MULTIPLE DISCIPLINES

# ADC 97TH ANNUAL AWARDS CALL FOR ENTRIES

DEADLINE

31 JAN 2018

ENTRIES CLOSED

| POSTED | ENTRY FEE | ONLINE |
| --- | --- | --- |
| 19 Oct 2017 | SEE ARTICLE DETAILS | VISIT ORGANIZER |

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

For the past 97 years, The ADC Annual Awards has continuously honoured the very best in meticulous craftsmanship in the worlds of design, advertising and other commercial creative arts. With nearly a century of rich history in everything from illustration and photography to animation and digital arts, the ADC Annual Awards is a reliable industry barometer for where craft will lead us in the years to come.

The ADC 97th Annual Awards, this year with the theme 'Where Craft Will Take Us', continues the organization’s historic focus of honouring global work that exemplifies the very best in craft, design and innovation. This year’s jury includes top advertising creatives and designers from around the world.

There is a total of 14 categories:

• Advertising • Brand / Communication Design • Design for Good • Experiential Design • Illustration • Innovation • Integrated • Interactive • Motion / Film Craft • Packaging Design • Photography • Product Design • Publication Design • Typography

Big news for this year’s competition is a tiered pricing structure designed to make it easier for smaller agencies, studios and freelancers to participate. Companies with 21 or more employees pay the standard entry fee; smaller shops with from 2 to 20 employees get a discount on entries (amount varies by discipline) and freelance creatives and one-person shops are eligible for an even greater reduction in their entry fee.

## ELIGIBILITY

All entries must have been printed, published, aired or broadcast live online for the first time before between February 6, 2017 and February 5, 2018 in any country. Entries may be submitted by any company or individual involved in the creation or production of the work.

## PRIZE

Beyond the coveted Gold, Silver and Bronze Cubes, the ADC 97th Annual Awards also presents special honors for entrants that stand above even those prestigious accolades:

• Best in Discipline • ADC Black Cube (Best in Show) • Design For Good/Designism • 'Of The Year' Honors