

# 2010 Adobe Design Achievement Awards

## The Awards

The Adobe® Design Achievement Awards celebrate student achievement reflecting the powerful convergence of technology and the creative arts. The competition - which showcases individual and group projects created with industry-leading Adobe creative software - honors the most talented and promising student graphic designers, photographers, illustrators, animators, digital filmmakers, developers and computer artists from the world's top institutions of higher education.

## Categories

Both individuals and groups may enter one unique project in up to three of the following categories:

**Interactive media:** Browser-Based Design, Non-Browser Based Design, Application Development, Mobile Design, Installation Design

**Video and motion:** Animation, Live Action, Motion Graphics

**Traditional media:** Illustration, Packaging, Photography, Print Communications

## Browser-Based Design

Category description

Appropriate entries for this category include designs meant to be viewed through a browser on a computer or other device (excluding mobile phones). Deployment of the entry requires participant interaction such as experience design, websites developed using cascading style sheets (CSS), user interface design, and eLearning projects, and the entry must have been created primarily (over 50%) with Adobe tools.

Submit your project in one of the following ways:

- **URL reference**

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

Prepare relevant releases for any creative assets, such as music, that you did not author yourself

Send original files showing your use of Adobe software in the creation of your final project

## Non-Browser Based Design

Category description

Design interactive kiosks, software training modules, computer games, focused software applications, or any interactive project intended to be delivered via a computer without web access.

Submit your project in one of the following ways:

- **URL reference**
- **FLV format**
- If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your work to Adobe competition headquarters on a CD or DVD as it is intended for use on the computer
- Send original files showing your use of Adobe software in the creation of your final project

## **Application Development**

### Category description

Appropriate entries for this category include applications that can run inside the browser or on the desktop (using Adobe® AIR™ software). Examples of these applications are available in the Flex Showcase. These applications have both a design and a development component and are often created by teams that include both designers and application developers.

The entries for this category are components and applications that enhance user experience (through innovative layouts, data visualization, and engaging look and feel); were created using Adobe Flex™ and/or Adobe AIR; and may incorporate the use of Ajax. The application should be complete enough to illustrate the concept.

Submit your project in one of the following ways:

- **PDF file with linked interactive elements**
- **URL reference**
- **Adobe AIR file**

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send original files showing your use of Adobe software in the creation of your final project

## **Mobile Design**

### Category description

Submit games, animated ads, avatars, widgets, websites, experiences, and more designed exclusively for handheld mobile devices.

Submit your project in one of the following ways:

- **Emulation of the mobile experience in a format compatible with Adobe® Flash® Player**
- **URL reference**
- If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your project in high-resolution digital files on a CD or DVD to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

## **Installation Design**

### Category description

- Are you working on interactive wayfinding systems? Are you designing exhibits? Is your work an art project that involves viewer interaction? Have you developed environmental graphics or designed retail interiors that require interactivity? If so, this is the category in which to submit your project.

Submit your project in one of the following ways:

- PDF file with linked interactive elements
- URL reference
- Illustrated mockup in a format compatible with Adobe® Flash® Player
- In addition, you should submit photos of your installation, if possible, to show jurors the scale.

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your project in high-resolution digital files on a CD or DVD to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

## **Video and motion:**

### **Animation**

#### Category description

Tell a story with narrative character-based animation or experiment with non-narrative animation. Use any combination of computer-generated graphics, visual effects, or digital reproductions of drawn images. Enter only work created 50% or more with Adobe software.

Submit your project as VIMEO video sharing website, with password provided, so that judges are able to view your work.

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your project in high-resolution digital files on a CD or DVD to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

### **Live Action**

Category description

Enter short films, documentaries, or commercials shot and edited using continuous live action footage with optional use of visual effects.

Submit your project as VIMEO video sharing website, with password provided, so that judges are able to view your work.

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your project in high-resolution digital files on a CD or DVD to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

### **Motion Graphics**

Category description

Enter film titles, television station identity designs, public service announcements, and other motion design projects that animate still images and moving type to convey a message.

Submit your project as VIMEO video sharing website, with password provided, so that judges are able to view your work.

If you enter a URL reference, be sure that it stays accessible and content remains unchanged through December 3, 2010.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Prepare relevant releases for any creative assets, such as music, that you did not author yourself
- Send your project in high-resolution digital files on a CD or DVD to Adobe competition headquarters

- Send original files showing your use of Adobe software in the creation of your final project

#### **Traditional media:**

##### **Illustration**

###### Category description

Say it with an image you draw digitally. This category includes editorial illustrations that convey information or clarify concepts; narrative illustrations for books; computer game illustrations; and technical, scientific, or architectural illustrations. Enter up to six related digital drawings.

Combine your illustrations or simply package your single piece as a PDF file to submit your work. Also submit individual images of the same work in JPEG format for quick viewing.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Send your project in printed format to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

##### **Packaging**

###### Category description

his category wraps it up. Enter product labels, product boxes, bags, or on-shelf merchandising.

Submit the designs for your packaging in a PDF file. Also submit up to ten individual images of the same work in JPEG format for quick viewing so judges can see the scale of your work and its 3D assembly.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- Send your project in printed format to Adobe competition headquarters
- Send original files showing your use of Adobe software in the creation of your final project

##### **Photography**

###### Category description

Shoot or create intriguing images of photographic nature and then use Adobe tools to digitally enhance them. Send single images or a series of thematically related images.

Combine separate photos in a PDF file with embedded color profiles to ensure that judges see your work as you intended. Also submit up to 10 individual images of the same work in JPEG format for quick viewing.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- **Send your project in printed format to Adobe competition headquarters.**
- **Send original files showing your use of Adobe software in the creation of your final project**

### **Print Communications**

Category description

Have you designed books, posters, calendars, brochures, identity systems, magazines, or other printed documents? This is the category for your work.

Submit your project as a PDF file and show off your entry with up to ten images of your printed creation in JPEG format so jurors can also see your book cover and several spreads, understand the scale of your poster, or see the folds of your brochure.

If you are one of the talented entrants whose work is selected for recognition as a semifinalist, you'll need to:

- **Send your project in printed format to Adobe competition headquarters**
- **Send original files showing your use of Adobe software in the creation of your final project**

### **Official rules**

Contest is open to all individuals age 18 years or older who are full-time matriculated students in an accredited institution of higher education. The contest is not open to any resident of the following countries: Cuba, Iran, North Korea, Sudan, and Syria. U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea, Sudan and Syria. Therefore residents of these countries/regions are not eligible to participate.

Participation in the Adobe® Design Achievement Awards Contest ("Contest") constitutes Contestant's full and unconditional agreement to and acceptance of these Official Rules. Contest sponsored by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA, USA, 95110 ("Sponsor").

#### **1. Timing:**

**Contest begins on November 30, 2009, and ends on June 4, 2010. All entries must be received by Adobe no later than 5 p.m. Pacific time on June 4, 2010.**

#### **2. Eligibility:**

Contest is open to all individuals age 18 years or older who are full-time matriculated students in an accredited institution of higher education. The contest is not open to any resident of the following countries: Cuba, Iran, North Korea, Sudan, and Syria. U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea, Sudan and Syria. Therefore residents of these countries/regions are not eligible to participate.

For group entries, everyone who worked on the entry must be listed on the entry form and must meet these eligibility requirements. One of these people must be designated on the entry form as lead team member. Employees, independent contractors, officers, and directors of Sponsor; its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors; the judging panel; and the immediate family members and persons living in the same household of such persons are not eligible to participate in the Contest. All federal, state, provincial, autonomous, and local laws and regulations apply. This Contest is void in Cuba, Iran, North Korea, Sudan and Syria and where prohibited by law.

### 3. Categories and Judging:

Each entry must meet the requirements as specified below in Section 4. Any nonconforming entries will be disqualified. Altered, defaced, mutilated, illegible, or incomplete Entry Forms are not eligible and will result in disqualification of entry. Entries that contain any content that is pornographic in nature, lewd, or sexually explicit, in Sponsor's sole discretion, will be disqualified. After each entry is screened for compliance with the entry requirements, it will be judged by an independent panel of judges selected by the Sponsor. The judges' decisions are final and binding. Judges retain the right to reclassify entries from one category to another or to select only components of the submission for honors. There are three (3) Category Segments in which there are twelve (12) categories that may have one Category Winner and two Finalist prizes awarded regardless of whether entries were submitted by an individual or a group, unless the judges determine that the entry quality does not warrant the awarding of all three prizes. The entries, whether submitted by an individual or a group, shall be judged together in each category on a points system, based on originality, effectiveness in meeting the communication objective, and contestant(s) skills in applying Adobe products as specified in their entry forms. The category segments are Interactive Media, Motion and Video, and Traditional Media.

### 4. How to Enter:

- Application entry forms are exclusively available from the Contest entry web page at [www.ADAEntry.com](http://www.ADAEntry.com). Complete the entry form online in its entirety. Each entry must include the following:
- A completed web application form, which includes an artist's statement or statement of the entry's communication objective in 100 words or less, a brief explanation of how it was produced in 100 words or less, and affiliated entry number assigned by the competition entry website;
- A digital copy of valid student identification, proof of enrollment, or a letter from your faculty certifying that you are a full-time matriculated student in an institution of higher education. The contest is not open to any resident of the following countries: Cuba, Iran, North Korea, Sudan, and Syria. U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea, Sudan and Syria. Therefore residents of these countries/regions are not eligible to participate..

Group entries must provide the above information for each member of the group. If such information is not provided for an individual or each member of a group entry, the entry will be disqualified.

- An original work, created not earlier than May 1, 2009, within one of the 12 Categories defined in Section 3 above. The work must be created primarily (50% or more) with the Adobe tools designated in each category as stated above, and be accompanied by original digital files in Adobe software format;
- Entries invited into the semifinal round must be marked with the entry number assigned by the competition website and sent by mail or courier (such as FedEx, DHL, or UPS) in protected packaging to the address set forth in semifinalists documentation. All semifinal entries must be received before 30 July 2010, or they will be disqualified. Any entry not complying with the above entry requirements will be disqualified. Contestants may submit up to three (3) entries, provided that each entry is for a different Category. Each entry must be submitted separately. In all cases, physically submitted entries become the exclusive property of Adobe and will not be returned. The semifinalists will be asked to donate the entry to the program for special purposes in support of extending the program in the community, such as providing semifinalists' work to elementary or primary schools to inspire students. Sponsor accepts no responsibility for entries that are lost or damaged in transit. Sponsor shall use reasonable care to prevent any loss or damage to entries received by Sponsor; however, Sponsor shall not be liable for direct, indirect, or consequential loss that results from the loss or damage to any entry. Unless prohibited by law and not applicable to Contestants residing in India, Sponsor's liability shall be limited to the lesser of (a) the value of the media on which the entry was contained or (b) US\$50.00. Semifinalists will be provided the mailing address upon notification of semifinalist status.

**5. Copyright Ownership:**

By submitting an entry by a sole creator to a category, Contestant warrants that Contestant is the sole designer, creator, and owner of the artwork, including all visual and auditory components, or has permission to use copyrighted components, and further warrants that the artwork does not contain information considered by Contestant's place of business or any other third party to be confidential. By submitting an entry by a group of creators, the Contestants warrant that they jointly designed, created, and own the visual and auditory artwork or have permission to use copyrighted components, and further warrant that the artwork does not contain information considered by Contestants' place of business or any other third party to be confidential.

**6. Prizes:**

The top three finalists in each category (collectively, the "Finalists") will be announced and prizes will be awarded at the Awards Event to be held in Los Angeles, California in October 2010 (the "Event"). Finalists, including individuals and only the team leader designated in the group entries, will receive a trip to Los Angeles, California, for

participation in the Awards Event, including nonrefundable coach class round-trip airfare (if located outside the metropolitan Los Angeles area) and two nights' accommodation in shared housing arrangements. All other trip expenses will be the responsibility of the Finalists. Those entries that are awarded an Honorable Mention in any given category are invited to attend the Event but will be responsible for their own transportation to the Event and accommodations. Of the top three Finalists in each category, only one Category Winner will be awarded. The remaining two will be awarded as Finalists. All individuals who choose to travel to the Awards Event, regardless of whether Sponsor has paid for their accommodations, shall be solely responsible for understanding what documents, such as visas and passports, would be required for their travel, and for attaining and maintaining such documents at their own cost. Should any individual's travel plans be hindered by a failure to receive or maintain such documents, the individual would be considered to have forfeited any and all winnings, and Sponsor shall not be responsible for replacing any travel accommodation of, awarding any prize(s) to, or otherwise compensating such individual through any alternative means.

Category Winners:

Individual winners will receive US\$3,000 cash, a winner's certificate, a 3D award, (1) Adobe® Creative Suite® 4 Master Collection education version. Each individual winner will also receive a one-year mentorship with an ADAA Advisory Board member. Group winners will receive US\$3,000 cash to be split by the winning team members and one 3D award. Each team member gets his or her choice of the education version of either Adobe Creative Suite 4 Design Premium (US\$599 value), Web Premium (US\$499 value), or Production Premium (US\$599 value); a winner's certificate; and an invitation to the awards event. Group's designated leader will also receive one-year mentorship with an ADAA Advisory Board member.

Finalists:

Individual finalists will receive a finalist certificate, a choice of the education version of either Adobe Creative Suite 4 Design Premium (US\$599 value), Web Premium (US\$499 value), or Production Premium (US\$599 value) and a portfolio review by a member of the ADAA Advisory Board. Group finalists will each receive a finalist certificate. Each team member gets his or her choice of the education version of either Adobe Creative Suite 4 Design Premium (US\$599 value), Web Premium (US\$499 value), or Production Premium (US\$599 value) or a choice of three individual products. Group's designated leader receives a Portfolio review by a member of the ADAA Advisory Board.

Honorable Mention designees:

Individual and group member Honorable Mention designees will receive one (1) Adobe software product of their choice (choose from the education versions of: Adobe Acrobat® 9 Professional [US\$159], Adobe After Effects CS4 [US\$349], Adobe Audition 3 [US\$149], Adobe Encore CS4 [US\$149], Adobe Illustrator® CS4 [US\$199], Adobe InDesign® CS4 [US\$199], Adobe Photoshop® CS4 [US\$299], or Adobe Premiere Pro CS4 [US\$349]) and an Honorable Mention designee certificate.

Because this is a contest of skill, winning is dependent upon the quality of entries received. All prizes will be awarded unless there are fewer eligible entries for a Category than prizes for that Category or the judges determine that the quality of entries does not warrant a prize. No alternative prize, cash, or other substitution is allowed except by Sponsor in the event of prize unavailability. Prizes are non-assignable/non-transferable. All federal, state, provincial, autonomous, and local taxes are the sole responsibility of the winners. Prices listed are average retail values only. The winner of any prize shall not be entitled to the difference of a listed price for any of the respective prizes and any price that such a winner would have otherwise had to pay for the respective product(s) in his/her jurisdiction or any other jurisdiction.

7. Finalist Notification:

Entries will be judged from 4-6 August 2010. Finalists will be notified by courier, e-mail, or telephone and will have ten (10) days from receipt of notification to acknowledge Finalist status and confirm attendance at the Event, by U.S. mail, e-mail, or courier. Finalists will be notified that they have been nominated for placement but will not know what their winning placement is until the actual Event. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winners. If a selected Finalist cannot be contacted, is ineligible, fails to acknowledge status, or fails to comply with any term or condition of these Official Rules, a prize may be forfeited and an alternate Finalist may be selected. Finalists will be required to sign and return a liability release, declaration of eligibility, license agreement, and, where lawful, a publicity consent agreement, all within ten (10) days of receipt by winner as a condition of receiving a prize.

#### **8. General Terms and Conditions:**

Sponsor is not responsible for and shall not be liable for: (i) lost, late, delayed, damaged, incomplete, illegible, unintelligible, or misdirected entries; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (iii) failed, incomplete, partial, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of Sponsor that may cause the Contest to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of a prize, or acceptance, possession, or use of a prize, or from participation in the Contest; (vi) any printing or typographical errors in any materials associated with the Contest (not applicable in Spain); (vii) or any regional, state, autonomous, or local laws or regulations violated during the creation of the entries by the Contestant(s). Sponsor reserves the right to suspend, cancel, or modify the Contest if fraud or technical failure corrupts the administration, security, or proper play of the Contest, as determined by Sponsor in its sole discretion. Each Contestant agrees to release and hold Sponsor harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including, without limitation, personal injury, death, property damage, and claims based upon intellectual property infringement, publicity rights, defamation, or invasion of privacy. Notwithstanding the foregoing, the preceding release of liability will not apply with respect to personal injury, death, or damage to property caused by Sponsor negligence against Contestants residing in India and will not apply with respect to personal injury or death caused by Sponsor negligence against Contestants residing or Hong Kong or Portugal. The preceding release of liability applies only to ordinary or minor negligence caused by Sponsor against Contestants residing in Spain. Each Contestant agrees that Sponsor's only obligation is to submit entries from eligible Contestants to the judges according to the procedures and criteria set forth in these Official Rules and to award the prizes set forth herein to winners, subject to the terms and conditions herein. Contestant agrees that Sponsor's obligation is fair and adequate consideration for any entry submitted, and that Contestant is not entitled to and shall not seek any further compensation.

Each Contestant agrees that if his or her entry is selected as a Finalist entry, as a condition of receiving a prize, Contestant shall sign a license agreement granting to Sponsor a royalty-free, non-exclusive, perpetual, worldwide license to use, reproduce, distribute, publicly perform, publicly display, modify for purposes of publicly performing and publicly displaying, and prepare derivative works based upon winner's entry, for the purposes of advertising and promoting Adobe products, and for inclusion in and distribution with Adobe products. To the extent that such a perpetual license is ineffective or unenforceable, Contestant shall sign a license agreement providing to Sponsor a royalty-free, non-exclusive, two-year (2), worldwide license to use, reproduce, distribute, publicly perform, publicly display, modify for purposes of publicly performing and publicly displaying, and prepare derivative works based upon winner's entry, for the purposes of advertising and promoting Adobe products, and for inclusion in and distribution with Adobe products.

**Each Contestant further agrees to execute any and all documents necessary to effectuate such license. Each Contestant agrees that by submitting an entry, he or she**

allows the use of his or her personal data, name, likeness, and/or voice in publicity or advertising relating to the Contest without compensation. Except for issues affecting Contestants residing in Portugal or Spain, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Contestant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of California or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of California. Where permitted by law, Contestant agrees that any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prizes awarded, other than the administration of the Contest or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of California (San Jose Division) or the appropriate California State Court located in Santa Clara County, California.

**9. Winners List:**

A Winners list will be posted on the ADAA program website, [www.ADAAentry.com](http://www.ADAAentry.com), by October 30, 2010.