



ADC*E (Art Directors Club Estonia) GRAPHIC DESIGN AWARDS

Categories

- 1. Corporate brand identity** – In this category, we welcome all corporate identity projects – both large and small. For example: visual identity and branding projects – for companies, organisations, events, etc., rebranding, logos.
- 2. Motion graphics** – In this category, we welcome all the works where the image moves – animations and videos used in graphic design projects with a specific function. For example: online videos, 2D and 3D animations, etc.,
NB! We do not assess advertisements!!!
- 3. Photo, illustration** – This category includes both photos and illustrations and all their hybrids. It is essential that they are not free art but that they have been used in graphic design projects with a specific function.
- 4. Spatial design** – In this category, we welcome all projects where graphic design is directly related to a space. For example: exhibitions, referencing, installations, VR projects, exhibition boxes, etc.
- 5. Packaging design** – We welcome all packaging projects in this category. We do not distinguish any subcategories.
- 6. Graphic communication** – Any graphic design project that is designed to convey a specific message or increase brand awareness. For example: posters, calendars, postcards, typographic projects, infographics, all kinds of designs of brand media and souvenir designs, where graphic design has been cleverly used.
- 7. Editorial design** – We welcome more voluminous publications in this category. For example: books, magazines, newspapers, catalogues, yearbooks, etc.
- 8. Digital product and application design** – In this category, we welcome complete solutions for digital systems, user experience and user interface designs (UX/UI design). For example:

web applications, apps, whatever other projects created for screens - digital installations, microsites, online publications, etc.

9. Brand digital design – Branding in digital channels. For example: websites created for companies, organisations, events, etc.

10. Concepts – All projects with a finalised idea that have not yet been put into use are welcome in this category.

SPECIAL AWARDS

The jury can award special prizes, such as the most sustainable project, a project with the most innovative use of AI, and social responsibility.

Young Gun (Noor Püss) 2024

What will be assessed: The portfolios of young talents (up to 26 years old) over the past two years will be evaluated, and we hope to find a new talent that we will be looking forward to seeing winning golds in all other categories very soon.

What to submit? If you are up to 26 years old, submit your portfolio of the last two years.

NB! In addition to immortal fame, the winner will receive the right to represent Estonia in the ADC*Europe Rising Stars program as well as in other youth programs. Information about this can be found here: www.adceurope.org.

ADC*E Designer of the Year 2024

What will be assessed: A designer who has stood out with exceptional work over the past year and can be set as an example. The results of the ADC*E Estonian Design Awards 2024, as well as the results of the Golden Egg Awards 2024, will be taken into account, along with other competitions and job victories over the last year.

What to submit? Nominate someone you're proud to work with, someone who is a doer and an achiever, and who leads the way for all of us.

ADC*E Spectacle case (Prillitoos)

It doesn't matter how many years of life you have under your belt, but rather how much design you have in these years.

Lifetime Achievement Award.

You cannot apply for the award yourself.

Awards:

In each category, 3-5 nominations are awarded, and the winner is selected from among them.

The graphic design jury evaluates projects which take a comprehensive approach to design, and values projects that:

- improve people's quality of life
- have a positive impact on people, the community, and the planet.

For all projects, an inventive approach and top-notch masterful execution are valued.

Participation fee:

Submission of the first work - 25 EUR.

Submission of each subsequent work from the same maker - 40 EUR.

Submitting the work on an extended deadline costs 60 EUR.

Submission of works:

Uploading, registration, and participation fee: All entries submitted to the competition must be registered in the online environment defolio.com by filling in the registration form provided for this purpose and paying the corresponding participation fee.

Description of works:

In the defolio environment, add an adequate but concise description of each work in Estonian and English (up to 1000 characters in total). The description helps the jury understand the purpose of the work. When writing a description, make sure that it is understandable to any uninvolved third party and keep in mind that the jury is international!

For every work submission, up to 10 images should be uploaded (4266*3200px. Uncompressed JPEG (RGB)). Adding a URL to a mini-site introducing the project is also allowed.

Physical samples and project number:

In the case of prints and packaging, physical samples of the work must be provided. Physical samples must be delivered to the EDK office: Telliskivi 60a/7 Tallinn. Each submitted project must be accompanied by a project number, which is issued by the Defolio.com online environment after the invoice has been paid. The project number must be indicated both on the project itself (in a non-distracting place) and on the

packaging/wrapping in which the work will be delivered. The authors of the projects and other references to the presenters of the work may not be added.

NB! Physical samples can be submitted from 01.08.2024 to 08.08.2024 (from 12:00 to 16:00 every day). After this deadline, further submissions will not be accepted.

Files and formats:

Images: 4266x3200 px. Uncompressed JPEG (RGB)

Video: 1920x1080 px. *.mov. Codec: H264. Uploaded to vimeo.com/youtube.com online environment. The maximum length of the video is 2.5 minutes.

Unpublished works (so-called ghosts) may not be submitted to the competition, except for in the specially designated category for this purpose, the Concepts category.

Deadlines:

Early bird - from 02.05.2024 until 14.07.2024 - 40€ / work

Late bird - from 15.07.2020 until 01.08.2024 - 60 € / work

NB! After 01.08.2024 at 23.59, it is no longer possible to submit any works (no, there will definitely be no additional extension).

Help and answers:

If you have any questions, please contact: Piia Põldmaa, piiapoldmaa@gmail.com