

Categories

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Defend your project

As it is important for the jury to fully understand each project in order to make an informed decision, there is a text field at your disposal to explain, as best as possible, the highlights of your project in a realistic and practical manner.

This is the most direct way for you to communicate with the jury, defending your project beyond the visual, your unique voice in the face of the great demands of excellence required for the ADG Laus Awards.

Grab this opportunity and convince the jury.

How it works

When you register a project, you will be asked to fill an informative field with the items described below.

In addition, we request you upload an illustrative sample of the project that will act as a visual support to the jury.

If until now, the jury could consult a descriptive dossier in order to insure a well-informed judging process, we now want each project to be supplemented by this informative field as shown in the following outline. There is no need to add further explanations regarding the project or samples you send, and you do not have to print any texts. ADG will print all informative texts.



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Contribution & Impact

Explain the reasons why you believe this project deserves a Laus.

Briefing

Describe the objectives initially defined by the client and, if possible, the team's proposal. Mention the most important aspects of the sector or end users.

Proposal

Explain the proposed solution and the role of the design.

Production

Include information about the scale of the project: run, location, distribution, materials and production, and environmental impact.

Tips for filling in the informative text

Some juries evaluate up to 200 projects; make it easy for them, be brief and concise.

Do not aim to explain everything. Concentrate on what you are most interested in.

Avoid generic comments. Be concrete and choose your words well.

Fill in at least some information for each point. The lack of information makes you less believable.

You have a maximum of 150 characters for point 1 and 230 characters in each of the other points.

Your text will accompany your work throughout. Don't leave any blank boxes or the system won't allow you to save the entry.

If you have any questions

Contact ADG

**By mail at laus@adg-fad.org
or by phone at +34 932 566 749**
(work days between 9:00 am and 6:00 pm).

Note

In the event that one of the sections does not contain a minimum number of entries, the organization can group them in another section of the same category. The organization reserves the right, due to its own initiative or at the request of the jury, to carry out category changes in those inscriptions that seem necessary.

All work in each category must respect the specified formats and be included in a complete list of all work submitted to the ADG Laus Awards.

If more than one package of work is submitted, it must attach the final list of entries in each package. This summary list will be automatically sent by email when the online subscription is finished.

Remember that there are some categories which do not require the submission of physical material. In those cases, a URL can be included in the inscription form. For audiovisual formats or work that requires the support of digital images, the organization will provide the designated contact with a link to upload the files.

All work participating in the ADG Laus Awards 2017 must be anonymous. In order to guarantee transparency and objectivity during the jury deliberations, no credits should be included. No visual signs, images or videos should feature the name of the author(s), studio or agency that has created the project. If this rule isn't strictly followed, the project will be automatically disqualified.

Each project is identified with a reference number which will be automatically generated as soon as the subscription process is completed. All work that is sent physically must include this reference number. If a digital file is sent, the inscription number must be included in the name of the file. E.g. 01/1313 > 01_1313.pdf

Not respecting the presentation formats in each category may lead to disqualification.

Recovery of material

The ADG Laus Awards will not return any submitted material except in the case of a request received before February 28 at: laus@adg-fad.org with the subject: Material return n° xx/xxxx.

If your work is not selected, the organization establishes a period of two weeks after jury deliberation for recovery of material.

Deadline for package reception

10 February 2017

We recommend the use of recycled materials instead of foam boards.

Projects in which the designer is the own client will not be accepted. For this purpose, please have a look at 14 Self-promotion.

Corporate Identity

01	Naming	The jury will only assess the name of the brand or product. 1 A4 horizontal board, presented in 72 point Helvetica font	120€
02	Logos	1-2 A4 horizontal boards. Physical samples of real applications will not be accepted.	120€
03	Corporate identity for a small company	Companies with fewer than 50 employees. 1-3 A3 boards + physical samples For website and audiovisual material evaluation, indicate the link	180€
04	Corporate identity for a medium-sized or large company	Companies with more than 50 employees. 1-3 A3 boards + physical samples For website and audiovisual material evaluation, indicate the link	180€

Typography

05	Typefaces	Design of a font family 1-3 A3 boards + physical samples.	120€
06	Lettering / Experimental Typography	1-3 A3 boards + physical samples.	120€

Projects in which the designer is the own client will not be accepted. For this purpose, please have a look at 14 Self-promotion.

Editorial and Book Design

07	Entire Magazine	Trade, Consumer, Independent magazines and Newspaper Supplements. Physical Samples. Minimum of 2.	180€
08	Corporate Publication, Catalogues & Brochures, Annual Reports	Physical sample	150€
09	Book Covers, Magazine Front Covers and/or Series of Book Covers and Magazine Front Covers	Physical samples. Maximum of 3.	150€
10	Entire Books	Physical sample.	180€

Projects in which the designer is the own client will not be accepted. For this purpose, please have a look at 14 Self-promotion.

Graphic Communication

11	Promotional item	Calendars, Leaflets, Direct Mail, Greeting Cards & Invitations, CD's Stamps, Stationery, Applied Print Graphics. Physical sample. Do not assemble on boards.	120€
12	Posters	Physical sample/s.	120€
13	Integrated Graphics	Graphic Design work with one concept applied across a range of formats. Include a minimum of 3 graphic items. Physical samples. Do not assemble on boards.	200€
14	Self-promotion	Graphic element or elements in which the client is the designer / studio itself / agency, and serves as a promotional item. Any project that matches another category (i.e. typography, poster, publication, etc.) that is self-promotion must be presented exclusively in this category; otherwise you will be disqualified. Physical samples. Do not assemble on boards.	120€
15	Art Direction in Graphic Design	Examples of art direction in photography, illustration or typography, confined to the field of graphic design for non-advertising. 1-3 A3 boards and/or Physical samples	120€
16	Illustration (Editorial and/or Commercial)	1-3 A3 boards and/or Physical samples	120€
17	Data Visualisation (Infography)	1-3 A3 boards and/or Physical samples	120€

Projects in which the designer is the own client will not be accepted. For this purpose, please have a look at 14 Self-promotion.

Packaging

18	Unit or line of packaging and/or labels	Less than 25,000 units Physical sample/s + labels. Maximum of 3.	150€
19	General Public. Unit or line of packaging and/or labels	More than 25,000 units Physical sample/s + labels. Maximum of 3.	180€

Wayfinding & Environmental Design

20	Signage, wayfinding and information graphics	Development of a visual graphic system with the goal to guide, direct or organize a person or group of people in a space. 1-5 A3 boards.	140€
21	Spatial Design	Graphic design that enhances a space 1-5 A3 boards	140€

Design and Communication projects applied to digital environments.

The projects in this category do not require the sending of any physical material. Once the jury has finalized their selection process, the participants will be contacted to send a recording of the piece to be included on-line, in the Laus Book, etc.

22	Institutional Website	Public Institutions, City Councils, Non-profit-making Entities, etc. Provide the URL on the registration form.	170€
23	Corporate Website	Corporate Website focused on communicate the generic information of the Company. Provide the URL on the registration form.	170€
24	Promotional Website	Website, microsite, landing, FBApp, etc., of a product or service focused on its commercialization. If it is part of an advertising campaign, it should be submitted in the Advertising Category. Provide the URL on the registration form.	150€
25	E-commerce Website	Online sales of products or services. Provide the URL on the registration form.	150€
26	Agency, Studio or Freelancer Website	Websites designed for a Graphic Design Studio, an Agency or a Freelancer. These websites always respond to a self-commission. Provide the URL on the registration form.	150€
27	Online Publication	Online Magazines, Media, Blogs, etc. Provide the URL on the registration form.	150€

Design and Communication projects applied to digital environments.

The projects in this category do not require the sending of any physical material. Once the jury has finalized their selection process, the participants will be contacted to send a recording of the piece to be included on-line, in the Laus Book, etc.

28	Multi-platform Project	<p>The design of a coherent multi-platform project developed for different formats: web, app, ITV, consoles, etc.</p> <p>It does not refer to a “responsive” project in which the same web is displayed correctly in different devices, but the design itself taking profit of each platform.</p> <p>Provide the URL on the registration form.</p> <p>In case of Apps, indicate the download address (if it must be purchased, a promo code must be included).</p>	170€
29	Smartphone or Tablet Apps	<p>Applications for mobiles, tablets or similar devices.</p> <p>For apps, indicate the URL of the download page (if the app must be purchased, a promo code must be included) or submit a video showing the navigation.</p>	150€
30	Interactive or Digital Installations	<p>Digital physical installations, interactive installations, interactive showcases, augmented reality installations, experiential installations, etc. Provide the URL address where the installation is displayed and explained.</p>	150€
31	UX Design	<p>The digital product or solution should stand out above all for its contribution to the user experience, its user orientation and design, with a complete view of the interactions that occur with the particular product, service, emotional, cognitive, aesthetic, ergonomically, etc.</p> <p>Provide the URL on the registration form.</p>	130€
32	Art Direction in Video games	<p>Video games where the art direction stands out on the rest of elements and has an essential contribution to the idea: drawing, illustration and concept art to create visually attractive characters and environments.</p> <p>Provide the URL on the registration form. If downloadable, provide a promotional code.</p>	130€

Attention: videos above the specified duration won't be judged.

33	Press	Original insertion.	130€
34	Outdoor advertising (Provide a images*)	Posters, billboards, illuminated signs / advertising panels, banners and other supports that are installed in public places, as well as specific displays or POS posters. Digital images+ Proof of insertion	130€
35	Mailing – Direct marketing	Physical sample/s.	130€
36	Spots (Provide a video*)	Maximum duration: 3 min.	170€
37	Branded Content (Provide a video*)	Content made specifically for a brand, which can be audio-visual, printed, events / experiences or live shows, social networks, digital media, with the specific purpose of entertaining or informing. Maximum duration 3 minutes.	130€
38	Digital Marketing	Advertising pieces created for the digital environment that are part of a promotional campaign like banners, pop-ups, microsites, advergaming, social media, etc. We will not accept main websites of brands or audiovisual pieces, which must be registered in the Digital category and the Branded Content section respectively. Provide the URL on the registration form, or provide a video that shows the navigation.	130€

*We will contact you to tell you where to upload the video or images.
QuickTime video format (.mov)
with H.264 codec, with audio in .mp3 or .acc.
Suggested resolutions (pixels):
1920x1080, 1280x720. Maximum weight: 1GB
File name: Entry number

*Prices include taxes.

Attention: videos above the specified duration won't be judged.

39	Art Direction in Print - Photography	Printed advertising work: press, outdoor advertising, direct marketing, etc., where the Art Direction and use of Photography stand out over the rest of the elements and have an essential contribution to the idea. Original Insertion.	150€
40	Art Direction in Print - Illustration	Printed advertising work: press, outdoor advertising, direct marketing, etc., where the Art Direction and use of illustration stand out over the rest of the elements and have an essential contribution to the idea. Original Insertion.	150€
41	Art Direction in Audiovisual (Facilitar vídeo*)	Audiovisual advertising works where the Art Direction highlights the rest of the elements and has an essential contribution to the idea. Maximum duration 3 minutes.	150€
42	Art Direction in Digital	Digital advertising works where the Art Direction highlights the rest of the elements and has an essential contribution to the idea. Provide the URL on the registration form, or provide a video that shows the navigation. Maximum duration 3 minutes.	150€

*We will contact you to tell you where to upload the video or images.
QuickTime video format (.mov)
with H.264 codec, with audio in .mp3 or .acc.
Suggested resolutions (pixels):
1920x1080, 1280x720. Maximum weight: 1GB
File name: Entry number

*Prices include taxes.

Audiovisual work featuring outstanding visual, graphic or audio solutions.

(Provide video*)

Maximum duration: 4 minutes

Attention: videos above the specified duration won't be judged.

43	TV/Film Identity	TV Series or Film Credits, TV programme identities, TV channel continuity, TV channel Identity, etc. Wether for TV or Online.	170€
44	Animated Corporate Identity	Animated Corporate Identities (logos) either for web or audiovisual media.	150€
45	Animation, Motion, VFX & 3D	Audiovisual projects where either the animation of characters, elements in 2D, 3D, motion graphics, stop motion, integration of visual effects, etc, are highlighted.	150€
46	Audiovisuals	Audiovisual projects highlighting creativity and innovation: documentaries, video clips, etc. They must not be part of an advertising campaign.	170€
47	Visuals	Audiovisual projects as Mapping, video projections, musical projections, ambient, 360° video, etc.	170€

*We will contact you to tell you where to upload the video. QuickTime video format (.mov) with H.264 codec, with audio in .mp3 or .acc.
Suggested resolutions (pixels): 1920x1080, 1280x720. Maximum weight: 1GB
File name: Entry number

*Prices include taxes.

Collaborators



Collaborating Authorities



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Collaborators



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Visual

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OCIMAG

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