-103	Limited Edition / Private Press / Special Format							
	Design of books and publications that differ from the traditional forms.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
PUB-104	Text-Driven							
	Design of books and publications that differ from the traditional forms.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250

Digital Publications

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-20	21+
PUB-105	Online Publication						
	Overall layout and functionality of digital magazines, e-books and catalogues.	1 for Singles OR 2-10 for Series	Project URL or Publication PDF or Project Video or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200

Innovation

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
PRD-106	Innovation							
	Editorial and publication design that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project URL or Publication PDF or Project Video or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250



Magazines

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Magazine Cover							
PUB-107	Design, photography, graphics, typography and layout of the front cover.	1 for Singles 2-10 Series	Art Work Image(s)	1-10	1-10	100	200	250
	Magazine Full Issue							
PUB-108	Design, layout and typography of an entire magazine.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
	Magazine Infographics							
PUB-109	Charts, maps and other graphics that help visualize data.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	200	250
	Magazine Story / Spread							
PUB-110	Handling of layout and continuity of a story that spans two or more facing pages.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250

Newspapers

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
	Front Page							
PUB-111	Design, photography, graphics, typography and layout of a front page.	1 for Singles 2-10 Series	Art Work Images	1-10	1-10	100	200	250
	Full Issue							
PUB-112	Design, layout and typography of an entire newspaper.	1 for Singles 2-10 Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250
	Story / Spreads							
PUB-113	Handling of layout and continuity of a story that spans two or more facing pages.	1 for Singles OR 2-10 for Series	Project Video or Publication PDF or Art Work Image(s)	1 Video or 1 PDF or 1-100 Images	1-10	100	200	250



Spatial Design

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
SPL-101	Bridges / Infrastructure						
	Projects featuring new utilitarian models for public facilities including bridges, tunnels, waste disposal, water management etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-102	Commercial Building						
	Offices, restaurants, shopping centers, convenience stores, warehouses, factories.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	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	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-104	Conceptual / Unbuilt						
	Client-approved, unbuilt projects projects are eligible. Includes installations, buildings, interiors and exteriors, exhibitions and installations.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-105	Education / Institutional Design						
	Includes schools, libraries, museums, hospitals, non-profit and governmental buildings.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-106	Health / Medical Centers						
	Design projects for health and medical spaces including hospitals, clinics, rehabilitation centers etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-107	Highrise / Skyscrapers						
	Design for projects with more than 25 floors.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-108	Hotel Design						
	Interiors and exteriors. Includes the design of event spaces, guest rooms, lobbies, outdoor spaces, lounges, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200



Spatial Design

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
SPL-109	Installation Design						
	Often site-specific, temporary or permanent work. Installations may be immersive or interactive, informative, structural, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-110	Landscape Design						
	Includes design for built and natural environments including parks, plazas, campuses, residences, public open spaces, promenades, pop-ups, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-111	Lighting Design						
	Includes interior and exterior design for residences, restaurants, museums, offices, retail, entertainment, etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-112	Mixed Use						
	Building featuring a combination of one or more categories, such as residential and commercial or cultural and commercial or a mixture.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-113	Museums / Cultural Centers						
	Includes the design of galleries, museums, libraries, foundations, landmark & symbolic structures etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-114	Religious Centers						
	Includes the design of interiors and exteriors of spaces.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200
SPL-115	Residential Building						
	Includes private and multifamily homes, apartment buildings, residential amenities design including building lobby, recreational zones including athletic facilities, pools, spa, lounge, banquets etc.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200



Spatial Design

		Submission Media		Reference Images	Tiered Pricing By Company Size			
Subcategory	Elements	Type	Files		Freelancer	2-50	51+	
SPL-116	Residential Interiors	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Projects featuring residential space design.							
SPL-117	Restoration / Renovation	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Projects featuring thoughtful renovation or adaptive re-use of a pre-existing structure.							
SPL-118	Retail Design	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Includes interiors, store fronts, window displays, etc.							
SPL-119	Set / Stage Design	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Includes design for film and video, theater, concerts, events, etc.							
SPL-120	Sport / Recreation	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Includes stadiums, sports complexes, wellness centers, etc.							
SPL-121	Trade Show Exhibit	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	A project featuring design of a trade show exhibit.							
SPL-122	Transportation Hubs	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Includes design for transit hubs including airports, train stations, bus stations etc.							
SPL-123	Urban Planning	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
	Includes projects for innovative design responsive of current urban challenges including pollution, information technology and socialization.							

Craft

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-50	51+
SPL-124	Sustainability / Environmentally Conscious Design							
	Creativity in the use of ecologically responsive design features for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-125	Use of Color							
	Creativity in the use of colors for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-126	Use of Materials							
	Creativity in the use of materials for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250
SPL-127	Use of Technology							
	Creativity in the use of data / technology for built environments.	1	Project PDF or Project Video or Project Images	1 PDF or 1 Video or 1-10 Images	1-10	100	200	250

Innovation

		Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements	Type	Files		Freelancer	2-50	51+
SPL-128	Innovation	Project PDF or	1 PDF or	1-10	100	200	250
	Spatial design that pushes creative boundaries.	Project Video or	1 Video or				
		Project Images	1-10 Images				



Typography

			Submission Media		Reference Images	Tiered Pricing By Company Size		
Subcategory	Elements		Type	Files		Freelancer	2-20	21+
TYP-101	Advertising Ads where typography/lettering plays a major role.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
TYP-102	Digital Typography or lettering project created primarily for digital use/viewing.	1 for Singles OR 2-10 for Series	Content Video(s) or Art Work Image(s) or Project URL	1-10	1-10	100	150	200
TYP-103	Environmental Typography or lettering image created for large-scale use/viewing.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
TYP-104	Innovation Typography that pushes creative boundaries.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
TYP-105	Lettering Art of drawing letters.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
TYP-106	Motion A project featuring moving/animated typography or lettering.	1 for Singles OR 2-10 for Series	Content Video(s)	1-10	1-10	100	150	200
TYP-107	Package / Product Typeface used in any packaging or product.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
TYP-108	Personal Project / Unpublished Lettering Lettering created for one's own personal experimentation, not for a client or brand.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
TYP-109	Poster Typeface use and design in any type of poster.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
TYP-110	Publication Typeface use and design in any type of publication. May include book covers, book interiors, magazines, newspapers or digital publications.	1 for Singles OR 2-10 for Series	Art Work Image(s)	1-10	1-10	100	150	200
TYP-111	Typefaces / Font Systems Development of a set of typographic characters.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
TYP-112	Use of Typography Interaction of typography with the medium and/or platform.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200
TYP-113	Wildcard Unique typography that lives outside of the aforementioned categories.	1 for Singles OR 2-10 for Series	Project Video or Art Work Image(s) or Project URL	1 Video or 1-10 Images	1-10	100	150	200

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TERMS + CONDITIONS

All entries become the property of The One Club for Creativity, Inc., and will not be returned. The One Club for Creativity will require proof of publication for all entries. The One Club for Creativity has the right to request additional proof of initial publication and/or air date to be submitted within 15 days of the request.

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Please feel free to reach out to the ADC Awards Team at adcawards@oneclub.org.