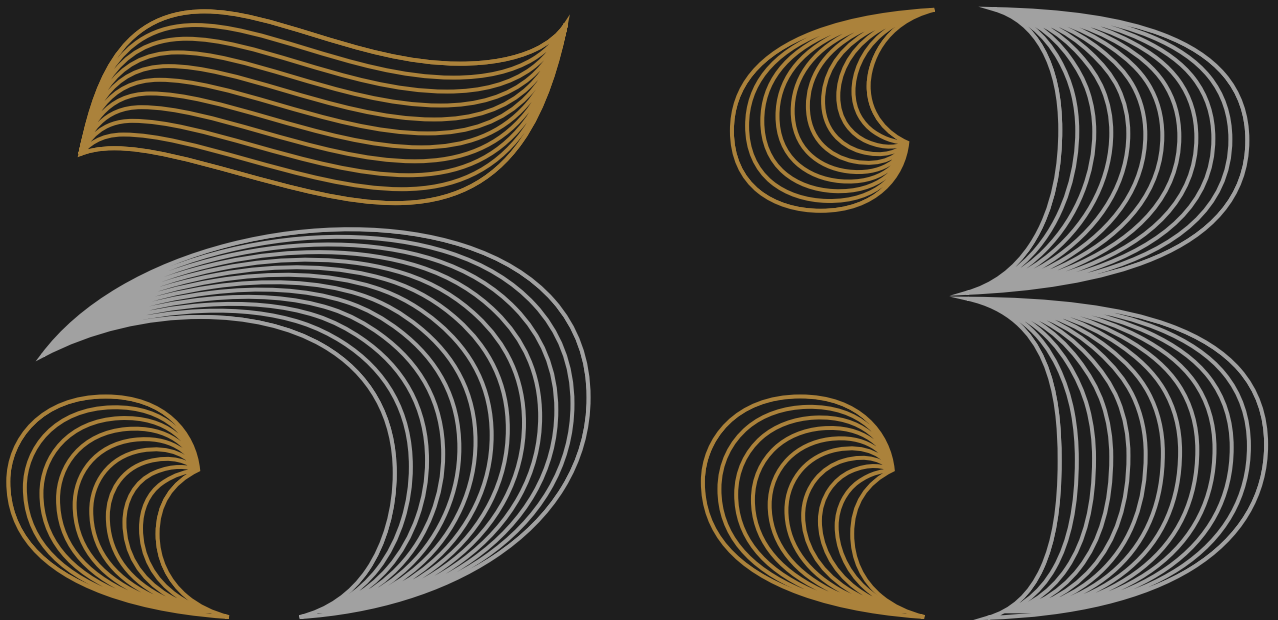
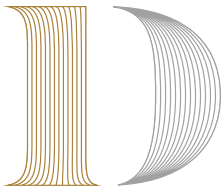


THE 53RD ANNUAL
DSVC DALLAS SHOW
SUBMISSION RULES





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 DALLAS SHOW

The Dallas Show is the DSVC's annual professional juried show and competition. Each year, individuals and agencies within the visual creative community across the globe enter their best selected professional work. Recognized work is selected for display and recognition at The 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 53rd DSVC Dallas Show taking place at the Fashion Industry Gallery on Saturday, June 4th 2022.

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 dallasshow.org

For questions about the judging process, contact the Dallas Show Chair, Cooper Weinstein, at dallasshow@dsvc.org

AWARDS AND RECOGNITION

Entries selected for inclusion in the Dallas Show will be notified by email shortly after judging. All pieces selected for inclusion in the 2022 Dallas Show will be displayed at the Dallas Show awards presentation and dinner on Saturday, June 4, 2022 at the Fashion Industry Gallery. Medalists will be announced, their work will be showcased, and awards will be presented. A separate announcement will be made about the event. A full list of medal winners will be posted to dallasshow.org the following week.

ELIGIBILITY

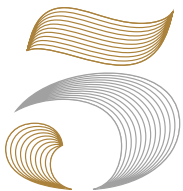
Work published from March 2021 to April 2022 is eligible for entry. Regardless of its name, the Dallas Show is open to all creative companies and individuals, regardless of company location or what market(s) entered work appeared in. Only final, published work may be entered in the Dallas Show. Spec 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 the Categories section for more info. With the exception of the Senior Portfolios category which will be incorporated into this year's show, student work cannot be entered in the Dallas Show; visit nationalstudentshow.com for details.

DEADLINES

All entries must be registered and submitted online before 11:45 pm on Monday, April 25, 2022. See the entry process for more info.

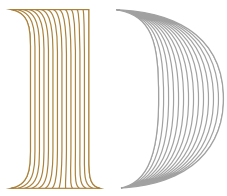
REFUND POLICY

All entry submissions are final and entry fees are non-refundable.



QUESTIONS & COMMENTS

CONTACT DALLAS SHOW CHAIR, COOPER WEINSTEIN, AT [DALLASSHOW@DSVC.ORG](mailto:dallasshow@dsvc.org)



ENTRY PROCESS



REGISTRATION AND PAYMENT

Visit dallasshow.org to register. Registration opens at **12:15am on Monday, March 28, 2022**. Entries must be registered and submitted online by **11:45pm on Monday, April 25, 2022**.

Payment can be made at the time of submission 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. Here are the instructions to get check payments:

- Locate your Registration ID by clicking "Registration Info" on the bottom-left corner of your application portal (for desktop)
- Send an email to paula@dsvc.org and Cc dallasshow@dsvc.org
- Email subject should be as follows: Invoice Request for [Insert your Registration ID].
- For example; Invoice Request for R61106
- The body of the email should contain any other information you want the Dallas Show to know

You will receive an invoice within 5 business days of the request

FILE NAMING FORMAT

All submitted files must use the following naming format with no spaces:
FileName_Format_CurrentCountofTotalCount.

For example:

- **Image**
FileName_Image_1of1
- **Audio**
FileName_Audio_1of1
- **Video**
FileName_Video_1of1

If the total count per format is more than one, it should be reflected in the name. For example;

- **Image**
FileName_Images_1of3
- **Image**
FileName_Images_2of3
- **Image**
FileName_Images_3of3

ENTRY FEES

\$90 > Early Bird Pricing

\$105 > Final Deadline

All entries submitted by **11:45pm on Friday, April 15, 2022**, automatically receive early bird pricing.

DSVC Members get an additional 15% off for every entry. A discount code would be emailed on Monday, March 28, 2022.

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.

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.

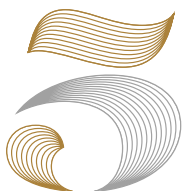
ENTRY QUESTIONS

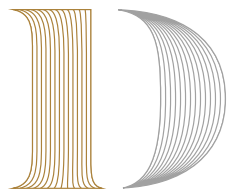
For questions about registration, submissions, guidelines, or categorization, please contact the Dallas Show Chair, Cooper Weinstein, at dallasshow@dsvc.org



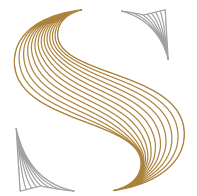
QUESTIONS & COMMENTS

CONTACT DALLAS SHOW CHAIR, COOPER WEINSTEIN, AT DALLASSHOW@D SVC.ORG





CATEGORIES



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

ADVERTISING

Institutional

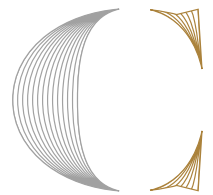
- Broadcast › Single or Series
- Digital › Single or Series
- Direct Mail › Single or Series
- Editorial › Single or Series
- Email Advertising › Single or Series
- Miscellaneous › Single or Series
- Nontraditional/Guerrilla › Single or Series
- Online Video › Single or Series
- Out of Home › Single 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
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- Poster › Single or Series
- Radio › Single or Series

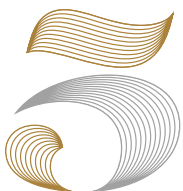
Full Campaign

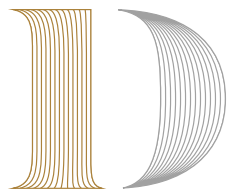
- Digital › Campaign
- Traditional › Campaign



QUESTIONS & COMMENTS

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CATEGORIES



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 › Integration or Full App
- Informational, News, Sports, Travel, etc. › Integration or Full App
- Other/Miscellaneous › Integration or Full App
- Productivity, Utility/Tool, Calculation Apps › Integration or Full App
- Social Networking Apps › Integration or Full App

Miscellaneous

— Miscellaneous › Single or Series

Virtual Reality

- 360 Videos › Single or Series
- Virtual Reality Experiences › Single or Series

Websites

- Promotional Website › Microsite (<3pgs) or Full Site
- Public Service Website › Microsite (<3pgs) or Full Site
- Self-Promotion Website › Microsite (<3pgs) or Full Site

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

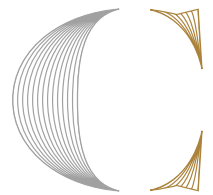
— Single or Series

Unpublished/Uncommissioned

— Single or Series

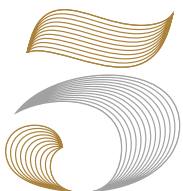
Video/Sequential

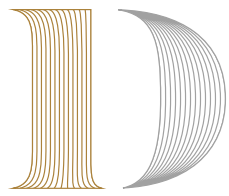
— Single or Series



QUESTIONS & COMMENTS

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CATEGORIES



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, Design, Illustration, Interactive, or Photography.

The Golden Trash Can

— Single or Series

EMERGING CREATIVE

The Emerging Creative award is open to all creatives, regardless of age or previous professional experience, who are in the first 5 years of their creative career and are currently working as a full-time creative or freelance creative. Entrants must be professionals working in a creative field such as, but not limited to, graphic design, photography, illustration, advertising, interactive design, animation, and more.

Emerging Creative

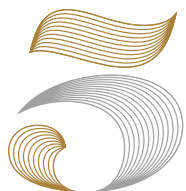
— Series

STUDENT SENIOR PORTFOLIO

Any entries submitted into the Student Senior Portfolio category must have been produced by a student who is currently pursuing an undergraduate degree at an accredited college, university, or art school. Graduate work is not accepted. All work must have been produced as part of a school's curriculum. Work produced outside of a school's curriculum is not permitted (e.g. personal, freelance, or work produced at an internship).

Student Senior Portfolio

— Series



QUESTIONS & COMMENTS

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