Graphic and Media Design Award

Assessment criteria

Novelty and innovation: the work must be innovative – good copy & paste cannot win

Realisation quality: realisation must support the idea and technical solution

Precision: the work must achieve its target

Categories

1. Sustainable development, research development and technological progress

Objective: to recognise the works, which use and promote the ideas of sustainable development, sustainable consumption and reasonable use of materials, and support the promotion of knowledge, research and technology.

To the competition, we expect web pages, corporate graphics, pitch-decks, books, information graphic works, mobile apps, e-stores, photos or photo books, event concepts, advertising clips and campaigns, illustrations, packagings, animations, or creative ideas in any form, concentrating on the topic of the competition.

2. Economic, social, regional and interdisciplinary cooperation

Objective: to recognise cooperation projects, which reveal the strength of cooperation and the fact that cooperative creation enables to achieve more than efforts of a single person.

To the competition, we expect web pages, corporate graphics, pitch-decks, books, information graphic works, mobile apps, e-stores, photos or photo books, event concepts, advertising clips and campaigns, illustrations, packagings, animations, or creative ideas in any form, concentrating on the topic of the competition.

3. Cultural and linguistic diversity

Objective: to recognise the works, which highlight more interesting aspects of a diverse society and show, how people live outside our bubble, breaking stereotypes and prejudices.

To the competition, we expect web pages, corporate graphics, pitch-decks, books, information graphic works, mobile apps, e-stores, photos or photo books, event concepts, advertising clips and

campaigns, illustrations, packagings, animations, or creative ideas in any form, concentrating on the topic of the competition.

4. Social cohesion, new normality and management of crises

Objective: to recognise the works, the objective of which is to help people through hard times, to connect those needing help with those providing help, and to minimise or mitigate gaps in the contemporary society.

To the competition, we expect web pages, corporate graphics, pitch-decks, books, information graphic works, mobile apps, e-stores, photos or photo books, event concepts, advertising clips and campaigns, illustrations, packagings, animations, or creative ideas in any form, concentrating on the topic of the competition.

5. ADC*E Designer of the Year

Objective: to recognise a designer outstanding with especially high-level work in the recent year, who deserves bringing as an example.

Account will be taken of the results of ADC*E Estonian Design Awards 2022 and the results of the Golden Egg 2022, as well as other competitions and outstanding work results.
For application: Submit as an applicant somebody, in case of whom you are proud to work with such person, who performs, achieves and shows the right way to all of us.

Submission

Fill in the application form in Defol.io and submit the following materials:

1. Description of the work, with brief and comprehensible description of the following information:

a. explanation of the content of work (including the objective, how it was achieved; the problem, which was solved; the target group, who was intended to reach);

b. submission of the vision, how the submitted work supports achievement of the goals of the category;

c. explanation of the course/process of the project, i.e. how the result was achieved, who and how were involved, which methods were used;

d. description, which change took place in result of the work; letter of explanation shall be submitted in Estonian and in English, in pdf format.

2. Up to 10 pictures (4266*3200px), uncompressed JPEG (RGB). Also URL can be added, leading to minisite or video introducing the project.

Submission fee

Early bird submission period - 2.05.2022 - 20.07.2022 - 40 € * / work
Sleepy bird submission period - 20.07.2022 - 10.08.2022 - 80 € * / work

* 20% VAT is added to the price

The participants shall pay the submission fee for each work entered into the competition at Defol.io (using a credit card, PayPal, a bank link or a bank transfer).

Judging panel

The judging panel consists of Estonian designers, leaders of Estonian society who are active in promoting and defending values and representatives from other ADC*Europe Clubs.

Judging process

A maximum five works are shortlisted and one prize is given out to the best in each specific category. The panel has the right to give out up to two special prices, if it feels like a work deserves distinct recognition. The judging panel is not obligated to give out any prizes if they decide that no work is good enough.

Judging criteria

Novelty and innovation: the work has to be novel in some way – copy and paste, even if done well, will not win.
Quality of execution: the execution has to support the idea and the technical solution.
Aptness: the work has to achieve its goal.

Resolution of disputes

Any suspicion of plagiarism or other complaints regarding intellectual property theft will only be accepted if coming from the author of the original work or their legal representatives. An independent group of experts will convene to resolve these and other complaints and disputes.

The application takes place in the Defol.io environment.