

DALLAS SHOW

THE DSVC

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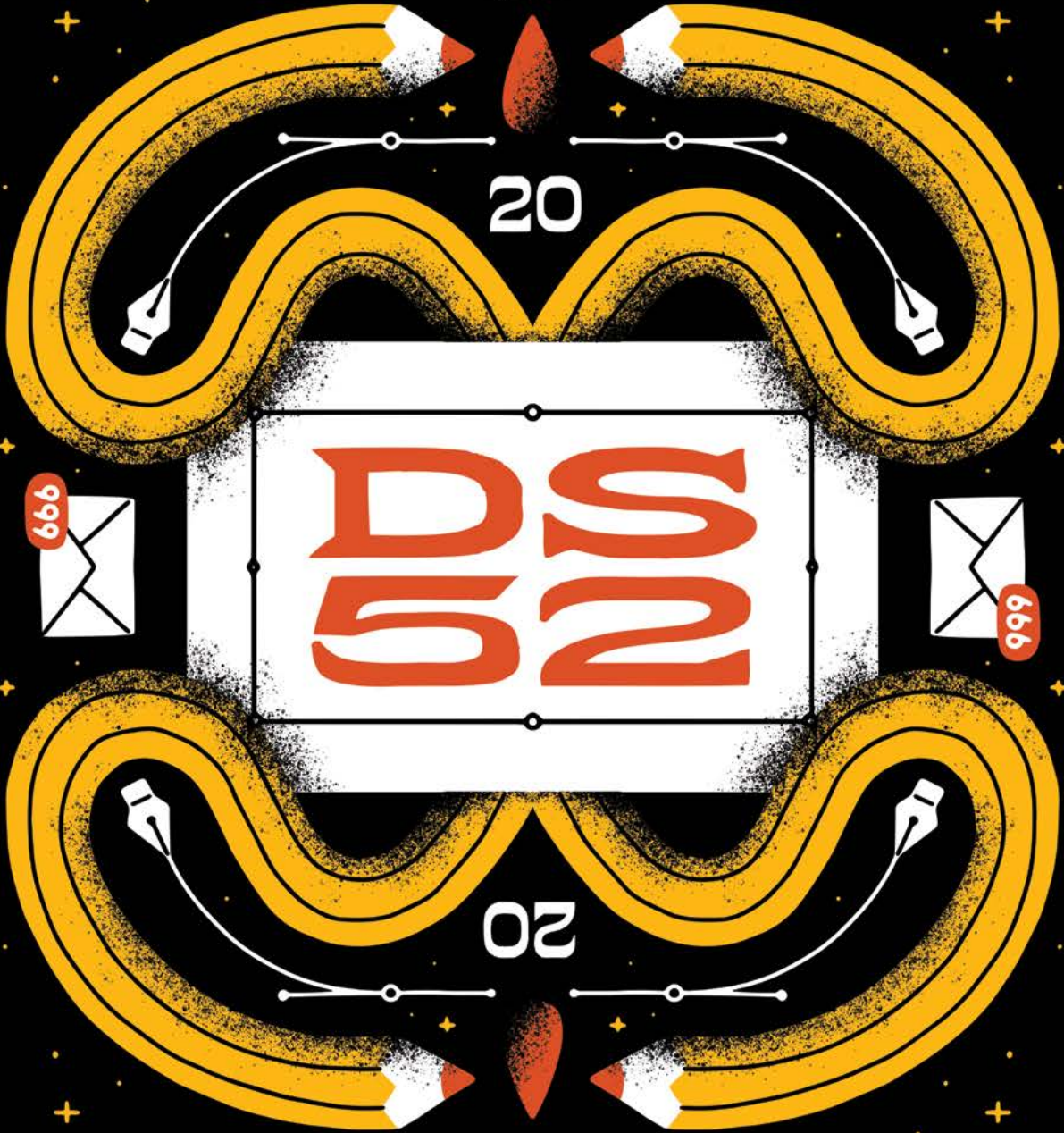
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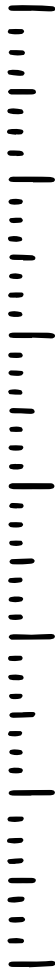
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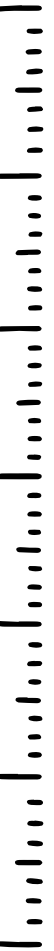
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A DETAILED BREAKDOWN OF EACH CATEGORY AND EXAMPLES OF WORK FOR SUBMISSION IS FOUND BELOW. IF YOU HAVE ADDITIONAL QUESTIONS ABOUT SUBMISSIONS, GUIDELINES, OR CATEGORIZATION, PLEASE CONTACT DALLAS SHOW CHAIR, ANNA HINKELDEY, AT DALLASSHOW@DSVC.ORG

- ADVERTISING
- DESIGN
- ILLUSTRATION
- INTERACTIVE
- PHOTOGRAPHY
- GOLDEN TRASH CAN



ADVERTISING

INSTITUTIONAL

Entries for these categories consist of projects typically done for a business, organization, institution, or similar unit promoting itself.

- Broadcast » Commercials or ads aired over television (for radio ads, please see Radio category)
- Digital » Web-banner ads (static, animated, pop-ups), social media advertising (ads on Facebook, Instagram, Twitter, etc), and mobile device ads (ads for smartphones or tablets)
- Direct Mail » Print ads delivered directly to mailboxes
- Editorial » Advertising in editorial, consumer magazine/newspaper, trade magazine/newspaper
- Email Advertising » Digital ads delivered through email
- Miscellaneous » Anything not covered in other advertising categories
- Nontraditional/Guerrilla » Unique and experimental forms of advertising to your audience using unexpected methods. Please submit as images or video less than 3 minutes in length
- Online Video » Paid online commercials, webisodes, viral videos, etc
- Out of Home » Billboards, ads in transit areas such as bus, train stations and airports, and other place-based ad media
- Point of Purchase » In-store advertising, displays, or packaging placed next to the purchase it is promoting
- Poster » Print advertising promoting a brand, event, or message
- Radio » Commercials or ads aired over radio or podcasts

PUBLIC SERVICE

Entries for these categories are limited to projects done for nonprofit or not-for-profit organizations or causes for whom creative services have been waived (pro bono) or significantly reduced.

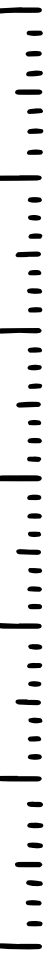
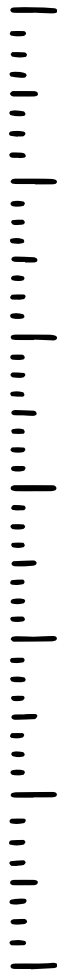
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- Point of Purchase » In-store advertising, displays, or packaging placed next to the product it is promoting
- Poster » Print advertising promoting a brand, event, or message
- Radio » Advertisements and promotions aired over radio or podcasts

FULL CAMPAIGN

Entries for this category consist of a full advertising campaign. Entries must consist of at least 5 pieces, a majority of which must fall into advertising categories, but may include work from design and interactive categories (Example: a program that includes magazine ads, direct mail, web banner ads, a microsite, and packaging). If a case study video is entered as the submission, the video should be no longer than 3 minutes.

- Full Campaign » Digital » Digital media such as online videos and banner ads - but can include traditional components - entered as a campaign
- Full Campaign » Traditional » Traditional media such as magazines, broadcast, out of home - but can include digital components - entered as a campaign



DESIGN

FOR SALE

Entries for these categories include original works by designers, studios, agencies, printmakers, photographers, and illustrators, produced for sale by the creator (not commissioned by a client).

- For Sale » Miscellaneous » Work not included in other categories (Example: calendars, bags, digital items, etc)
- Paper Goods » Greeting cards, stationary, etc
- Print/Poster » Print design for a brand, event, or message

INSTITUTIONAL

Entries for these categories consist of projects typically completed for a business, organization, institution, or similar unit promoting itself.

- Annual Report » Report covering an organization's activities throughout the preceding year. Includes corporate social responsibility environmental reports
- Brochure, Booklet, or Other Company Literature » Print or digital informative documents about the company
- Business Papers » Items such as letterhead, envelopes, business cards, etc for a business
- Catalog » Design for organizing ideas about a product or service
- Environmental » Items such as signage, architectural graphics, and wayfinding. On-screen applications should be entered in the Interactive sections.
- Identity Manual/Style Guide » Items for creating a unified vision for a brand
- Invitation/Announcement » Invitations for company events, gala dinners, annual shows, or other announcements promoted by an organization
- Miscellaneous » Work not included in other categories (Example: menus, wearables, calendars, displays, vehicles, icon set, etc)
- Motion Graphics » Animated items with text or sound. Commercials should be entered in the Advertising categories
- Newsletter » Design items circulating news about the organization to its members or customers
- Packaging/Labeling » Boxes or label designs promoting an organization
- Poster » Print advertising promoting a brand, event, or message
- Trademark » Design distinguishing a company or organization from its competitors. Logos that have more than one version count as a single entry.

PUBLIC SERVICE

Entries for these categories are limited to projects done for nonprofit or not-for-profit organizations or causes for whom creative services have been waived (pro bono) or significantly reduced.

- Annual Report » Single
- Invitation/Announcement » Report covering an organization's activities throughout the preceding year. Includes corporate social responsibility environmental reports
- Miscellaneous » Work not included in other categories (Example: wearables, calendars, etc)
- Newsletter » Design items circulating news about the organization to its members or customers

PUBLICATION

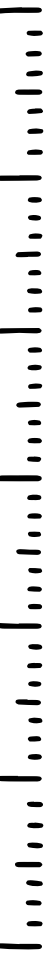
Entries for these categories include designs for books, consumer or trade magazines, and interactive/digital publication (Example: tablet editions, book apps). Websites should be entered in the Interactive section.

- Book, Cover Only » Print or digital front and/or back cover design
- Book, Entire Book » Print or digital design throughout the entire book
- Magazine Cover, Spread, or Single Story Design » Print or digital design for a portion of the magazine
- Magazine, Entire Issue » Print or digital design of the entire magazine issue

SELF-PROMOTION

Entries for these categories include projects that are promotions for design studios, ad agencies, printers, paper companies, art schools, illustrators or photographers. Entries would include agency/studio self promotions, projects created for design organizations and clubs, paper companies, printers, etc. All work that does not fall into the categories below should be entered in the institutional categories.

- Brochure, Booklet, or Other Company Literature » Print or digital informative documents about the company
- Direct Mail » Print promotional materials delivered directly to mailboxes
- Invitation/Announcement » Invitations for company events, gala dinners, annual shows, or other announcements promoted by an organization
- Miscellaneous » Work not included in other categories (Example: packaging, calendars, displays, etc)
- Poster » Print promoting a brand, event, or message
- Wearables » Design on items such as hats, t-shirts, etc worn on the body promoting the organization



TYPOGRAPHY

Entries for these categories should include projects in which typography is the primary visual element in the piece(s).

- Applied Typography » Print or digital projects that use type as a primary element in trademarks, brochures, posters, books, annual reports, invitations/announcements, packaging, wearables, etc.
- Typeface Design » Typefaces created as commissioned works or as part of a commissioned project. Submissions must be submitted as full typeface

BRANDING

Entries for this category include projects for a comprehensive identity or branding program. Entries must consist of at least 5 pieces, a majority of which must fall into design categories, but may include work from advertising and interactive categories (Example: a program that includes business papers, collateral, packaging, signage, a website, and direct mail). If a case study video is entered as the submission, the video should be no longer than 3 minutes.

- Integrated Branding Program » Media including advertisements, retail promotions and services, product design, print collateral, website and digital marketing, video, out of home and guerilla campaigns - entered as a campaign.

ILLUSTRATION

Illustrations entered in the advertising, animation/sequential, book, editorial, for sale, institutional and self-promotion categories below must be published. Unpublished images can be entered in the unpublished/uncommissioned category. Animation/sequential may be entered in more than one category.

- Advertising » Illustration commissioned for advertisements (print ads, outdoor, direct mail, broadcast, digital, etc)
- Animation/Sequential » Includes animation, motion, and multi-image projects. For animated and motion pieces, please submit the piece(s) on a flashdrive (see Physical Submissions for Judging in the Rules document for additional guidelines) along with print outs of three to five selected stills. Videos should be edited/clipped to 3 minutes or less in length: longer videos will be judged by the first 3 minutes of play
- Book » Illustrations commissioned for books, print or digital
- Editorial » Illustrations commissioned for magazines or newspapers, print or digital
- For Sale » Illustrations created for posters, prints, stationary, greeting cards, licensing/

stock, gallery sale, etc for sale by the illustrator or authorized representative/licensee

- Institutional » Illustrations commissioned for institutions and promotions (packaging, brochures and booklets, annual reports, catalogs, institutional websites, etc) excluding advertising applications
- Self-Promotion » Images used in printed or digital promotions for illustrators, design firms, agencies, art schools, printers, paper companies, etc
- Unpublished/Uncommissioned » Illustrations commissioned but not published, and uncommissioned personal or experimental illustrations

INTERACTIVE

APPS

Apps created for mobile devices (smartphones and tablets) and desktop. Entries should be self-contained apps. Website-based apps should be entered in the website categories; editorial and book apps should be entered in the publications section.

- Entertainment, Game Apps » Single or multiplayer apps for recreational play
- Informational, News, Sports, Travel, etc. » Apps for notifying users of updates and important information (scoreboards, cruise on-board agendas, etc)
- Other/Miscellaneous » Apps not included in other categories
- Productivity, Utility/Tool, Calculation Apps » Apps for tracking, computing, or sharing information
- Social Networking Apps » Apps for communicating or messaging to public and private circles

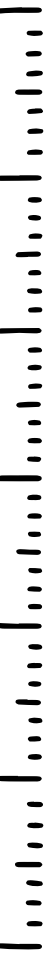
OTHER/MISCELLANEOUS

Any project not covered in the other categories where interactivity is integral to the user experience. Projects entered in this category can be submitted as a series of images (limit 15) or as a video case study less than 3 minutes in length.

VIRTUAL REALITY

Entries for these categories include any projects utilizing artificial environments to immerse the viewer
360 Videos » 360 videos made for the web or 360 videos VR headsets

- Virtual Reality Experiences » Virtual reality experiences made for a specific head mounted display or virtual reality game



WEBSITES

Entries for these categories include any web projects with pages connected to a URL. All sites must be original work - Websites created using a paid-for template (Squarespace, Wix, etc) may not be entered and will be disqualified from judging if found.

- Promotional Website » Website used to advertise a project or service, can be entered as several pages or the full site
- Public Service Website » Website used to promote a non-profit organization, service, or initiative, can be entered as several pages or the full site
- Self-Promotion Website » Website used to promote a design firm, ad agency, illustrator, or photographer. Personal websites (blogs, announcement sites, portfolio sites) may be entered

ENVIRONMENTAL

Interactive installations, trade show and museum exhibits, kiosks, tables, in-store/window displays, out-of-home experiences, corporate showrooms, interactive presentations, etc. Projects entered in this category can be submitted as a series of images (limit 15) or as a video case study less than 3 minutes in length, and should be entered as a series.

- Exhibit » Interactive installations for museums, zoos, educational institutions, etc
- Retail » Interactive installations for advertising products, services, etc - kiosks, tables, in store/window displays, etc
- Trade » Interactive installations for trade applications - booths, show rooms, etc

PHOTOGRAPHY

Photographs entered in the advertising, book, editorial, for sale, institutional, self-promotion, and video/sequential categories below must be published. Unpublished images can be entered in the unpublished/uncommissioned category. Video/ sequential pieces may be entered in more than one category.

- Advertising » Photographs commissioned for advertisements (print ads, outdoor, direct mail, broadcast, digital, etc)
- Book » Photographs commissioned for books, print or digital
- Editorial » Photographs commissioned for magazines or newspapers, print or digital

- For Sale» Photographs created for posters, prints, stationary, greeting cards, licensing stock, gallery sale, etc for sale by the photographer or authorized representative/licensee
- Institutional » Photographs commissioned for institutions and promotions (packaging, brochures and booklets, annual reports, catalogs, institutional websites, etc) excluding advertising applications
- Self-Promotion » Images used in printed or digital promotions for photographers, design firms, agencies, art schools, printers, paper companies, etc
- Unpublished/Uncommissioned » Photographs commissioned but not published, and uncommissioned personal or experimental images
- Video/Sequential » Includes animation, motion, and multi-image projects. For animated and motion pieces, please submit the piece(s) on a flashdrive (see Physical Submissions for Judging in the Rules document for additional guidelines) along with print outs of three to five selected stills. Videos should be edited/clipped to 3 minutes or less in length: longer videos will be judged by the first 3 minutes of play

THE GOLDEN TRASH CAN

This is a light-hearted award given to work that was created and presented but was ultimately killed by the client - whether it be in Advertising, Interactive, Design, Illustration, or Photography (Example: Created a rebranding for a bar, but the client went out of business before the items were placed in the business). It's a fun way for some of our "award-winning" ideas to see the light of day.