

2019

Design 730

AIGA **Cleveland**
the professional
association for design

Submission
Guidelines

Competition Overview

It's time to be showcased among the best of design in Northeast Ohio by entering AIGA Cleveland's biennial juried **Design 730 competition.**

Your work will be viewed by esteemed judges, made up of the industry's top creative professionals. Judges will choose work that is both aesthetically pleasing & effective at solving creative challenges.

This is a call to all regional creatives to submit work created between **January 2017 & December 2018.** The final selections will be on display at **GLO Cleveland** where top honors will be awarded at the opening reception.

ENTRY CATEGORIES

Integrated Campaigns
Interactive
2D Design
3D Design
Environmental Design
Student Work

JUDGES

Dian Holton: Senior Deputy Art Director at AARP
Christine Taylor: Creative Manager at Hallmark
Robynne Raye: Modern Dog Design Co

DEADLINE TO SUBMIT

Monday, April 15, 2019

AWARDS RECEPTION

Friday, May 24, 2019

ENTRY FEES

Member: \$50
Student Member: \$20

Non-Member: \$100
Student Non-member: \$40



Entry Process

REGISTRATION

Registration is **easy**—visit cleveland.aiga.org for details.

Using the Eventbrite form, choose your member status, entry category, and fill in the rest of the details. Print and mail the confirmation email or drop it off with your entries. A confirmation email printout must be secured (paper clip or taped) to the back of each entry. Please go through the Eventbrite registration once for each entry and attach the corresponding confirmation. Entries without a confirmation email attached will not be included in the competition.

CONFIRMATION FORMS

Upon completing the registration and online payment process, please print the confirmation form and mail or drop it off with your entries. An entry confirmation form printout must be secured (paper clipped or taped) to the back of each entry—therefore, you will want to print multiple copies for entries with more than one item. This allows entries to be tracked throughout the judging process and maintain anonymity.

ENTRY PREPARATION

Entries are considered either a single category or an integrated campaign. Variations of one entry are considered a single entry (for example, packages for different flavors or sizes of the same product). Integrated Campaign entries refer to systems that cross multiple applications, such as stationery, email templates, on-site signage, etc. for the same client.

Any entry that has a physical component must have a physical entry submitted. Entries are only judged by a physical submission (samples). Environmental designs (or 3D work too large to submit) may be photographed. Only digital entries (websites, apps etc.) are judged on screen.

The digital file upload portion of the registration process is NOT how entries will be judged. It is solely for the display of winning entries on the design730.org site.

Please be sure to print and attach the corresponding confirmation form to each entry. Entries without a confirmation form attached will not be included in the competition.

- 1) For printed work, please submit one copy of the finished piece, mounted on black board, if necessary, and well protected.
- 2) For three-dimensional work please submit one three-dimensional piece, unmounted but well protected.
- 3) For oversized, larger three-dimensional work, such as environmental design, work **MUST** be submitted as a photo or print. Please submit one copy of a high-resolution photo or print mounted on black board and well protected.
- 4) For interactive entries: Please submit a link in the Files section during the online registration process.
 - a) Websites will be viewed online. Please include any necessary instructions.
 - b) For app entries, please include a link to the app store and any download codes if necessary.
 - c) If an interactive element is part of an Integrated Campaign, please mount prints of individual pages on black board at a presentable size in addition to submitting the link via the online registration process.

Proofs or computer printouts will not be accepted, with the exception of student entries. All winning submissions will be displayed AS-IS—whatever is submitted will be shown in the awards exhibition. Please note, we are unable to return entry submissions for any category.

Entry Process

ENTRY SUBMISSION

If mailing your entries, clearly mark each package with the mailing address below to ensure your packages arrive. All packages must arrive by April 15, 2019 to be considered for the competition. If there are multiple packages, please clearly mark the outside with "1 of 2" and "2 of 2" etc.

If dropping off your entries, clearly mark each package with your name or company name. If there are multiple packages, please clearly mark the outside with "1 of 2" and "2 of 2" etc. All packages must be received by April 15, 2019 to be considered for the competition.

ENTRY DROP OFF ONLY

29325 Chagrin Blvd, 100,
Pepper Pike, Ohio 44122

Entries may be delivered in person to the AIGA Cleveland representative at the times listed below:

Saturday, April 6 from 9:30am–11:00am

or

Saturday, April 13, from 9:30am–11:00am

ENTRY MAILING ONLY

AIGA Cleveland
PO Box 6224
Cleveland, OH 44101

Please note, the United States Postal Service is the only carrier for P.

PAYMENT

Payment must be made via design730.org at the time of registration. No cash or checks will be accepted.



General Information

RIGHTS AND PERMISSIONS

Winning entrants grant AIGA Cleveland the right to reproduce the winning entries on the AIGA Cleveland Design 730 Competition website, design730.org. Winning entries may also appear on cleveland.aiga.org, and in any and all materials and media produced for promotional purposes.

NON-PROFIT

AIGA Cleveland is a nonprofit 501(c)(3) organization. All contributions are tax-deductible to the fullest extent of the law.

SPECIAL THANKS TO OUR PARTNERS

FORM + AngstromGraphics +



Identity provided by Dean Sweetnich

QUESTIONS?

Contact mrogers@cleveland.aiga.org

