

Call for Entries

GRADE 8

Greater Richmond Awards for Design Excellence 2015



Eligibility

All work must have been conceived and created in the state of Virginia and either printed, published, aired or broadcasted live online for the first time between January 31, 2013, and February 18, 2015. Student work must have been created during this time frame.

“Publication” denotes any piece presented in a form of mass media exposed to a substantial audience. All entries become the property of AIGA Richmond and will not be returned. Submission of entries acknowledges the right of AIGA Richmond to copy or display the entries for the purposes of judging, exhibition and promotion of GRADE. Please note, entries from previous GRADE competitions are not eligible.

Deadline/Delivery

If mailed, entries must be postmarked no later than March 13, 2015. Your entries may be dropped off from 9 am–5:30 pm the week of March 9–13, 2015, at, or mailed to:

Planet Central Contact John Hoar:
ATTN: GRADE 8 804.421.2740
9 South Fifth Street
Richmond, VA 23219

Entry Categories*

1. Advertising (television, print, outdoor, web banners)
2. Collateral Materials (annual reports, brochures, booklets, catalogs, and newsletters)
3. Corporate Identity Programs/Client Image/Integrated Campaigns (larger packages)
4. Logos & Icons (smaller packages: logos by themselves, a business card with logo, etc.)
5. Direct Mail/Postcards
6. Editorial/Publication Design (book covers/jackets, magazine and newspaper covers/spreads)
7. Environmental/Exhibit Design (displays, signs, trade shows, installations)
8. Websites (complete websites, micro sites, landing pages)
9. Mobile & Interactive (games, web apps, social media, viral)
10. Stationery (invitations, announcements, letterhead, etc.)
11. Promotional Items (shirts, hats, buttons, cards, calendars, etc.)
12. Posters
13. Packaging (labels, boxes, consumer goods, etc.)
14. Illustration
15. Photography
16. Student Design
17. Student Illustration
18. Student Photography
19. Student Interactive

* AIGA Richmond reserves the right to re-categorize the entries, to create new categories and to eliminate categories if appropriate.

** Entries submitted in student categories are not eligible for Best in Show.

Preparation of Entries

- Each submission package must include a completed Master Entry Form and payment together in an envelope clearly labeled “Entry Fees.” An Individual Entry Form must be attached to each single entry or campaign within the submission package. No substitute forms will be accepted (see Entry Forms below). Be certain to credit all persons involved in the creation of the piece. AIGA Richmond will not be responsible for incorrect/incomplete credit information. You will be contacted via email to confirm that we have received your entries.
 - Each entry is to be left unmounted, unless the project was created in that manner.
 - Photographs of any 3-dimensional entries, such as packaging, exhibit design, etc., are acceptable but must not exceed 16"x20".
 - For interactive work, include a printout of home page with URL.
 - Additionally, a JPEG of each entry is required. Image size should be 72 dpi, with the longest side being 1024 pixels. JPEGs may be placed on the same CD and labeled with agency/firm information.
 - Please note, entries will not be returned.
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Entry Forms

Master and Individual Entry Forms are provided in this PDF. Both forms can be viewed, completed, saved and printed using the free software, Acrobat Reader. For best results, download forms to desktop and open in Acrobat or Acrobat Reader. Interactive fields may not work in your internet browser.

Entry Fees

	MEMBER	NON-MEMBER	STUDENT MEMBER	STUDENT NON-MEMBER
Single Entry	\$25	\$50	\$10	\$20
Campaign	\$35	\$65	\$15	\$25

* A campaign consists of three or more pieces in a single project.

SPECIAL: Receive one free ticket to the awards ceremony for each group of 5 entries you submit! (A campaign counts as one entry.)

Payment Info

Payment may be made by check, cash or credit card. Make checks payable to AIGARichmond. If you would like confirmation of receipt, include your email address.

For questions, concerns, or special accommodations, send an email to grade8@richmond.aiga.org.

Exhibition and Awards Ceremony

Award of Excellence trophies and certificates will be awarded at the **GRADE8 Exhibition and Awards Ceremony** on April 17, 2015 at The Depot at VCU. Tickets will become available soon on eventbrite. *Get on our email list to keep up with all things Richmond AIGA.*

Master Entry Form GRADE 8

Greater Richmond Awards for Design Excellence 2015



Contact Information

This is the name of the person we will contact if there are any questions concerning the submission package or payment. This is not necessarily the name of the designer/illustrator/photographer credited on any entry.

Contact Name: _____

Company Name: _____

Address: _____
STREET CITY STATE ZIP CODE

Phone: _____ Fax: _____ Email Address: _____

Membership

I am already enjoying the benefits of being a member of AIGA.

I am a member of the _____ Chapter.

My ID number is _____.

I recently joined online on _____ (mm/dd/yy).*

* Joining AIGA online at www.aiga.org. Online applications are processed within a few days so we will be able to confirm your membership within a week.

Membership Category/Yearly Rates

Contributing: \$50

Supporting: \$150

Sustaining: \$250

Leader: \$500

Group corporate memberships:

\$675 for first three memberships at the sustaining level, additional employees can be added for \$75.

Entry Fees

A campaign consists of three or more pieces in a single project. If you are submitting the same piece in more than one category, you must pay an entry fee for each submission.

Member single piece:

No. of entries _____ x \$25 Total \$ _____

Non-member single piece:

No. of entries _____ x \$50 Total \$ _____

Student Member single piece:

No. of entries _____ x \$10 Total \$ _____

Member campaign:

No. of entries _____ x \$35 Total \$ _____

Non-member campaign:

No. of entries _____ x \$65 Total \$ _____

Student Work campaign:

No. of entries _____ x \$15 Total \$ _____

Student Non-member single piece:

No. of entries _____ x \$20 Total \$ _____

Special: For every five entries, receive one free ticket to the Exhibition and Awards Ceremony on April 17, 2015 (total number of entries will be divided by 5 and rounded down to nearest whole number).

Student Non-member campaign:

No. of entries _____ x \$25 Total \$ _____

Total cost of entries:

BOX A

Tickets for Award Ceremony

I would like to purchase additional tickets for the ceremony in order to take advantage of pre-registration discount.

Member _____ x \$25 Total \$ _____ Non-member _____ x \$50 Total \$ _____ Student _____ x \$10 Total \$ _____

I have ordered _____ number of paid tickets.

I will receive _____ number of free tickets (see Special under Entry Fees).

Total cost of tickets:

BOX B

Total number of tickets _____

Total Amount due (Box A + Box B):

Payment Information

I would like to pay by credit card. My information is:

Visa MasterCard Discover AMEX

I am enclosing a check made out to AIGA Richmond.

NAME AS IT APPEARS ON CREDIT CARD

CREDIT CARD NUMBER

CVN*

EXPIRATION DATE

STREET ADDRESS**

CITY

STATE

ZIP CODE

SIGNATURE OF CARD HOLDER

* CVN (Card Verification Number): For Visa, MasterCard and Discover, this 3-digit number is printed on the back of card after card number. For AMEX, this 4-digit number is printed on the front of the card above the card number. This number must be included in order for us to process your payment.

** Address must be the same as that on your credit card bill.

All sales — entry fees and tickets — are considered final and non-refundable. A confirmation email will be sent upon receipt of your payment.

Individual Entry Form

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One **Individual Entry Form** must be filled out and attached to each entry. If an entry is submitted in more than one category, you must fill out an entry form for each category and pay an entry fee for each category entered. Entry forms can be filled out, saved and printed when opened in Acrobat Reader. Make sure that we can remove the Individual Entry Form from the piece without damaging either the entry form or the work. Please provide a jpeg of each entry (see Call for Entries for complete entry preparation instructions).

Entry Category: _____ Entry Category Number: _____ Campaign: (# of pieces _____) Single

Contact Name as appears on Master Entry Form: _____

Contact Email: _____ Contact Phone Number: _____

(Fill in only applicable information below in order that we may properly credit the work for any award. Printer, Paper and Typeface are optional).

Project Title: _____

Client: _____

Design Firm or Agency: _____

Designer(s): _____

Creative Director: _____

Art Director: _____

Photographer(s): _____

Illustrator(s): _____

Copywriter(s): _____

Printer(s): _____

Paper(s): _____

Typeface(s): _____

The information above is for our records only. It will not be viewed by the judges. The section below will be presented along with your entry for judging purposes.

Entry Category Number: _____

Client: _____ Project Title: _____

Project Description or Brief: (This is helpful to the judges and is optional. Tab to advance to the next line when using form fields)