

# Call for Entries



Associació de Directors d'Art  
i Dissenyadors Gràfics  
Asociación de Directores  
de Arte y Diseñadores Gráficos  
Art Directors & Graphic  
Designers Association

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# The ADG Laus Awards

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**The ADG Laus Awards have a rich history in celebrating, nurturing and promoting outstanding work in the Spanish design and advertising industry each year.**

**Having long served as a barometer of Spanish creativity, the 47th edition of the ADG Laus Awards fully intends to continue working on its international exposure.**

**They are a celebration of outstanding creativity both within and beyond our frontiers.**

**Take part!**

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**The ADG Laus Awards are organized by the Association of Graphic Designers and Art Directors (ADG-FAD).**

**ADG is a national, private, non-profit association. For more than 50 years its goal has been to promote graphic design and visual communication in the cultural and economic landscape of this country.**

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## FADfest

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FADfest is the annual FAD event that celebrates creative excellence, recognizing the work of professionals and companies while promoting design culture. Conferences, activities and meetings are held during the festival and various awards' ceremonies are celebrated by the different FAD associations, such as the Laus, culminating in the great festival of Graphic Design and Visual Communication, the Nit Laus. The winning projects come together in a special exhibition that showcases the best of design in all its disciplines.

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## ADC\*E Awards

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All Laus winning entries will enjoy the privilege of participating in the 26th edition of the ADC\*E Awards (Art Directors Club of Europe), a great opportunity to measure themselves against the best in Europe. Take this opportunity to be among the best in Europe.

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## Barcelona Design Museum

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One of the main objectives of the Barcelona Design Museum is the conservation, research and diffusion of its cultural, graphic design and communication heritage. For this reason, works recognized with a Laus Award will be included in the permanent collection of the Museum.

Participation is open to all work published or broadcasted during 2016 in the following categories:

## Graphic Design



## Digital



## Advertising



## Audiovisual



## Students



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## Conceptual Quality

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The Laus Awards recognize the conceptual quality of the pieces presented. The projects should be based on good concepts, as well as the relevance and articulation with which these concepts are represented. Intelligence and ingenuity in the ability to transmit messages through visual language are highly valued.

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## Formal Quality

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In addition to rewarding concepts that present a well-resolved execution, the Laus also select formal representations that are high quality, surprising or highly relevant in shaping the content they transmit. The jury will appreciate the solidity, intensity and innovative spirit of those aesthetic ideas that rise above the rest.

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## Functionality

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The Laus Awards also measure the usefulness of the projects presented. Functional aspects of the pieces as well as the quality obtained in achieving their stated goals will be considered. In this sense, the extent of the clients' needs will be taken into account as a selection factor.

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## Contribution

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The Laus recognize innovative projects or campaigns, either in a conceptual aspect and/or a formal aspect. Add to these, the pieces that are a contribution in methodology, scope, forms of communication, or media and formats through which they convey the message as well as in visual resolution. These are also projects that by experimentation have obtained successful results, applicable to visual communication.

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## Excellence

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This criterion refers to pieces that are outstanding, consistent throughout, blending a great idea with attention to detail and impeccable craft. These projects are awarded to those that show the highest level in all components, from beginning to end. The Laus Awards are a barometer for good professional practice, distinguishing between projects those that clearly rise above the rest.

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**We invite renowned professionals to judge each category. This is how the voting system works.**

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## Bronze Laus

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First Round, in which each juror has unlimited votes.  
Minimum 51% of jury votes for a Bronze.

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## Silver Laus

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The best among the Bronze awards.  
Second Round, in which each juror has only three votes.

Silver is a project that, having been selected first as Bronze, receives at least 51% of the votes.

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## Gold Laus

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The best of the Silver awards.  
Last Round, in which each juror has only one vote.  
A Gold Award is a project that, having been selected first as Silver, receives at least 51% of the votes.

Only one Gold Laus is awarded per category.  
In exceptional cases and by a majority decision by the jury, two Gold Laus awards may be selected - ex aequo.

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## Grand Laus

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The best among the Gold awards.  
Among all the projects that have received a Gold Laus Award in a given category, the jury has the option to award one or more Grand Laus.

The Grand Laus is the confirmation of an extraordinary, unusual, or a conceptually outstanding project.  
The best of the best.

The chairman of each category must meet with their juries and discuss the winning Golds to assess if there is a project worthy of qualifying for a Grand Laus. There must be unanimity of the jury to grant a Grand Laus with no more than one vote against.

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## Laus Young Talent

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Among all selected with a Gold in the Student category, the jury will select the best project: the Laus Young Talent.

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## Laus Aporta-Fundació Banc Sabadell

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This Award aims to offer visibility to the contribution of design for society with projects that have had a positive impact through visual communication. Contributions can be as diverse as giving voice to social phenomena, introducing design into a new sector, contributing to cultural change, or helping to transform a traditional product into a product with added value.

The prize will be awarded by the chairmen who will choose the candidates amongst the submitted projects.

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## Honorary Laus

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For professional career. The Honorary Laus acknowledges professionals deserving of a mention for their contribution and professional career.

This ADG-FAD award recognizes a career of significant contributions to the world of graphic design and visual communication, and its social impact and therefore, a contribution to recognizing our whole profession.

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## Laus Companies and Entities

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This award by the ADG-FAD board celebrates a company or organization with a track record of having a special affinity for bringing together design and communication.

Companies and entities that make good use of design, which is seen as key to societal development and improving the quality of people's lives.

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**As in most of the major international design award events, one of the basic reasons for the ADG Laus Awards are the marketing and promotional opportunities it offers to the award winners. These are the basic services that the award winners will receive according to the type of award being granted.**

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## Bronze Laus Pack

- 1 Bronze Laus diploma
- Official Bronze Laus hallmark (digital)
- Book presence
- Web presence
- Possibility of registration for the ADC\*E Awards by paying a fee

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## Silver Laus Pack

- 1 Silver Laus Trophy
- 2 Silver Laus diplomas
- Official Silver Laus hallmark (digital)
- Book presence
- Web presence
- Presence in the Laus Exhibition
- Possibility of registration for the ADC\*E Awards by paying a fee

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## Gold Laus Pack

- 1 Gold Laus Trophy
- 2 Gold Laus diplomas
- Official Gold Laus hallmark (digital)
- Book presence
- Web presence
- Presence in the Laus Exhibition
- Presence at the Nit Laus (award ceremony)
- Free enrolment in the ADC\*E Awards
- The work becomes part of the endowment of the Design Museum

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## Grand Laus Pack

- 1 Grand Laus Trophy
- 2 Grand Laus diplomas
- Official Grand Laus hallmark (digital)
- Book presence
- Web presence
- Presence in the Laus Exhibition
- Presence at Nit Laus
- Free enrolment in the ADC\*E Awards
- The work becomes part of the endowment of the Design Museum

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## Pack Young Talent

- 1 Young Talent Trophy
- 1 Young Talent diploma
- Official Young Talent hallmark (digital)
- Book presence
- Web presence
- Presence in the Laus Exhibition
- Presence at the Nit Laus
- Free registration in the ADC\*E Awards

The jury consists of carefully selected prestigious professionals, for each category. The jury will be diverse so as to generate debate with specialists of different disciplines within graphic design and adjoining fields.

**No jury member can submit work in the category that they are judging.**

The jury needs to know and respect the evaluation criteria upon which the awards are based.

The organization will provide all the necessary information to the jury so they are able to judge the participating pieces, while maintaining the anonymity of the authors.

The jury will spend an entire day, and two days in the case of Graphic Design, judging the pieces of their corresponding categories.

Voting will answer to the criteria established by the organization, and the jury is free to apply said criteria as it deems just. The jury has to coherently justify the reason for their verdicts.

A juror must abstain from voting if:

- He/she has collaborated on this project.
- The juror relationship with the agency or studio that has developed the project terminated less than a year ago.

In both cases, the juror must leave the room during the debate.

The Chairmen will collect the jury's opinion regarding the election of the Grand Laus.

The jury's decision is final and will be kept secret until the Nit Laus. The jury agrees not to disclose the results.

Since 2013, the jurors of the previous edition propose jury candidates for the next edition. The ADG-FAD board then validates and selects the candidates to create the final list of jury members.



The Chairman's task is to ensure the proper functioning of the jury.

The Chairman is a person chosen by ADG-FAD. He/she will be the reference person for the members of the jury. He/she is in charge of reminding them of the regulations, answering questions, and keeping to the schedules and stages of the voting process.

He or she will be responsible for collecting the results of the voting process and certifying them, along with the jury. The Chairman ensures that all prizes are awarded for each category.

The Chairman has no vote and does not intervene in the decisions of the jury other than to ensure the proper functioning of the process.

Find out who will be acting as Chairmen and Jury by visiting our web.



The Nit Laus is a springboard for emerging talents, and a time for acknowledging professionals and recognizing those companies that invest in design.

The award ceremony is the moment in which the jury's verdict is revealed. The winners of the Grand Laus and Gold Laus enjoy the unique opportunity to go on-stage to collect their trophies. Silver and Bronze Laus winners also have their moment in the spotlight during the after-party.

Above all, the Nit Laus is the gathering of the design profession and aims to be an unforgettable celebration. Tickets to attend the Nit Laus will be on sale by June, with a special price for FAD members.

**Special prices for members**



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**The award-winning Laus projects are showcased in the Laus Book.**

**The Laus Book is an invaluable resource for the national and international design and advertising industries.**

**Its content and impact in different areas, whether related or not to creativity, serve as a marketing tool for the award winning studios as well as an editorial reference for the professionals of visual communication and graphic design.**



# Online Laus

The ADG-FAD website is an indispensable tool for designers and companies searching for heightened visibility.

The on-line showcase of the award winners is an an exhaustive and inspirational source of information for designers, companies, institutions, journalists, consumers, and students from around the world.



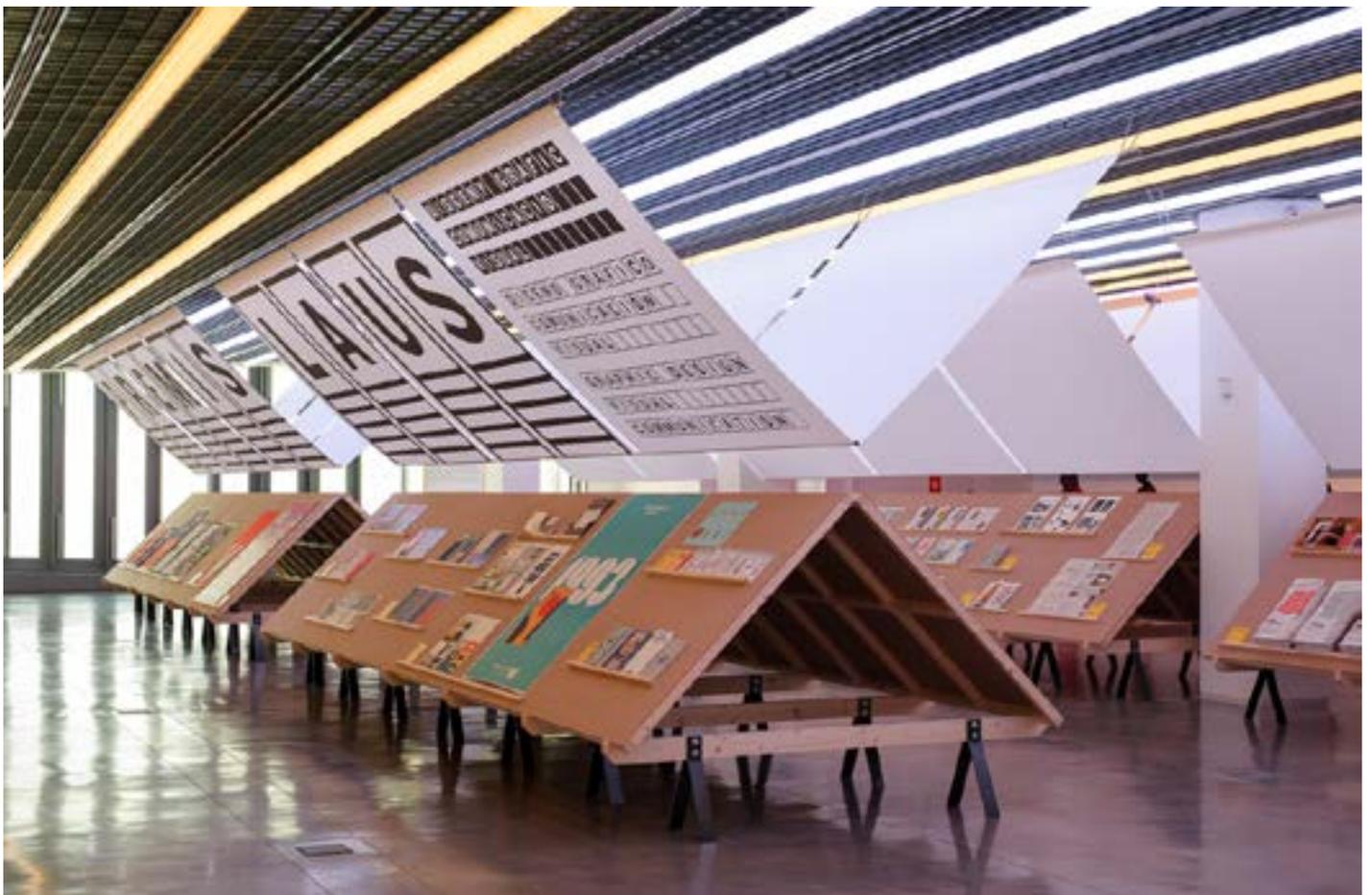
**An extraordinary opportunity to see and touch high quality pieces that have so far only been shown in a photographic format.**

**This is a great publicity platform, since it brings together the momentum of the FADfest and Summer days when Barcelona is full of eager tourists and a local audience hungry for new cultural content.**

The Laus Exhibition is part of the FADfest, the design event that brings together the best of graphic design, architecture, industrial design, fashion, and craftsmanship of the current year.

The perfect showcase for the Laus Award winners, this is a unique opportunity to discover the Laus projects.

In short, it is a must for any lover of graphics or professionals who desire to see and understand what is happening in the environment of visual communication.



**Excellent communication needs a reliable identification for promotion: the official Laus Hallmark identifies and certifies the best creative proposals as authentic examples of good practice in the field of graphic design and visual communication.**

**Since 2012, each award-winning project receives an official Laus Hallmark that can be used to promote the project or the studio. The client may also use this hallmark, as a guarantee of the highest standards of design.**



**Laus**  
Grand'17



**Laus**  
Gold'17



**Laus**  
Silver'17



**Laus**  
Bronze'17



**Laus**  
Young  
Talent'17



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## 01

### Submitting entries

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Laus Awards entries may only be submitted via the **on-line submission system**.

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## 02

### How to submit material

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[Click here to download Categories.](#)

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## 03

### Package delivery

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Send to the ADG-FAD office:  
**ADG-FAD**  
**(ADG Laus Awards)**  
**Edificio Disseny Hub Barcelona**  
**Badajoz 175**  
**08018 – Barcelona**  
From 8am to 6pm

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#### Package delivery deadline

Works will not be accepted nor returned after this date.

**10th February 2017**

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#### International entries

Please write the following on the outside of the package: "International Awards, Content No Commercial Value"  
ADG-FAD will not be responsible for shipping fees.

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## 04

### Payment

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Once the organisers have received the material and checked that entries are in order, entrants will receive an email with instructions for paying the entry fee for all participating projects entered.

Payment must be made by bank transfer, as indicated on the invoice. In case of paying by credit card, a surcharge will be added to the total of the invoice.

Entrants will have 48 hours to make the payment after receiving the invoice. Projects that have not been paid within the stipulated time frame will not be considered for the awards.

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## Submissions Deadline



**3rd  
February  
2017**

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Deadline: 3rd of February 2017  
Package delivery deadline:  
10th of February  
Past this date, projects will neither be accepted nor returned.

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## Cheap Days

**10%**

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### Before January 16th

All submissions carried out before January 16th will benefit from a discount of 10% off the total fee.

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## In recognition to our members

**50%**

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### FAD Members

FAD members will enjoy a 50% discount on registering entries.

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## Other Members

**15%**

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### Supporting Associations

Members of AAD, ADCV, AFP, AGA, APIC, CdeC, DAG, DI-CA, DIEX, DiMad, DIP, DIS and EIDE will enjoy a 15% discount on entries.

<b>January 9</b>	Registration begins	<b>January 16</b>	Cheap Days finalize
<b>February 3</b>	Deadline for applications	<b>February 10</b>	Last day to send projects
<b>February</b>	Projects Catalogation	<b>March 31</b> <b>April 1</b>	Jury Meeting at the Design Hub Barcelona
<b>April</b>	Period to add credits and images of Selected projects	<b>June</b>	Tickets on sale for the Nit Laus.
<b>June 30</b>	Nit Laus and Laus Exhibition		

\*The Organization reserves the right to modify or change dates without previous notice.

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Entries submitted must have been printed, published, broadcast, projected, viewed online, or edited for the first time between January and December 2016.

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Entries may be submitted by any company or individual involved in the creation or production of the work, as well as by the client.

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Participation in the ADG Laus Awards 2017 is international.

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The same entry cannot be submitted in more than three different categories. If the same entry is submitted in more than one category, the entrant must send as many copies as participating categories and the corresponding entry fee.

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If the entry is submitted in the same category by two or more entrants, ADG-FAD will only accept the project submitted first and will return the entries which have not been accepted, along with the fees paid for that entry, after the deadline.

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The Organization reserves the right to request the broadcasting certificate for television, the proof or receipt of publication for graphic material, and the photographic proof or receipt for PLV material. These receipts must be issued either by the corresponding media company or by the advertiser.

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ADG-FAD is not responsible for the authenticity of the information included by the entrants in the entry forms.

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ADG-FAD is not responsible for claims of plagiarism or for damage or loss that may occur to projects through no fault of the organization.

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The entries will not be returned under any circumstances.

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Entrants grant ADG-FAD permission to use and reproduce entries only for promotional purposes.

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Participation in the ADG Laus Awards constitutes yielding of the award-winning pieces (Grand Laus, Gold and Ypung Talent) to the Barcelona City Council and, more specifically, to the Barcelona Design Museum, with the right of the receiving party to use them for its activities (exhibitions, catalogues, web, etc.) related to the reproduction, distribution, public communication and transformation for any country and any form of exploitation, distribution, support, format and media, including audiovisual, computer, multimedia, telematics, etc., granting the right to authorize the reproduction and public use of archival documents by third parties, if its purpose is non-commercial nor lucrative.

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Participation in this year's ADG Laus Awards 2017 indicates the full acceptance of these terms and conditions.

# Collaborators

adg

fad

## Collaborating Authorities



Ajuntament de  
Barcelona



## Premium Collaborators

MANTER



<sup>B</sup>Sabadell  
Foundation

cdlmon

## Collaborators



I am  
Nuria

DDB°



gràffica.



TENDENCIAS.TV



COPYSETIMPRESA

Visual

YOROKOBU  
TAKE A WALK ON THE SLOW SIDE

OCIMAG

## Supporting Associations



aad  
DISEÑADORES  
DE ANDALUCÍA

DAG  
Asociación Galega  
de Diseñadores

dip | Asociación de Profesionales  
del Diseño y la Comunicación  
Profesional en la Región de Murcia

APIC  
Asociació Professional d'El·listadors de Catalunya

AFP

di®  
ASOCIACIÓN  
DE DISEÑADORES  
GRÁFICOS DE SORIA

di\_mad

aga  
asociación  
de diseñadores gráficos  
de asturias

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ASOCIACIÓN EUSKADKO  
DE DISEÑADORES OIBEN-UKOLEZ  
DE EUSKADI ELKARTEA

di\_cã | Asociación de Profesionales y  
Empresas de Diseño de Canarias

c de c  
club de creativos

DIEX  
ASOCIACIÓN DE  
DISEÑADORES  
DE EXTREMADURA

[www.adg-fad.org](http://www.adg-fad.org)

#Laus17