



How to Enter

Greater Richmond Awards for Design Excellence 2013



Entry deadline: March 22, 2013. For more information, visit richmond.aiga.org/grade7.

Preparation of Entries

Each entry is to be left unmounted, unless the project was created in that manner. A **Master Entry Form** must be completed by each entrant, and will contain the necessary contact and payment information needed for entry processing. An **Individual Entry Form** must accompany each single entry or campaign. No entries will be returned. Web and interactive work may be submitted on CD or URL. Please attach a printout of homepage with URL for websites. Be certain to credit all persons involved in the creation of the piece. AIGA Richmond will not be responsible for incorrect/incomplete credit information. Please include an email address. You will be contacted via email to confirm that we have received your entries.

Entry Categories*

Awards will be given for Best in Show,** Best in Category, Judge's Choice (each Judge will select a single entrant for special recognition) and Awards of Merit.

1. Advertising: Print (print, outdoor)
2. Advertising: Broadcast (tv, web, mobile)
3. Collateral Materials (annual reports, brochures, booklets, catalogs, newsletter)
4. Logo/Letterhead/Identity
5. Editorial & Publication Design (book covers/jackets, magazine and newspaper covers/spreads)
6. Environmental/Exhibit Design (displays, signs, trade shows, installations)
7. Web & Interactive: Non-profit
8. Web & Interactive: Small business
9. Web & Interactive: Large business
10. Invitations/Announcements
11. Promotional Items (wearables, buttons, cards, calendars, self-promotion, etc.)
12. Posters/Flyers
13. Packaging (labels, boxes, consumer goods, etc.)
14. Illustration
15. Photography
16. Information Graphics
17. Student Design
18. Student Illustration
19. Student Web & Interactive
20. Student Photography

* 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.

Eligibility

All work must have been printed, published, aired or broadcasted live online for the first time between February 18, 2011 and January 31, 2013.

Student work must have been created during this timeframe.

Publication denotes any piece presented in a form of mass media exposed to a substantial audience. Submission of entries acknowledges the right of AIGA Richmond to use them for publication and exhibition. Please note, entries from previous GRADE competitions are not eligible.

Submission

Entry deadline: 5pm, Friday, March 22nd. If mailed, entries must be postmarked no later than March 18, 2013. Entries may be dropped off in-person from 9am-5pm, only during the week of March 18th, 2013, to:

AQUENT
Attn: GRADE 7
7231 Forest Avenue, Suite 204
Richmond, VA 23226
Contact: 804.620.3962 (Kara Lyons)

Exhibition and Awards Ceremony

Award of Excellence trophies and certificates will be awarded at the GRADE7 Exhibition and Awards Ceremony on April 26, 2013 at the Visual Arts Center of Richmond. Tickets may be purchased online at richmond.aiga.org/grade7/ceremony-tickets/. Limited availability.

Questions

For questions or additional information, please email info@richmond.aiga.org.