



GO
FOR
THE
BOLD

2017 DALLAS SHOW

CALL FOR ENTRIES

SUBMIT YOUR BEST AND BRIGHTEST.

THE REGION'S MOST PRESTIGIOUS INDUSTRY HONOR

ABOUT THE DSV.C
The Dallas Society of Visual Communications (DSVC) was founded in 1957 as the Dallas/Fort Worth Art Directors Club. As the Metroplex grew, however, the club broadened its scope to embrace all professionals involved in marketing communication, including writers, photographers, illustrators, broadcast producers, Internet professionals, and the many partners and suppliers who support them. In 1975, the Club officially changed its name to The Dallas Society of Visual Communications (DSVC) — a change that coincided with the emergence of Dallas/Fort Worth as a center of accomplishment in advertising, design, firmmaking, and numerous other facets of visual communication.

Over the years, the DSV.C has grown to become one of the largest independent clubs of its kind. Along the way it has continually sought to elevate the standards of the industry and promote the value that creative professionals add to commerce and the community at large.

THE DSV.C DALLAS SHOW

The DSV.C Dallas Show is the DSV.C's annual professional juried show and competition. Each year, individuals and agencies within the visual creative community enter their best selected professional work from the previous year. Recognized work is selected for display and recognition at The DSV.C Dallas Show, with awards (in the form of light bulbs — bronze, silver and gold) going to the best work, as recognized by our judges. This year marks the 49th DSV.C Dallas Show taking place on June 1, 2017 at the 6500 Cedar Springs venue in Dallas.

THE JUDGING PROCESS

The Dallas Show is judged by five nationally recognized creatives from across the country. Judges are asked to select work by category to be included in the show and to award medals, with no persuasion or interference from anyone within the DSV.C organization.

The number of pieces selected for inclusion in the Dallas Show is at the sole discretion of the Judges, as is the number of pieces that will be included in each category. Once the Judges have determined which pieces will comprise this year's Dallas Show, they decide as a group which pieces will receive medals. Judges select medal winners from the pieces that are chosen for inclusion in the show, and do not award medals based on category. Because of this process, some categories may have several medal winners and some may have none.

Gold, silver, and bronze medals are awarded to signify the level of excellence the Judges determine a piece to have, and do not represent first, second, or third place in a particular category. In addition to these medals, each of the five Judges will also select a Judge's Choice award, given to the piece that they alone judged to be the most outstanding piece in the show. For links to judges' biographies, work, and more information on this year's show, visit dsv.c.org.

JUDGING PROCESS QUESTIONS

For questions about the judging process, contact DSV.C Executive Director, Jenny Fleming, at jenny@dsv.c.org or 214.810.DSV.C (3782).

AWARDS + RECOGNITION

Entries selected for inclusion in the 2017 Dallas Show will be notified by email shortly after judging. All pieces selected for inclusion in the 2017 Dallas Show will be displayed at the Dallas Show awards presentation and dinner on Thursday, June 1st, 2017, where the medalists will be announced and awards will be presented. A separate announcement will be made about the event. A full list of medal winners will be posted to dsv.c.org the following week.

ELIGIBILITY

Work published between April 2nd, 2016 and March 24th, 2017 is eligible for entry. Regardless of its name, the Dallas Show is open to all creative companies and individuals, regardless of company location or what market(s) entered work appeared in. Only final, published work may be entered in the Dallas Show. Spec work for a real client, solutions created but not published for a real client, or fictitious work created as exercises or experiments may not be entered. The only exception is the Golden Trash Can category; see rules please. Student work cannot be entered in the Dallas Show, but is welcome in the National Student Show and Conference's competition; visit nationalstudentshow.com for details.

DEADLINES

All entries must be registered online by midnight on Friday, March 24th, 2017. There will be an extended deadline of midnight on Friday, March 31st, with a \$10 per-entry late fee for all entries registered. No entries can be registered after this time. All physical submissions for judging are due by 5pm on Tuesday, April 4th. See entry process.

ENTRY DEADLINE: FRIDAY, MARCH 24TH, 2017

ENTRY PROCESS

Follow these easy steps for submitting your work.

- VISIT DSV.C.ORG**
All entries must first be registered online by Friday, March 24th, 2017.
- REGISTER**
Fill out entire registry form for each entry. Incomplete forms will be disqualified from judging.
- SUBMIT PAYMENT**
After registering all desired entries, pay appropriate amount online.
- PRINT TRACKING TAGS**
Tape one tracking tag to the back of each physical entry.
- MAIL OR DELIVER PHYSICAL WORK**
Entries due by 5pm on Tuesday, April 4th to:
Clampitt Paper
ATTN: 2017 DSV.C Dallas Show
9207 Ambassador Row
Dallas, Texas 75247

***No exceptions. Any work received after this time will not be judged. Please do not call Clampitt with any questions regarding entries. See 'Entry Questions' section.**

REGISTRATION

Register entries online at dsv.c.org. Payment can be made at the time of registration using a credit card. If you wish to be invoiced so payment can be made with a check, a \$75 handling fee will be assessed on your invoice, regardless of the number of entries submitted.

TRACKING TAGS

Once your entries have been registered and payment has been submitted, tracking tags for each entry will be generated. Please attach the corresponding tracking tag to the back of each entry, using one piece of tape at the top to secure the form to the entry. Do not glue, spray mount, or permanently affix the tracking tag to the entry. For series, please tape a tracking tag to each piece in the series.

PHYSICAL SUBMISSIONS FOR JUDGING

Guidelines for preparing work for entry can be found at dsv.c.org. Follow the guidelines carefully before submitting your entries. Please see category descriptions for additional reference.

NOTIFICATION OF ACCEPTED ENTRIES

Notification of accepted entries will be emailed promptly after judging. Due to the high volume of entries, entrants whose work is not accepted will not be notified. For all accepted entries, we will need one additional copy of your piece for display at the awards show. Deadlines and instructions for mounting/display will be sent with your notice of acceptance.

ENTRY FEES

MEMBERS SAVE

Save on your entries now by becoming a DSV.C member. Log on to dsv.c.org and join or renew your membership online. Allow one full business day for your membership to activate, then enter the Dallas Show online using your new DSV.C member username and password. If you have entered your work in the Dallas Show before, you will be happy to learn that we have eliminated all hanging fees. No extra fees will be assessed if your submission(s) are selected as part of the Dallas Show. Only current DSV.C members may use the members rate.

DSV.C MEMBERS

160 Single Entry
175 Series/Campaign

NON-MEMBERS

175 Single Entry
185 Series/Campaign

ENTRY QUESTIONS

For questions about submissions, guidelines, or categorization, contact Dallas Show Chair, Andy Slipher, at dallasshow@dsv.c.org or 214.448.4234.

DESIGN

INSTITUTIONAL

- DES.IN.01** Trademark: single or series (logos that have more than one version count as a single entry)
- DES.IN.02** Identity manual/style guide: single
- DES.IN.03** Business papers (e.g., letterhead, envelope, business cards, etc.): enter as single entry
- DES.IN.04** Brochure, booklet, or other company literature: single or series
- DES.IN.05** Catalog: single or series
- DES.IN.06** Annual report (includes corporate social responsibility environmental reports): single
- DES.IN.07** Newsletter, entire issue: single or series
- DES.IN.08** Poster: single or series
- DES.IN.09** Packaging/labeling: single or series
- DES.IN.10** Invitation/announcement: single or series
- DES.IN.11** Motion graphics (commercials should be entered in the advertising section): single or series
- DES.IN.12** Environmental (signage, architectural graphics, way finding, trade show, on-screen applications should be entered in the interactive section): single or series
- DES.IN.13** Miscellaneous (work not included in other categories, e.g., menus, wearables, calendars, displays, vehicles, icon set, etc.): single or series

BRANDING

Comprehensive identity or branding programs. Entries must consist of at least five pieces, a majority of which must fall into design categories, but may include work from advertising and interactive categories. (Example: a program that includes business papers, collateral, packaging, signage, a website, and direct mail.) If a case study video is entered as the submission, the video should be no longer than three minutes.

DES-BR-01 Integrated branding program: enter as series

PUBLICATION

Entries for these categories include designs for books, consumer or trade magazines, and interactive/digital publications (e.g., tablet editions, book apps). Websites should be entered in the interactive section.

- DES.PB.01** Book, cover only (print or digital): single or series
- DES.PB.02** Book, entire book (print or digital): single or series
- DES.PB.03** Magazine cover, spread, or single story design (print or digital): single or series
- DES.PB.04** Magazine, entire issue (print or digital): single or series

TYPOGRAPHY

Work entered into this section should include projects in which typography is the primary visual element in the piece(s). Work entered in this section can be entered in other sections.

- DES.TP.01** Applied typography: projects that use type as a primary element in trademarks, brochures, posters, books, annual reports, invitations/announcements, packaging, wearables, etc. (print or digital): single or series
- DES.TP.02** Typeface design (typefaces created as commissioned works or as part of a commissioned project); submissions must be submitted as full typeface: single

PUBLIC SERVICE

Entries for these categories include: projects done for clients, and organizations who are nonprofit or not-for-profit, and for whom creative service fees have been waived (pro bono) or significantly reduced. All work that does not fall into the categories below should be entered in the institutional categories. Work entered in this section cannot be entered in other sections.

- DES.PS.01** Brochure, booklet, catalog, or other company literature: single or series
- DES.PS.02** Annual report: single
- DES.PS.03** Newsletter, entire issue: single or series
- DES.PS.04** Invitation/announcement: single or series
- DES.PS.05** Miscellaneous (work not included in other categories, e.g., wearables, calendars, etc.): single or series

SELF-PROMOTION

Entries for these categories include projects that are promotions for design studios, ad agencies, printers, paper companies, art schools, illustrators, or photographers. Entries would include agency/studio self promotions, projects created for design organizations and clubs, paper companies, printers, etc. All work that does not fall into the categories below should be entered in the institutional categories. Work entered in this section may not be entered in other sections.

- DES.SP.01** Brochure, booklet, or other company literature: single or series
- DES.SP.02** Poster: single or series
- DES.SP.03** Wearables: single or series
- DES.SP.04** Invitation/announcement: single or series
- DES.SP.05** Direct mail: single or series
- DES.SP.06** Miscellaneous (work not included in other categories, e.g., packaging, calendars, displays): single or series

FOR SALE

Entries for these categories include original works by designers, studios, agencies, printmakers, photographers, and illustrators, produced for sale by the creator (not commissioned by a client). Work entered in this section may not be entered in other categories; however, illustrations and photographs created for these items may be entered under the 'for sale' categories in the illustration and photography sections.

- DES.FS.01** Paper goods (greeting cards, stationery, etc.): single or series
- DES.FS.02** Print/poster: single or series
- DES.FS.03** Wearables (shirts, hats, buttons, etc.): single or series
- DES.FS.04** Miscellaneous (work not included in other categories, e.g., calendars, bags, digital items, etc.): single or series

ADVERTISING

FULL CAMPAIGN

Full advertising campaigns. Entries must consist of at least five pieces, a majority of which must fall into advertising categories, but may include work from design and interactive categories. (Example: a program that includes magazine ads, direct mail, web banner ads, a microsite, and packaging.) If a case study video is entered as the submission, the video should be no longer than three minutes.

- ADV.FC.01** Full campaign, traditional (consists mostly of traditional media — e.g., magazine, broadcast, OOH — but can include digital components): enter as campaign
- ADV.FC.02** Full campaign, digital (consists mostly of digital media — e.g., online video, banner ads — but can include traditional components): enter as campaign

INSTITUTIONAL

- ADV.IN.01** Editorial, consumer magazine/newspaper, trade magazine/newspaper: single or campaign
- ADV.IN.02** Direct mail: single or series
- ADV.IN.03** Email advertising: single or series
- ADV.IN.04** Poster: single or campaign
- ADV.IN.05** Out of home (billboard, kiosk, etc.): single or campaign
- ADV.IN.06** Point of purchase: single or campaign
- ADV.IN.07** Radio: single or campaign
- ADV.IN.08** Broadcast: single or campaign
- ADV.IN.09** Online video (viral video, paid online commercials, webside, etc.): single or campaign
- ADV.IN.10** Digital: web banner ads (static, animated, pop-ups, rich media), social media advertising (ad on Facebook, Twitter, Pinterest, etc.), mobile device ads (ads for smartphones and tablets): single or campaign
- ADV.IN.11** Nontraditional/guerrilla (submit as images or video less than three minutes in length): single or series
- ADV.IN.12** Miscellaneous (anything not covered in other advertising categories): single or series

PUBLIC SERVICE

Entries for these categories are limited to projects done for nonprofit or not-for-profit organizations or causes for whom creative service fees have been waived (pro bono) or significantly reduced. Work entered in this section cannot be entered in other advertising categories.

- ADV.PS.01** Editorial, consumer magazine/newspaper, trade magazine/newspaper: single or campaign
- ADV.PS.02** Direct mail: single or series
- ADV.PS.03** Email advertising: single or series
- ADV.PS.04** Poster: single or campaign
- ADV.PS.05** Out of home (billboard, kiosk, etc.): single or campaign
- ADV.PS.06** Radio: single or campaign
- ADV.PS.07** Broadcast: single or campaign
- ADV.PS.08** Online video (viral video, paid online commercials, webside, etc.): single or campaign
- ADV.PS.09** Digital: web banner ads (static, animated, pop-ups, rich media), social media advertising (ad on Facebook, Twitter, Pinterest, etc.), mobile device ads (ads for smartphones and tablets): single or campaign
- ADV.PS.10** Nontraditional/guerrilla (submit as images or video less than three minutes in length): single or series
- ADV.PS.11** Miscellaneous (anything not covered in other advertising categories): single or series

INTERACTIVE

WEBSITES

- INT.WB.01** Institutional website (used as a company or institution's main site): single
- INT.WB.02** Promotional website (used to advertise a product or service — includes microsites: single
- INT.WB.03** Informational website (news sites, company blogs, etc.): single
- INT.WB.04** Entertainment website (online games, sites for movies, tv shows, bands, etc.): single
- INT.WB.05** Public service website (used to promote a nonprofit organization, service, or initiative): single
- INT.WB.06** Self-promotion website (used to promote a design firm, ad agency, illustrator, or photographer — sites entered in this category cannot be entered in other categories) or Personal website (blogs, announcement sites, portfolio sites, etc.): single

APPS

Apps created for mobile device (smartphones and tablets) and desktop. Entries should be self-contained apps. Website-based apps should be entered in the website categories; editorial and book apps should be entered in the publications section.

- INT.AP.01** Entertainment, game apps: single or series
- INT.AP.02** News, sports, travel, weather, other informational/news apps: single or series
- INT.AP.03** Productivity, utility/tool, calculation apps: single or series
- INT.AP.04** Social networking apps: single or series
- INT.AP.05** Other/miscellaneous: single or series

ENVIRONMENTAL

Interactive installations, trade show and museum exhibits, kiosks, tables, in-store/window displays, out-of-home experiences, corporate showrooms, interactive presentations, etc. Projects entered in this category can be submitted as a series of images (limit 15) or as a video case study less than three minutes in length, and should be entered as a series/campaign.

- INT.EN.01** Exhibit (interactive installations for museums, zoos, educational institutions, etc.): series
- INT.EN.02** Retail (interactive installations for advertising products, services, etc. — kiosks, tables, in-store/window displays, etc.): series
- INT.EN.03** Trade (interactive installations for trade applications — booths, show rooms, etc.): series

VIRTUAL REALITY *NEW CATEGORY*

- INT.VR.01** Virtual reality experiences made for a specific head mounted display, virtual reality games: single or series
- INT.VR.02** 360° videos made for the web, 360° videos made for VR headsets: single or series

OTHER/MISCELLANEOUS

Any project not covered in previous categories where interactivity is integral to the user experience. Projects entered in this category can be submitted as a series of images (limit 15) or as a video case study less than three minutes in length.

- INT.OM.01** Miscellaneous interactive: single or series

ILLUSTRATION

Illustrations entered in the advertising, institutional, book, editorial, for sale, animation/motion/sequential, and self-promotion categories below must be published. Unpublished images can be entered in the unpublished/uncommissioned category. Animation/motion pieces may be entered in more than one category.

EDITORIAL

Images commissioned for magazines or newspapers (print and digital).

- ILL.ED.01** Illustration, editorial: single or series

ADVERTISING

Images commissioned for advertisements (print ads, outdoor, direct mail, broadcast, digital, etc.).

- ILL.AD.01** Illustration, advertising: single or series

INSTITUTIONAL

Images commissioned for institutions and promotions (packaging, brochures and booklets, annual reports, catalogs, institutional websites, etc.), excluding advertising applications.

- ILL.IN.01** Illustration, institutional: single or series

BOOK

Images commissioned for books (print and digital).

- ILL.BK.01** Illustration, book: single or series

ANIMATION/SEQUENTIAL

Includes animation, motion, and multi-image projects. For animated and motion pieces, please submit the piece(s) on digital media (see 'Physical Submissions for Judging' section) along with printouts of three to five selected stills. Videos should be edited/clipped to three minutes or less in length; longer videos will be judged by the first three minutes of play.

- ILL.AS.01** Illustration, sequential: single or series

SELF-PROMOTION

Images used in printed or digital promotions for illustrators, design firms, agencies, art schools, printers, paper companies, etc.

- ILL.SP.01** Illustration, self-promotion: single or series

FOR SALE

Images created for posters, prints, stationery, greeting cards, licensing/stock, gallery sale, etc., for sale by the illustrator or authorized representative/licensee.

- ILL.FS.01** Illustration, for sale: single or series

UNPUBLISHED/UNCOMMISSIONED

Images commissioned but not published, and uncommissioned personal or experimental illustrations.

- ILL.UN.01** Illustration, unpublished: single or series

PHOTOGRAPHY

Photographs entered in the advertising, institutional, book, editorial, for sale, video/motion/sequential, and self-promotion categories below must be published. Unpublished images can be entered in the unpublished/uncommissioned category. Video/motion pieces may be entered in more than one category.

EDITORIAL

Images commissioned for magazines or newspapers (print and digital).

- PHO.ED.01** Photography, editorial: single or series

ADVERTISING

Images commissioned for advertisements (print ads, outdoor, direct mail, broadcast, digital, etc.).

- PHO.AD.01** Photography, advertising: single or series

INSTITUTIONAL

Images commissioned for institutions and promotions (packaging, brochures and booklets, annual reports, catalogs, institutional websites, etc.), excluding advertising applications.

- PHO.IN.01** Photography, institutional: single or series

BOOK

Images commissioned for books (print and digital).

- PHO.BK.01** Photography, book: single or series

VIDEO/SEQUENTIAL

Includes animation, motion, and multi-image projects. For video and motion pieces, please submit the piece(s) on digital media (see 'Physical Submissions for Judging' section) along with printouts of three to five selected stills. Videos should be edited/clipped to three minutes or less in length; longer videos will be judged by the first three minutes of play.

- PHO.VS.01** Photography, sequential: single or series

SELF-PROMOTION

Images used in printed or digital promotions for photographers, design firms, agencies, art schools, printers, paper companies, etc.

- PHO.SP.01** Photography, self-promotion: single or series

FOR SALE

Images created for posters, prints, stationery, greeting cards, licensing/stock, gallery sale, etc., for sale by the illustrator or authorized representative/licensee.

- PHO.FS.01** Photography, for sale: single or series

UNPUBLISHED/UNCOMMISSIONED

Images commissioned but not published, and uncommissioned personal or experimental images.

- PHO.UN.01** Photography, unpublished: single or series

THE GOLDEN TRASH CAN

Time to show off some of the great work that has never seen the light of day. Those 'award winning' ideas you have kept filed away in creative purgatory. Entries are limited to any work you created and presented but was killed by the client — whether it be Design, Advertising, Interactive, Illustration, or Photography.

- GLD.TC.01** The Golden Trash Can: single or series

A SPECIAL THANKS TO OUR SPONSORS.



Printed four-color process on 80# Maxwell Opaque Text by Clampitt Paper