



Rules for Entry

This document (the “Rules for Entry”) provides an overview of rules for the submission of entries for the 2011 Philippine Graphic Design Awards.

For additional information not covered by the Rules for Entry, please contact the PGDA Organizers (“the Organizers”) via telephone +632 211 9833 or email hello@pgdawards.com.

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About PGDA

The Philippine Graphic Design Awards (or “PGDA”) is the first and only local awards program in the Philippines that recognizes the most creative and innovative works in the field of graphic design.

PGDA seeks to:

1. Create growth opportunities for exceptional Filipino graphic designers by showcasing the works they have created within the last year;
2. Inspire Filipino graphic designers to think originally and produce cutting-edge work; and,
3. Serve as a reference for Philippine graphic design among its regional and international counterparts.

PGDA (also “Awards”) has three components:

1. The “Call for Entries”
2. The “Judging”
3. The “Show”

The first phase of the PGDA program runs from June to September 2011 and comprises the Call for Entries and the Judging. The second phase is the Show, which is the culminating activity currently set for the last quarter of 2011, where the PGDA 2011 winners will be revealed. More than just an awarding ceremony, it is an exhibition and a celebration of the Filipino creative community at large.

Who Can Join

PGDA is open to all graphic designers, professionals and students alike, who are Filipino citizens.

The professionals eligible to join may be:

1. Those employed in agencies;
2. Those employed as in-house artists;
3. Those who accept work as freelance designers.

Included here are individuals designated as art directors, art production managers, creative heads, creative consultants, graphic designers, illustrators, multimedia artists, or web designers, and the like.

The students eligible to join may be:

1. Those who are currently enrolled in a college or university;
2. Those who were enrolled in a college or university at the time their work was produced.

Eligibility

Graphic Design Definition

In order to be eligible, an entry must fall within PGDA's definition of graphic design, as follows:

“The art and discipline of combining symbols, design, and words to represent and communicate ideas or messages.”

An entry must utilize these elements for it to qualify for any of the categories.

Timing

An entry must have been produced between August 1, 2010 and July 31, 2011 in order to be eligible for this year's Awards.

Localization, re-work, or adaptations of any regional or international campaign or design thematic shall be considered ineligible for entry.

Citizenship

Only entries created by graphic designers of Filipino citizenship are eligible.

In case of disputes, proof of citizenship may be requested by the Organizers and a failure to submit the same may be taken as grounds for disqualification.

Additional Guidelines

PGDA shall accept entries from professional graphic designers and student graphic designers in all categories. (See page 5, “Categories” for full listing).

Entries will be honored in two separate divisions: Professional and Student.

Professional Entries

Professional entries for all categories are graphic design pieces that were created pursuant to a full or part-time employment arrangement or engagement as an independent contractor or commissioned artist.

In case of disputes, the Organizers reserve the right to require proof such as documentation of the employment or service agreement, and remuneration received pursuant to such arrangements.

PGDA understands that the employer or client may, under the contract of employment, have ownership of the intellectual property over the works created pursuant to the employment or services agreement.

A graphic designer who wishes to submit a professional entry must present a written consent from the employer and/or client permitting the work's entry into the PGDA and confirming that the graphic designer is the author of the work.

Note: This guideline excludes an entry for Category 1, Identity and Self-Promotion. If a piece was created solely to promote a professional graphic designer's own work then a proof document is not required.

Student Entries

Student entries for any of the categories are graphic design pieces that were created as schoolwork for an academic requirement or for any school-based activity, e.g., student organization events, athletics, school newspaper, and such.

A graphic designer who wishes to submit a student entry must present a proof of enrollment or a written certification issued by the academic institution certifying his/her status as a full-time student.

If a student created a piece as an independent contractor or as a commissioned artist, the piece will be considered as a professional entry and must therefore comply with its respective guidelines. Additional guidelines for submission are provided in page 9, “Submission Requirements.”

Categories

There are a total of 13 categories for the PGDA 2011. In order to be eligible for entry, a work must abide by PGDA's definition of graphic design: "the art and discipline of combining symbols, design, and words to represent and communicate ideas or messages."

Graphic designers may send in as many entries into as many categories as they wish. All categories are open to both Professional and Student entries.

Category 1 | Identity and Self-Promotion

Logo • Stationery • Self-Promotion

Category 1 includes logos representing a company, organization, association, brand, or product as well as its application to letterheads, calling cards or other similar identity pieces.

This category also includes printed flat, folded, or three-dimensional ("3D") design pieces used for self-promotion by a graphic designer or similarly, pieces done by a graphic designer to promote a design agency.

Student entries may be logos done as schoolwork for a fictitious or an actual company, organization, association, brand, or product as well as logos created for any school-based entity and its corresponding identity applications.

Category 2 | Direct Print

Postcard • Invitation • Announcement • Mailer • Insert • Leaflet • Flyer • Sticker

Category 2 includes printed flat, folded, or 3D pieces typically used for direct marketing communication to increase awareness of a company, organization, association, brand, or product, or to announce a special activity, event, or occasion.

Student entries may be direct print materials done as schoolwork for a fictitious event or an actual school-based activity.

Category 3 | Poster

Advertising • Advocacy • Communication • Education • Entertainment

Category 3 includes handmade or machine-printed graphic design pieces used for purposes of advertising, advocacy, communications, education, or entertainment.

Student entries may be posters done as schoolwork for a fictitious purpose or an actual school-based activity.

Category 4 | Publication

Annual Report • Book Cover Design • Book Design • Brochure • Calendar • Catalogue • Magazine

Category 4 includes design works intended to be bound pieces such as annual reports, books, brochures, catalogs, calendars, or magazines.

Student entries may be bound pieces done as schoolwork for a fictitious publication or an actual school-based publication.

Category 5 | Packaging

Box • Bottle • Label • Holder • Paper Bag

Category 5 includes functional, 3D food or non-food packaging pieces such as product boxes, bottles, bags, labels, holders, or similar.

Student entries may be packaging done as schoolwork for a fictitious or an actual product.

Category 6 | Retail and Point of Sale

Banner • Display Stand • Mobile • Poster • Shelf Talker • Standee • Sticker • Wobbler

Category 6 includes printed flat, folded, or 3D pieces typically found near, on or next to checkout areas in the retail space scenario intended to draw the customers' attention to new products, offers, events, sales or similar.

Student entries may be point of sale materials done as schoolwork for a fictitious or an actual retail space.

Category 7 | Environmental Graphics

Ambient • Directional Signage • Installation

Category 7 includes printed, flat, or 3D forms of graphic design created within built or natural environments that primarily deals with providing information, direction, or ornamentation.

Student entries may be environmental graphics done as schoolwork for a fictitious or an actual environment or space.

Category 8 | Applied Graphics

Bag • Cap • Skateboard • Sticker • T-Shirt • Watch

Category 8 includes 3D design pieces that do not fall into previously-defined categories such as caps, t-shirts, bags, skateboards, watches, or similar.

Student entries may be pieces done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Category 9 | Outdoor Graphics

Billboard • Light Box • Street Banner • Transit Ad • Vehicle Wrap

Category 9 includes pieces used as fixed or semi-permanent outdoor installations such as billboards, bus stops, light boxes, or street banners as well as mobile outdoor installations such as vehicle wraps or transit ads.

Student entries may be outdoor graphics done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Category 10 | Print Advertising

Insert • Magazine Ad • Print Ad

Category 10 includes advertising materials which appear within any form of printed media such as magazine or newspaper ads as well as magazine or newspaper inserts.

Student entries may be advertising materials done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Category 11 | Typography, Illustration, and Digital Artwork

Typography • Illustration • Digital Art Manipulation

Category 11 includes works which use any of these three disciplines—typography design, handmade or digital illustration, and digital art manipulation—as an integral element to a graphic design piece and intended for promotional, marketing, or communication purposes.

Student entries may be pieces done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Category 12 | Online

Website • Microsite • Online Banner • Electronic Mailer • Electronic Newsletter

Category 12 includes online pieces such as static, dynamic, database-driven, or software-based websites used for personal, commercial, or non-commercial purposes as well as online or electronic banners, mailers, or newsletters.

Student entries may be online pieces done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Category 13 | Motion Graphics

OBB • Movie or TV Title

Category 13 includes animated graphic design pieces for movie or television OBBs, movie and television titles, animated presentations, online banners, or similar.

Student entries may be motion graphics done as schoolwork for a fictitious or an actual company, organization, association, brand, or product, or for a school-based activity.

Entry fees are non-refundable and should be paid prior to the submission of an entry.

Entry Fees

1. Fee for Professional Graphic Designers – PHP 1,500.00 per entry
2. Fee for Graphic Design Students – PHP 500.00 per entry

Payment Facilities

Organizers shall accept payments via:

Cash bank deposits through BDO (Banco de Oro):
Philippine Graphic Design Awards Inc.
Savings Account No.
001120-352-760

Note: As proof of payment, a scanned copy of the deposit or payment slip is required in the Entry Form.

Submissions

All PGDA 2011 submissions are accepted online and must comply with the requirements detailed in this section.

For concerns related to submissions, please contact the Organizers via telephone +632 211 9833 or email hello@pgdawards.com.

Deadline for Submission

The deadline for submission of entries is on September 20, 2011 at 6PM, local time (+8 GMT). Any entry submitted beyond this deadline will not be eligible for any category.

An Entry

To qualify, an Entry (“Entry”) must include the following:

1. The Entry Form(or “Entry Form”);
2. Artwork/s in the required Submission Template (or “Submission Template”);
3. Where applicable, other required documents detailed in page 2, “Eligibility, Additional Guidelines,” i.e. a written consent from an employer or client holding copyright for Professional entries, a proof of enrollment or a written certification issued by the academic institution for Student entries.
3. A scanned copy of the deposit or payment slip, which serves as proof of payment for the entry fee, must be included in the provided field in the Entry Form.
4. An artwork must be pasted digitally onto the appropriate Submission Template and should not exceed a resolution of 300 DPI per image.
5. The Submission Template requires an explanation of how the entry responded to the design objective, stated in 50 words or less.
6. A artwork with languages other than Filipino or English must include a brief translation of the foreign characters, words, or phrases for proper appreciation by the judges.
7. A Submission Template with signatures or any identifying marks that disclose or suggest the identity or affiliation of the artist, such as artist or agency names, or logos representing an artist or an agency, shall automatically be disqualified and shall not be eligible for any category.
8. An Entry must be submitted via email to submit@pgdawards.com in Adobe PDF format using a CMYK color profile.
9. An Entry (including Entry Form, Submission Template and required documents) must not exceed 10 MB.
10. Entrants must ensure that all digital files are in order prior to submission. The Organizers assume that all information provided in the Entry Form and the Submission Template have been verified prior to submission and will not be held responsible for insufficient or inaccurate data or for damaged, corrupted, or incorrectly prepared files.

Entry Requirements

Entry Forms and Submission Templates are in PDF format, downloadable via the PGDA website www.pgdawards.com. Submissions with incomplete requirements or submissions that do not conform to the specifications may be disqualified and may not be eligible for any category.

1. Forms and templates provided by the Organizers are not to be altered, resized, or used in any manner other than for the purpose of submitting an entry for the 2011 Philippine Graphic Design Awards.
2. All fields in the Entry Form and the Submission Template are required to be filled out in order for a submission to qualify as an Entry.

Submission Template Guidelines

Submission Templates are provided to ensure uniformity of entries during the judging process. A maximum of ten (10) Submission Templates (or “Templates”) are allowed per Entry for any of the Categories.

Category 1 | Identity and Self-Promotion

Logo • Stationery • Self-Promotion

Maximum of ten (10) templates allowed, where artworks or photos of the work's use in an actual environment are pasted digitally onto the Template. For a Logo entry, provide at least three (3) applications; e.g., artworks or photos of the logo's application in a letterhead, calling card and the like.

Category 2 | Direct Print

Postcard • Invitation • Announcement • Mailer • Insert • Leaflet • Flyer

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 3 | Poster

Advertising • Advocacy • Communication • Education • Entertainment

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 4 | Publication

Annual Report • Book Cover Design • Book Design • Brochure • Calendar • Catalogue • Magazine

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template. For an entry other than book cover design, provide at least three (3) other page layouts; e.g., artworks or photos of the piece's cover pages, table of contents, sample page and the like.

Category 5 | Packaging

Box • Bottle • Label • Holder • Paper Bag

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 6 | Retail and Point of Sale

Banner • Display Stand • Mobile • Poster • Shelf Talker • Standee • Wobbler

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 7 | Environmental Graphics

Ambient • Directional Signage • Installation

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 8 | Applied Graphics

Bag • Cap • Skateboard • T-Shirt • Watch

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 9 | Outdoor Graphics

Billboard • Light Box • Street Banner • Transit Ad • Vehicle Wrap

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 10 | Print Advertising

Insert • Magazine Ad • Print Ad

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 11 | Typography, Illustration, and Digital Artwork

Typography • Illustration • Digital Art Manipulation

Maximum of ten (10) templates allowed, where the artworks or photos of the work's use in an actual environment are pasted digitally onto the Template.

Category 12 | Online

Website • Microsite • Online Banner • Electronic Mailer • Electronic Newsletter

Maximum of ten (10) templates allowed, where the artworks or screen shots are pasted digitally onto the Template. For a Website/Microsite entry, provide at least three (3) page layouts; e.g., works samples or screen shots of the home page and the like. Link/s to web page/s for both live and dormant sites is/are also required. (Note: Ensure link is active; a dead link disqualifies an entry. Indicate username/password if required for access).

Category 13 | Motion Graphics

OBB • Movie or TV Title

Maximum of ten (10) templates allowed, where the artworks or screen shots are pasted digitally onto the Template. Entry must be available for viewing via an online, third-party application provider (such as YouTube) without the need to download and/or install a media player. Link to the web page also required. (Note: Ensure link is active; a dead link disqualifies an entry. Indicate username/password if required for access).

Screening and Acceptance of Entries for Judging

An entry will be screened for compliance to eligibility rules and entry requirements.

Once all of the components of an entry have been received and deemed qualified, the entrant shall receive confirmation of receipt of the entry via email within five (5) working days from the date the entry was received by the Organizers.

Entrants that are deemed ineligible will be informed via email within five (5) working days from date of receipt. The entry fee for a disqualified entry shall be forfeited in favor of PGDA.

The Panel of Judges

A panel of creative industry professionals who possess a comprehensive understanding of the Filipino graphic designer's challenges shall be invited to judge entries to the PGDA 2011.

The panel of judges (or "Jurors"), in consultation with the Organizers, will elect the chairman of the panel of judges (or "Head of Jury") for this year's program.

To ensure fairness in the process, an entry shall contain no information or identifying marks that disclose or suggest the identity or affiliation of the entrant.

The Jurors shall review entries solely on the following criteria for judging:

Design, Creativity, and Execution.

All decisions of the Jurors shall be final and binding.

Selection of Finalists

An entry is assessed based on its individual merits and shall not be judged against other entries. The judging process is comprised of three (3) rounds where Finalists and Awardees will be identified.

To qualify as a Finalist and proceed to the succeeding rounds of judging, an entry must receive at least 70% of the Jurors' votes.

During this process, PGDA grants Jurors the authority to reclassify an entry from one category to another, where applicable.

Scores for the selection of Finalists are endorsed to the Organizers by the Jury Head and shall be tabulated by the Organizers electronically.

Selection of Awardees

Once an entry has qualified as a Finalist, the Jurors shall conduct two more rounds of deliberations to select the Awardees.

A Cyan Trophy or C Award is given to a Student Finalist who has received at least 70% of the Jurors' votes; while a Yellow Trophy or Y Award is given to a Professional Finalist who has received at least 70% of the Jurors' votes.

Scores for the selection of the Awardees are endorsed to the Organizers by the Jury Head and shall be tabulated by the Organizers electronically.

Once an entry has qualified for the C or Y Award, the Jurors shall conduct another round of deliberations to select the Top Awardees for each category.

A Magenta Trophy or M Award is given to the Top Student Awardee who has received at least 70% of the Jurors' votes; while a Black Trophy or K Award is given to the Top Professional Awardee who has received at least 70% of the Jurors' votes.

Scores for the selection of Awardees are endorsed to the Organizers by the Jury Head and shall be tabulated by the Organizers electronically.

Notification and Awarding

The judging process will be conducted during the month of September 2011.

Finalists will be notified of their status via e-mail and must acknowledge receipt of the notification within ten (10) days. The Organizers will not be responsible for misdirected or unsuccessful efforts to notify the winners. Finalists and Awardees will be announced on October 2011 at the Philippine Graphic Design Awards Show. The Awardees list will also be posted on the Philippine Graphic Awards Website (www.pgdawards.com).

Four color trophies are given out to Awardees.

The Cyan Trophy or the C Award is given to a Student Finalist whose entry garners votes from at least 70% the PGDA panel of judges.

The Magenta Trophy or the M Award is given to a Student Awardee whose entry garners votes from at least 70% the PGDA panel of judges.

The Yellow Trophy or the Y Award is given to a Professional Finalist whose entry garners votes from at least 70% the PGDA panel of judges.

The Black Trophy or the K Award is given to a Professional Awardee whose artwork garners votes from at least 70% the PGDA panel of judges.

Terms and Conditions

Participation in the 2011 Philippine Graphic Design Awards constitutes an entrant's full and unconditional agreement to and acceptance of these Rules for Entry.

By submitting an entry or entries and making payment of entry fees, an entrant warrants that he/she is the creator of the artwork/s, including its visual and audio components, or where applicable, has sought permission to use its copyrighted components.

The entrant grants the Organizers the right to feature winning entries in the Show's collateral, in the Philippine Graphic Design Awards website, or in other post-Awards promotional materials. The entrant agrees to hold the Organizers free from liability for any costs, claims, expenses, or litigation arising from such use.

The entrant understands that the commission of copyright infringement and/or plagiarism shall result in disqualification and revocation of award/s granted to the entry deemed in violation.

Any entry that does not conform to these Rules will be disqualified and shall not be eligible for any category. Forms and templates provided by the Organizers are not to be altered, resized, or used in any manner other than for the purpose of submitting an entry for the 2011 Philippine Graphic Design Awards.

Entries which are found by the Organizers, in their sole discretion, to contain any content that is lewd, sexually explicit, or pornographic in nature, will automatically be disqualified. After each entry is screened for compliance with eligibility rules and entry requirements, it will be judged by an independent panel of judges selected by the Organizers.

The Organizers shall not be responsible for entries that are lost or damaged in transit and shall use reasonable care to prevent any loss or damage to the entries they receive. The Organizers shall likewise not be liable for any direct, indirect, or consequential losses that result from the loss or damage to any entry.