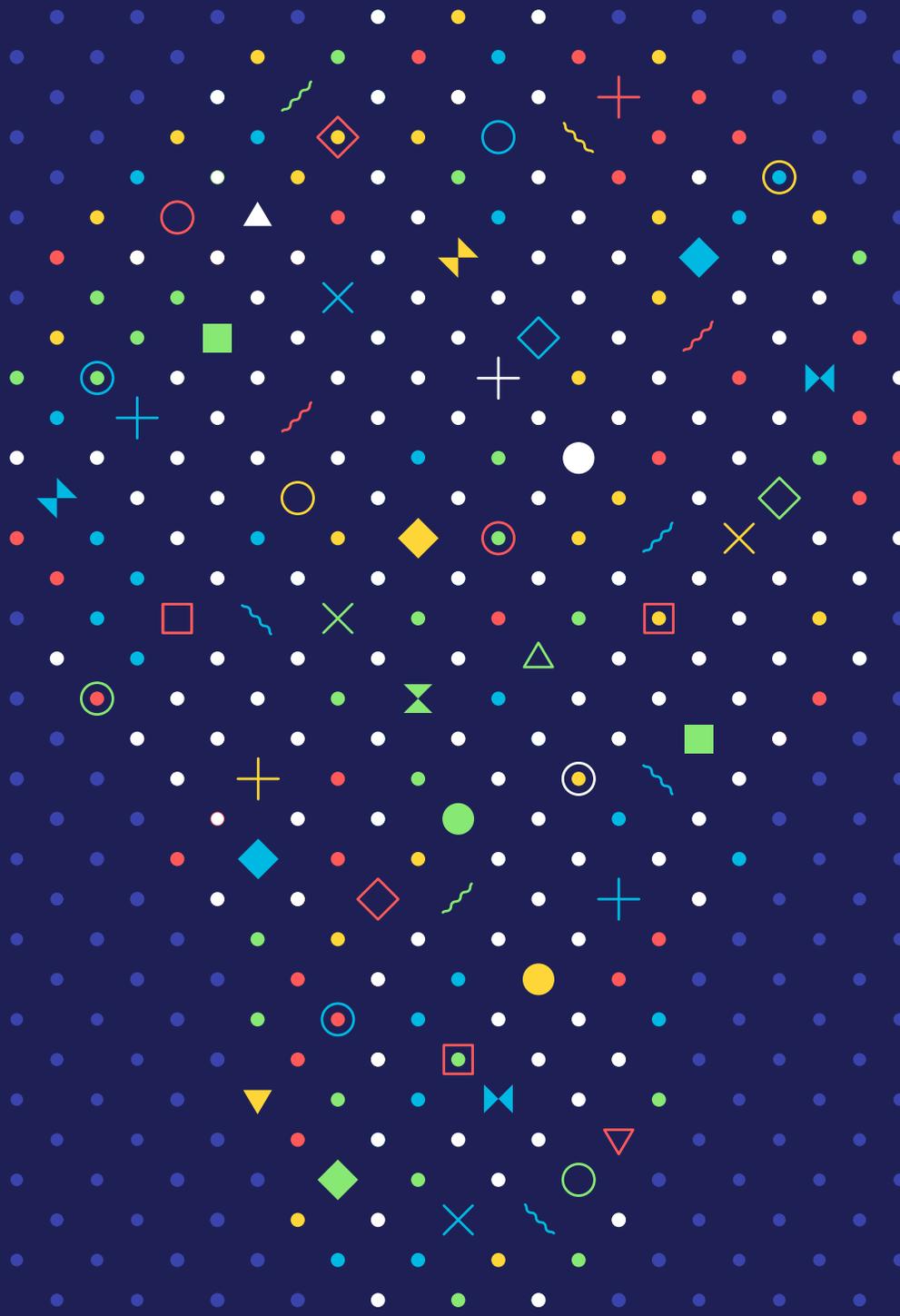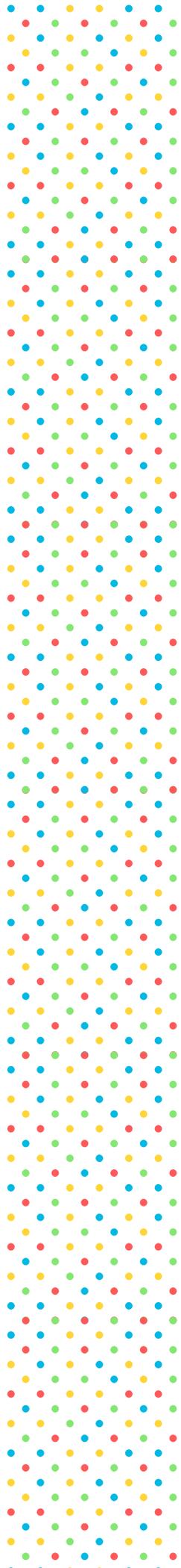DALLAS SHOW

Lîte Up the Nîte

# ABOUT THE DALLAS SHOW

## ABOUT THE DSVC

**The Dallas Society of Visual Communications** (DSVC) was founded in 1957 as the Dallas/Fort Worth Art Directors Club. As the Metroplex grew, however, the club broadened its scope to embrace all professionals involved in marketing communication, including writers, photographers, illustrators, broadcast producers, Internet professionals, and the many partners and suppliers who support them. In 1975, the Club officially changed its name to The Dallas Society of Visual Communications (DSVC) — a change that coincided with the emergence of Dallas/Fort Worth as a center of accomplishment in advertising, design, filmmaking, and numerous other facets of visual communication.

Over the years, the DSVC has grown to become one of the largest independent clubs of its kind. Along the way it has continually sought to elevate the standards of the industry and promote the value that creative professionals add to commerce and the community at-large.

## THE DSVC DALLAS SHOW

The DSVC Dallas Show is the DSVC's annual professional juried show and competition. Each year, individuals and agencies within the visual creative community enter their best selected professional work from the previous year. Recognized work is selected for display and recognition at The DSVC Dallas Show, with awards (in the form of light bulbs – bronze, silver and gold) going to the best work, as recognized by our judges. This year marks the 50th DSVC Dallas Show taking place on Saturday, June 9, 2018 at the Dallas Museum of Art.

## THE JUDGING PROCESS

The Dallas Show is judged by five nationally recognized creatives from across the country. Judges are asked to select work by category to be included in the show and to award medals, with no persuasion or interference from anyone within the DSVC organization.

The number of pieces selected for inclusion in the Dallas Show is at the sole discretion of the judges, as is the number of pieces that will be included in each category. Once the judges have determined which pieces will comprise this year's Dallas Show, they decide as a group which pieces will receive medals. Judges select medal winners from the pieces that are chosen for inclusion in the show, and do not award medals based on category. Because of this process, some categories may have several medal winners and some may have none.

Gold, silver, and bronze medals are awarded to signify the level of excellence the judges determine a piece to have, and do not represent first, second, or third place in a particular category. In addition to these medals, each of the five judges will also select a Judge's Choice award, given to the piece that they alone judged to be the most outstanding piece in the show. For links to judges' biographies, work, and more information on this year's show, visit dsvc.org

## JUDGING PROCESS QUESTIONS

For questions about the judging process, contact DSVC Dallas Show Chair, Katie Kitchens, at dallasshow@dsvc.org or call 214.997.3836.

## AWARDS + RECOGNITION

Entries selected for inclusion in the Dallas Show will be notified by email shortly after judging. All pieces selected for inclusion in the 2018 Dallas Show will be displayed at the Dallas Show black tie awards presentation and dinner on Saturday, June 9th, 2018 at the Dallas Museum of Art. Medalists will be announced, their work will be showcased on screen, and awards will be presented. A separate announcement will be made about the event. A full list of medal winners will be posted to dsvc.org the following week.

## ELIGIBILITY

Work published between March 24th, 2017 and April 12th, 2018 is eligible for entry. Regardless of its name, the Dallas Show is open to all creative companies and individuals, regardless of company location or what market(s) entered work appeared in. Only final, published work may be entered in the Dallas Show. Spec work for a real client, solutions created but not published for a real client, or fictitious work created as exercises or experiments may not be entered. The only exception is the Golden Trash Can category; see rules please. Student work cannot be entered in the Dallas Show, but is welcome in the National Student Show and Conference's competition; visit nationalstudentshow.com for details.

## DEADLINES

All entries must be registered online by midnight on Thursday, April 12th, 2018. There will be an extended deadline of midnight on Friday, April 20th with a $10 per-entry late fee for all entries registered. No entries can be registered after this time. All physical submissions for judging are due by 5pm on Tuesday, April 24th. See entry process on next page.
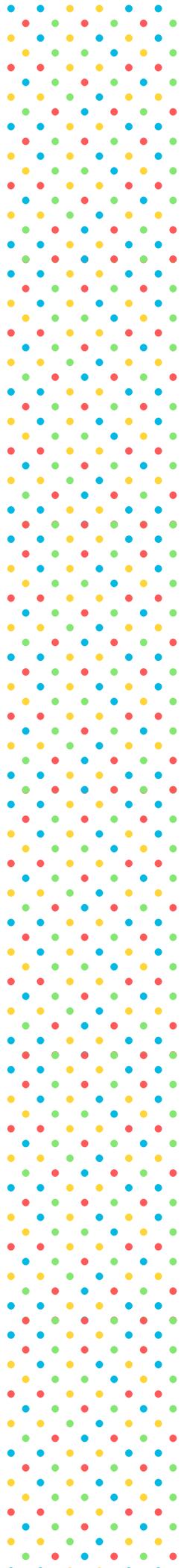
# REGISTRATION

## ENTRY PROCESS

**Follow these steps for submitting your work.**

1 **REGISTER ENTRIES ONLINE**
Visit dsvc.org/dallasshow to register. Entries must be registered online by midnight on Thursday, April 12th, 2018.

2 **SUBMIT PAYMENT**
After registering all desired entries, pay appropriate amount online.

3 **PRINT TRACKING TAGS**
Tape one tracking tag to the back of each physical entry.

4 **MAIL OR DELIVER PHYSICAL WORK**
Entries due by 5pm on Tuesday, April 9th* to:
Clampitt Paper
Attn: 2017 DSVC Dallas Show
9207 Ambassador Row
Dallas, Texas 75247

*No exceptions. Any work received after this time will not be judged. Please do not call Clampitt with any questions regarding entries. Direct questions to Dallas Show Chair, Haley Dolive, at dallsshow@dsvc.org or 214.997.3836.

## REGISTRATION

Register entries online at dsvc.org/dallasshow. Payment can be made at the time of registration using a credit card. If you wish to be invoiced so payment can be made with a check, a $75 handling fee will be assessed on your invoice, regardless of the number of entries submitted.

## TRACKING TAGS

Once your entries have been registered and payment has been submitted, tracking tags for each entry will be generated. Please attach the corresponding tracking tag to the back of each entry using one piece of tape at the top to secure the form to the entry. Do not glue, spray mount, or permanently affix the tracking tag to the entry. For series, please tape a tracking tag to each piece in the series.

## PHYSICAL SUBMISSIONS
## FOR JUDGING

Guidelines for preparing work for entry can be found on the next page. Follow the guidelines carefully before submitting your entries. Please use category descriptions for additional reference.

## NOTIFICATION OF ACCEPTED ENTRIES

Notification of accepted entries will be emailed promptly after judging. Due to the high volume of entries, entrants whose work is not accepted will not be notified. For all accepted entries, we will need one additional copy of your piece for display at the awards show. Deadlines and instructions for mounting/display will be sent with your notice of acceptance.

## ENTRY FEES

Save on your entries now by becoming a DSVC member. Log on to dsvc.org and join or renew your membership online. Allow one full business day for your membership to activate, then enter the Dallas Show online using your new DSVC member username and password. If you have entered your work in the Dallas Show before, you will be happy to learn that we have eliminated all hanging fees. No extra fees will be assessed if your submission(s) are selected as part of the Dallas Show. Only current DSVC members may use the members rate.
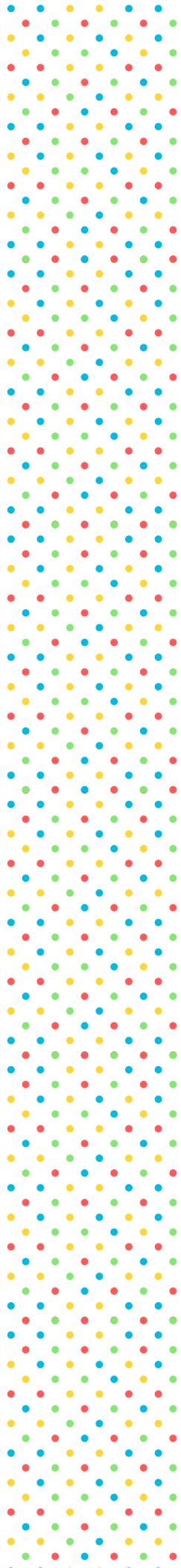
**DSVC MEMBERS**
$65      Single Entry
$80      Series/Campaign

**NON-MEMBERS**
$80      Single Entry
$95      Series/Campaign

## ENTRY QUESTIONS

For questions about submissions, guidelines, or categorization, contact Dallas Show Chair, Haley Dolive, at dallasshow@dsvc.org or 214.997.3836.

# PHYSICAL SUBMISSIONS for JUDGING

## BROADCAST, VIDEO, DIGITAL ADVERTISING, ANIMATION, INTERACTIVE, DIGITAL BOOKS AND MAGAZINES

All entries must be submitted as two components. First, entries must be prepared digitally on a Mac-formatted disk or Flash drive. All videos should be encoded with an H.264 codec and be either 720 x 480 if they are 4:3 (standard definition) videos or 1280 x 720 if they are 16:9 (high de nition) videos. Videos must be in Quicktime format and should be no longer than three minutes. (If videos are longer than three minutes, they will be judged by the first three minutes.) Do not put identifying leaders, color bars, or slates on video/digital entries. The  files for each single or campaign entry should be put into separate folders, labeled with the entry number (you will get this from the tracking tag) and the title of the entry (e.g., '0912 Nickelodeon Channel IDs'). Second, send in a single 11" x 17" printout of key screens/pages. Include the title of the entry on the lower left corner of the printout, and attach the tracking form to the back of the printout. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged. Work may also be entered as printouts only; include printouts of up to  five screens/images per entry, with the title of the piece printed on each printout, and a tracking tag taped to the back (if submitting several printouts for a single entry, tape a copy of the hanging tag on each printout).

## RADIO

All entries must be submitted as two components. First, entries must be submitted digitally on a Mac-based disk or Flash drive in mp3 format. Do not put identifying leaders, slates, or cycle tones on radio entries. The files for each single or campaign entry should be put into separate folders, labeled with the entry number (you will get this from the tracking tag) and the title of the entry (e.g., '0248 Oscar Mayer MLB Radio Spot'). Second, send in a single 8.5" x 11" printout with just the title of the entry in black and white printed on the page, with no other elements, logos, agency names, etc., on the printout. Tape the tracking tag to the back. The printout will serve as an avatar for use during the judging process.

## WEBSITES

Websites must be submitted as two components. First, the URL of the website (or staged site) must be submitted when you enter online, and will be the means by which the entry is judged. Second, send in a single 11" x 17" printout of the home/landing page and three or four key pages. Include the URL on the lower left corner of the printout, and tape the tracking form to the back of the printout. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged.

## APPS

Apps must be entered as two components. First, submit the URL where a finished, live version of the app can be down- loaded (i.e., Apple App Store URL). Second, send in a single 11" x 17" printout of several key screens, with the name of the app in the lower left corner, and tape the tracking tag to the back. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged. DSVC will cover the cost of purchasing the apps as part of the entry fee; however, if the total for one entrant's app submissions is greater than $10, DSVC will request a reimbursement.

## PACKAGING, ENVIRONMENTAL, AND OTHER LARGE-SCALE AND/OR THREE-DIMENSIONAL WORK

While you may submit the actual piece with the tracking form taped to the back, displays, packaging, environmental graphics, outdoor boards, point-of-purchase, and similar work too cumbersome or impractical to send as a sample can be photographed and submitted as printouts (limit of  five images per entry). You may include a succinct description of the piece in the bottom left corner of the printout(s).

## LOGOS

Submit logos flush mounted on 6" x 6" black foam core (.25" thick) with the tracking form taped to the back. Include the client's name and a succinct description in the bottom left corner (e.g., 'Client: Bark Bakery; Description: Logo for a bakery specializing in handmade treats for dogs').

## BUSINESS PAPERS

Business papers should be submitted unmounted. Gather the pieces into one envelope, and tape the tracking form to the back of the envelope.

## PRINTED PIECES

Submit an unmounted sample with the tracking form taped to the back when submitting brochures, books, annual reports, cards, and other printed work. Print ads, editorial design, book covers, etc., may be entered as tear sheets, as entire publications with the section for entry bookmarked with a sticky tab or other removable marker, or as printouts (limit one printout per entry). Menus and other miscellaneous items may be submitted as printouts of images (limit of five images per entry).

## POSTERS

Whenever possible, posters should be submitted as printed samples with the tracking form taped to the back. Posters over 32" wide or tall can be entered as a single printout, but should have the actual printed measurements indicated on the bottom left corner.

## ILLUSTRATION & PHOTOGRAPHY

Submit images as printouts, with the tracking form taped to the back. Include the client name and a brief description on the lower left corner of each printout (e.g., 'Client: The New York Times; Description: Sports page feature on the NHL strike'). Entries in the For Sale categories are encouraged to enter samples rather than printouts. For motion pieces, see the submission guidelines for Broadcast, Video, and Animation.
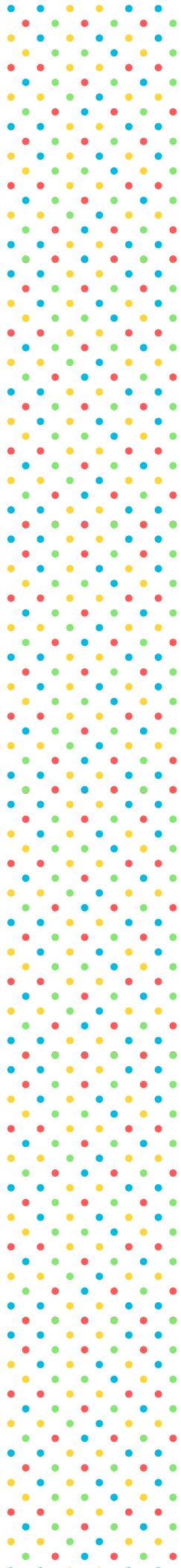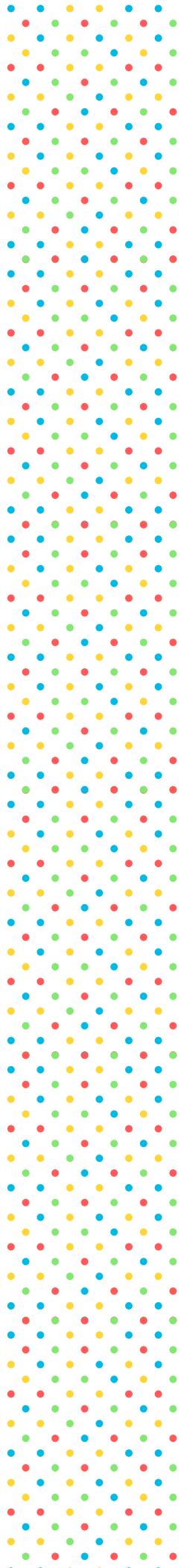
# CATEGORIES

**ADVERTISINNG**
**INTERACTIVE**
**DESIGN**
ILLUSTRATION
PHOTOGRAPHY
GOLDEN TRASH CAN

## ADVERTISING

**Institutional** » Broadcast » Single or Series
    Digital » Single or Series
    Direct Mail » Single or Series
    Editorial » Single or Series
    Email Advertising » Single or Series
    Miscellaneous » Single or Series
    Nontraditional/Guerrilla » Single or Series
    Online Video » Single or Series
    Out of Home » Single or Series
    Point of Purchase » Single or Series
    Poster » Single or Series
    Radio » Single or Series
**Public Service** » Broadcast » Single or Series
    Digital » Single or Series
    Direct Mail » Single or Series
    Editorial » Single or Series
    Email Advertising » Single or Series
    Miscellaneous » Single or Series
    Nontraditional/Guerrilla » Single or Series
    Online Video » Single or Series
    Out of Home » Single or Series
    Poster » Single or Series
    Radio » Single or Series
**Full Campaign** » Full Campaign » Digital
    Full Campaign » Traditional

## DESIGN

**For Sale** » Miscellaneous » Single or Series
    Paper Goods » Single or Series
    Print/Poster » Single or Series
**Institutional** » Annual Report » Single
    Brochure, Booklet, or Other Company
    Literature » Single or Series
    Business Papers » Single
    Catalog » Single or Series
    Environmental » Single or Series
    Identity Manual/Style Guide » Single
    Invitation/Announcement » Single or Series
    Miscellaneous » Single or Series
    Motion Graphics » Single or Series
    Newsletter » Single or Series
    Packaging/Labeling » Single or Series
    Poster » Single or Series
    Trademark » Single or Series
**Public Service** » Annual Report » Single
    Invitation/Announcement » Single or Series
    Miscellaneous » Single or Series
    Newsletter » Single or Series
**Publication** » Book, Cover Only » Single or Series
    Book, Entire Book » Single or Series
    Magazine Cover, Spread, or Single Story
    Design » Single or Series
    Magazine, Entire Issue » Single or Series
**Self-Promotion** » Brochure, Booklet, or
Other Company Literature » Single or Series
    Direct Mail » Single or Series
    Invitation/Announcement » Single or Series
    Miscellaneous » Single or Series
    Poster » Single or Series
    Wearables » Single or Series
**Typography** » Applied Typography » Single or Series
    Typeface Design » Single
**Branding** » Integrated Branding Program » Series

# CATEGORIES

ADVERTISINNG
INTERACTIVE
DESIGN
ILLUSTRATION
PHOTOGRAPHY
GOLDEN TRASH CAN

## ILLUSTRATION

**Advertising** » Single or Series
**Animation/Sequential** » Single or Series
**Book** » Single or Series
**Editorial** » Single or Series
**For Sale** » Single or Series
**Institutional** » Single or Series
**Self-Promotion** » Single or Series
**Unpublished/Uncommissioned** » Single or Series

## INTERACTIVE

**Apps** » Entertainment, Game Apps » Single or Series
    Informational, News, Sports, Travel, etc. » Single or Series
    Other/Miscellaneous » Single or Series
    Productivity, Utility/Tool, Calculation Apps » Single or Series
    Social Networking Apps » Single or Series
**Other/Miscellaneous** » Single or Series
**Virtual Reality** » 360 Videos » Single or Series
    Virtual Reality Experiences » Single or Series
**Websites** » Entertainment Website » Single
    Informational Website » Single
    Institutional Website » Single
    Promotional Website » Single
    Public Service Website » Single
    Self-Promotion Website » Single
**Environmental** » Exhibit » Series
    Retail » Series
    Trade » Series

## PHOTOGRAPHY

**Advertising** » Single or Series
**Book** » Single or Series
**Editorial** » Single or Series
**For Sale** » Single or Series
**Institutional** » Single or Series
**Self-Promotion** » Single or Series
**Unpublished/Uncommissioned** » Single or Series
**Video/Sequential** » Single or Series

## The Golden Trash Can

Time to show off some of the great work that has never seen the light of day. Those 'award winning' ideas you have kept filed away in creative purgatory. Entries are limited to any work you created and presented but was killed by the client—whether it be in Advertising, Interactive, Design, Illustration, or Photography.

**The Golden Trash Can** » Single or Series