



# Call for Entries

## Deadline: Friday, Nov. 20, 2009

### Exhibition

Jan. 21-29, 2010  
Alexander Hall Gallery  
668 Indian St.  
Savannah, Georgia

### Reception

Thursday, Jan. 21, 2010  
6-8 p.m.  
Alexander Hall Gallery  
668 Indian St.  
Savannah, Georgia

### Awards Ceremony

Friday, Jan. 22, 2010  
6 p.m.  
Trustees Theater  
216 E. Broughton St.  
Savannah, Georgia

# AWARDS

### ELIGIBILITY

- The competition is open to all SCAD students.
- Work developed during calendar year 2009 is eligible.
- Only work created while the entrant is/was a registered student at the Savannah College of Art and Design is eligible.
- Work may be developed specifically for this competition during 2009, or submitted from class projects completed in the winter, spring, summer and fall 2009 quarters.
- Work created for paying clients will not be accepted. Freelance work done independently of SCAD courses is not eligible.
- Work created by registered students as part of a class project or as part of an internship for credit may be entered.

### SUBMISSIONS

- There is no fee to enter. Students may submit as many entries as they want, in any category.
- An entry form must be completed for each entry.
- Work must be submitted in digital format. Only digital files on a CD or DVD accompanied by entry forms will be accepted.
- One category per CD or DVD.
- Place each CD or DVD in a clear Ziplock® sandwich bag with completed entry forms for that category.
- Acceptable file formats are PDF, JPEG, TIF or QuickTime.
- Digital photographs must be submitted for 3-D work.
- Entry forms are available from all advertising professors, in print and PDF form.
- In Savannah, entries may be submitted to the advertising department in Adler Hall, Room 319, Monday-Friday 9 a.m.-5 p.m.
- In Atlanta, entries may be dropped off to professor Judy Salzinger outside Room 337 and 338 Monday-Friday 9 a.m.-5 p.m.
- Deadline: Friday, Nov. 20, at 5 p.m.**

### JUDGING

A panel of independent advertising professionals will judge the submissions during the December break.

For each category, two types of awards may be given: a Gold SCADDY and a Silver SCADDY. Gold and Silver winners will be announced and awarded at the show.

Finalists will be posted online at [www.scaddistrict.com](http://www.scaddistrict.com) and announced through e-mail at the start of winter quarter 2010.

Winners will be announced and awarded at the show on Friday, Jan. 22, 2010.

Winners will be automatically entered into the local ADDY awards.

Contact [dduncan@scad.edu](mailto:dduncan@scad.edu) for additional information.

### CATEGORIES

#### GRAPHIC DESIGN

##### 1. LOGO DESIGN

A logo design intended for branding a company, product or service. Submit one logo design per page, centered, and in color. Include a single sentence describing the company to help the judges understand the concept. Submit your entry as a PDF file.

##### 2. BRAND IDENTITY STATIONERY

The application of a logo/identity design on stationery (letterhead, business cards, envelopes). Include individual files for each component and one photo showing all three components together.

##### 3. PACKAGE DESIGN

A 3-dimensional design for a container and its product(s). Include a single sentence describing the company and product to help the judges understand the concept. Submit a series of photos in PDF format showing all components, carefully arranged and well-lit.

##### 4. BROCHURE

A multiple-page piece (bound or folded) that advertises, presents and/or describes the advantages, capabilities, worth and/or reasons to buy a product or service. Brochures that have distinctive structural features, materials and textures should be photographed. Submit a series of photos in PDF format showing all components, carefully arranged and well-lit.

##### 5. PUBLICATION

The design of a spread or multiple pages for a book, annual report or magazine. Submit a series of photos in PDF format showing several views, carefully arranged and well-lit.

##### 6. POSTER

A single-sheet poster promoting a product, service or event. It may utilize illustration, graphics, photography, typography, and any combination of them in the design. Submit a single page PDF file.

##### 7. WEB SITE

A Web site for a company, product, or service or an individual self-promotion. Submit the complete files in a folder to open in a browser or a URL link to a working Web site.

#### ADVERTISING

##### 8. DIRECT MARKETING

Anything that is mailed via the United States Postal Service or delivered via express shipping, for the purpose of eliciting a consumer reaction (response card, phone number to call, order form, sale/event dates, etc.). The method of shipment (address area, envelope, etc.) must be evident. Submit a PDF of the design(s) and a photo (PDF) of the components carefully arranged and well-lit.

##### 9. OUT-OF-HOME

The outdoor display of advertising messages, notices or events, commonly associated with standardized surfaces such as outdoor boards, bus stops, walls, etc. They are delivered to mass audiences on sidewalks, streets, roadways, etc. Submit a PDF of the design and a photo (PDF) of the design placed in an outdoor environment.

##### 10. NONTRADITIONAL ADVERTISING

An advertising message, notice or event delivered through unconventional media such as guerrilla marketing, stunts, architectural or environmental surfaces, giveaways, etc. Submit a PDF of the design (if applicable) and a photo (PDF) best representing the concept.

##### 11. SINGLE MAGAZINE AD

An ad created specifically to be placed in a magazine, whose primary purpose is to inform or promote an event, product or service. The concept and execution must address the higher reproduction quality of full-color or magazine printing. Submit a PDF file of the ad.

##### 12. MAGAZINE AD CAMPAIGN (three ads)

An ad campaign created specifically to be placed in a magazine, whose primary purpose is to inform or promote an event, product or service. The concept and execution must address the higher reproduction quality of full-color magazine printing. You must have three ads to make a campaign. They should relate and make sense as an extendable series. Submit one PDF file of all three ads.

##### 13. ONLINE ADVERTISING

An ad in the form of a webmercial, online video, pop-up, banner, or html e-mail created specifically to be viewed online, whose primary purpose is to inform or promote an event, product or service. The concept and execution must address the technical capabilities and limitations of online media. Submit a PDF file of the ad or a working Flash file if animated.

##### 14. INTEGRATED CAMPAIGN (Mixed Media)

A cohesive marketing campaign created for a product or service combining at least four of the above categories such as a print ad, radio spot, TV commercial, Web site, online advertising, direct marketing, out-of-home and/or nontraditional advertising. An integrated campaign refers to three or more elements for the same client, with a common branding theme. Submit no more than one execution per medium for judging. Submit the appropriate files (PDF, Flash, HTML, QuickTime) to give the judges a clear understanding of the campaign.

##### 15. NOT-FOR-PROFIT ADVERTISING

A single ad or campaign in any medium created for a not-for-profit organization or public service group such as the Red Cross or Ad Council. Include a single sentence describing the advertiser/organization and the target audience to help the judges understand the concept. Submit a PDF or Quicktime file of the ad(s).

#### ANIMATION, MOTION GRAPHICS, SOUND AND FILM

##### 16. RADIO

An audio-only advertising message (no scripts) informing or promoting a product or service. Maximum :60 seconds in length. Submit a QuickTime file.

##### 17. TV COMMERCIAL

A conceptual visual message (film, video, live action, animation or combination) created for broadcast television media, promoting a product or service. Maximum :30 seconds in length. Submit a QuickTime file.

##### 18. NETWORK/PROGRAM I.D.

A moving/animated graphic identity for a television network, cable channel, or program, that may include motion graphics, sound, and images. Maximum :15 seconds in length. Submit a QuickTime file.

##### 19. TITLES

A title sequence for a film or show that may include motion graphics, sound and images. Enter a segment no more than 2 minutes in length to represent the work for judging. Submit a QuickTime file.

##### 20. ON-SCREEN GRAPHICS

Moving/animated graphics for an on-screen presentation or Web site or that may include Flash animation, motion graphics, sound, and images. Enter a segment no more than 2 minutes in length to represent the work for judging. Submit a QuickTime file.

#### ELEMENTS OF ADVERTISING

##### 21. ADVERTISING PHOTOGRAPHY

A commercial photograph suitable for use in a print ad or poster. Submit PDF files of the photo, and the ad or poster to show the judges how it was used (if available).

##### 22. ADVERTISING ILLUSTRATION

An illustration created for a print ad, brochure, package or poster. Submit PDF files of the illustration and the print ad, brochure, package or poster to show the judges how it was used (if available).

##### 23. ADVERTISING ANIMATION

Animation created for a TV commercial, online ad or promotional Web site. Submit Quicktime files of the animation and the TV commercial, online ad or promotional Web site to show the judges how it was used (if available).

##### 24. ADVERTISING TYPOGRAPHY

Typography used in print, out-of-home, broadcast or interactive advertising in an innovative and compelling manner. Entries may feature type from commercial fonts or original lettering designs.

##### 25. ADVERTISING COPYWRITING\*

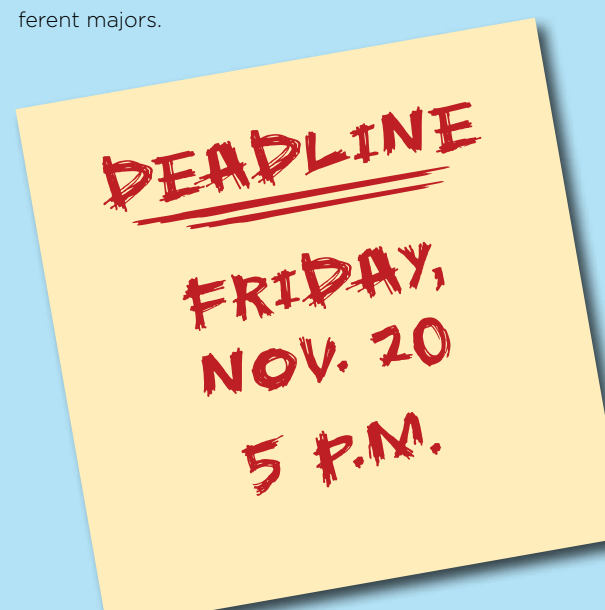
Advertising copywriting for a print ad, TV commercial or radio spot that demonstrates persuasiveness and creativity. Submit a Word document of the copywriting and a PDF or Quicktime file of the print ad, TV commercial or radio spot to show the judges how it was used.

\*A special Judges Award will be given for the best work in this category.

#### COLLABORATION

##### 26. SCAD COLLABORATION AWARD

This special award honors work created and produced by SCAD students from different majors working together. Entries must be the result of interdisciplinary collaboration between two or more students from different majors.



### SCADDY Awards 2009-10 Entry

**SCAD**

Your award and any related displays and publicity will use the information you provide here. Print clearly. (See guidelines for category numbers.)

The University for Creative Careers.

Category No. Title of entry

Student name

Contact phone number

SCAD e-mail address

Alternate e-mail address

File name

You must use the following format to name your entry's digital file. The file name listed must match the file name as submitted with digital entry.

Example: 09\_studen20\_SnickersAdCampaign.pdf

Category SCAD E-MAIL ADDRESS TITLE OF ENTRY (up to 18 characters. Abbreviate if necessary.) FILE FORMAT

Quarter work was created  fall  winter  spring  summer

#### Name or names to appear on award

Name

Student ID number Major/minor

Hometown/state/country Location  Atlanta  Savannah  eLearning

Name

Student ID number Major/minor

Hometown/state/country Location  Atlanta  Savannah  eLearning

Atlanta

Name

Student ID number Major/minor

Hometown/state/country Location  Atlanta  Savannah  eLearning

By signing below, you:

- Verify that the above information is correct.
- Acknowledge that proper rights were obtained for any elements that were NOT created by SCAD students.
- Agree to submit documentation deemed necessary for review.
- Release the entry for broadcast and/or print (allow reuse of material).

Signature of entrant Date

ATTACH THIS FORM TO THE ENTRY AS SPECIFIED IN THE GUIDELINES.