



## The Dallas Society of Visual Communications 49th Annual Dallas Show

Date | Time | Location: Thursday, June 1, 2017 | 6 pm - 9:30 pm | 6500 Cedar Springs Road, Dallas, Texas 75235

Call For Entries Deadline: Friday, March 24, 2017

Call For Entries Extended Deadline (\$10/entry late fee): Friday, March 31, 2017

Dallas Show Judges: Lynda Decker, Dora Drimalas, Karin Hibma, Victor Maldonado, Jessica Svendsen

URL: <http://dsvc.org/dallasshow>

## HOW TO SUBMIT

### THE JUDGING PROCESS

The Dallas Show is judged by five nationally recognized professional visual 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 DSVC 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. Bronze, silver, and gold 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. For links to judges biographies, work and more information on this year's show, visit: [dsvc.org](http://dsvc.org).

### ENTRY QUESTIONS

Questions about submissions guidelines or categorization can be directed to [DallasShow@dsvc.org](mailto:DallasShow@dsvc.org) or by calling us at (214) 810-DSVC (3782) or (214) 448-4234.

### NOTIFICATION OF WINNING ENTRIES

Entries selected for inclusion in the 2017 Dallas Show will be notified by email shortly after judging. At this time, instructions for submitting additional copies for work for display will be sent. 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 [dsvc.org](http://dsvc.org) the following week. Due to the high volume of entries, entrants whose work is not accepted will not be notified.

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. Questions about the judging process can be emailed to DSVC president Michelle Morgan at [president@dsvc.org](mailto:president@dsvc.org) RULES & FEES



## **RULES & FEES**

### **ELIGIBILITY**

Work published between April 2, 2016 and April 1, 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 within what market(s) entered work appeared. 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 (The Golden Trash Can category rules can be found on this year's official call for entries poster at [http://dsvc.org/library/pdf/2017\\_DallasShow-Poster\\_lo.pdf](http://dsvc.org/library/pdf/2017_DallasShow-Poster_lo.pdf)). Student work cannot be entered in the Dallas Show, but is welcome in the National Student Show and Conference's competition; visit [www.nationalstudentshow.com](http://www.nationalstudentshow.com) for details.

### **GUIDELINES**

Guidelines for preparing work for entry can be found on the following pages. Follow the guidelines carefully before submitting your entries.

### **ONLINE ENTRY DEADLINE**

Deadline for entering online is Friday, MARCH 24, 2017. There will be an extended deadline of Friday, March 31, with a \$10 per-entry late fee for all entries submitted after midnight on March 24th, with no exceptions. No entries can be made after Friday, March 31st, at midnight.

### **PHYSICAL DELIVERY DEADLINE**

All work must be delivered to Clampitt Paper by Tuesday, April 4th, at 5:00 p.m., with no exceptions. Any work received after this time will not be judged.

### **ENTRY FEES**

JOIN DSVC & SAVE ON ENTRIES! — Save on your entries now by becoming a DSVC member. Log on to [dsvc.org](http://dsvc.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 DSVC 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 DSVC members may use the Members rate.

### **DSVC MEMBERS**

\$60 Single Entry

\$75 Series/Campaign

### **NON-MEMBERS**

\$70 Single Entry

\$85 Series/Campaign



## **RULES & FEES CONT'D.**

### **ACCEPTED ENTRIES**

If your entry is selected for the show, we will notify you promptly by email shortly after judging. For all accepted entries, we will need one additional copy of your piece for display at the awards show banquet. Deadlines and instructions for mounting/display will be sent with your notice of acceptance.

### **ENTER YOUR WORK AT**

DSVC.ORG — Entries and payment are submitted digitally, but physical submissions are required for judging (see How to Submit Work). Payment can be made at the time of entry 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 work and payment have been submitted, tracking tags for your submissions will be generated. Before shipping your entries, 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 attach a tracking tag for each piece in the series.

### **SHIPPING WORK**

Mail or deliver submissions to:

Clampitt Paper

Attn: 2017 Dallas Show

9207 Ambassador Row

Dallas, Texas 75247

Please do not call Clampitt with questions regarding entries. For any questions, please see 'Questions' section above.



## **HOW TO SUBMIT**

### **HOW TO SUBMIT WORK TO THE SHOW**

Follow the guidelines below as you prepare work for entry. In addition to the following guidelines, read each category description carefully — some categories have specific guidelines that are not included here. Please note that although some of the Dallas Show's submission guidelines may seem excessive for judging purposes, winning projects are photographed for DSVC use using those pieces entered. Above all, use your best judgment — submit entries in the manner that you think they will be most clearly understood.

### **LOGOS**

Submit logos flush mounted on 6" x 6" black foam core (.25" thick). Include the client's name and a succinct description in the bottom left corner (e.g., 'Client: Big Bark Bakery; Description: Logo for a bakery specializing in handmade treats for dogs').

### **BUSINESS PAPERS**

Business papers should be submitted unmounted. Gather the pieces into one envelope, and attach the tracking form to the back of the envelope.

### **PRINTED PIECES**

Submit an unmounted sample when submitting brochures, books, annual reports, cards, and other printed work. Print ads, editorial design, book covers, etc., may be entered as tear sheets, as entire publications with the section for entry bookmarked with a sticky tab or other removable marker, or as printouts (limit one printout per entry). Menus and other miscellaneous items may be submitted as printouts of images (limit of five images per entry).

### **POSTERS**

Whenever possible, posters should be submitted as printed samples. Posters over 32" wide or tall can be entered as a single printout, but should have the actual printed measurements indicated on the bottom left corner. We recommend, if possible, submitting the full size poster for best displaying to the team of judges.

### **PACKAGING, ENVIRONMENTAL, AND OTHER LARGE-SCALE AND/OR THREE-DIMENSIONAL WORK**

While you may submit the actual piece, displays, packaging, environmental graphics, outdoor boards, point-of-purchase, and similar work too cumbersome or impractical to send as a sample can be photographed and submitted as printouts (limit of five images per entry). You may include a succinct description of the piece in the bottom left corner of the printout(s).



## **HOW TO SUBMIT CONT'D.**

### **WEBSITES**

Websites must be submitted as two components. First, the URL of the website (or staged site) must be submitted when you enter online, and will be the means by which the entry is judged. Second, send in a single 17" x 11" printout of the home/landing page and three or four key pages. Include the URL on the lower left corner of the printout, and attach the tracking form to the back of the printout. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged.

### **BROADCAST, ANIMATION, VIDEO, INTERACTIVE, DIGITAL BOOKS AND MAGAZINES, AND DIGITAL ADVERTISING**

All entries must be submitted as two components. First, entries must be prepared digitally on a Mac-formatted disk or Flash drive. All videos should be encoded with an H.264 codec and be either 720 x 480 if they are 4:3 (standard definition) videos or 1280 x 720 if they are 16:9 (high definition) videos. Videos must be in Quicktime format and should be three minutes long or less. (If videos are longer than three minutes, they will be judged by the first three minutes.) Do not put identifying leaders, color bars, or slates on video/digital entries. The files for each single or campaign entry should be put into separate folders, labeled with the entry number (you will get this from the tracking tag) and the title of the entry (e.g., '0912 Nickelodeon Channel IDs'). Second, send in a single 17" x 11" printout of key screens/ pages. Include the title of the entry on the lower left corner of the printout, and attach the tracking form to the back of the printout. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged. Work may also be entered as printouts only; include printouts of up to five screens/ images per entry, with the title of the piece printed on each printout, and a tracking tag affixed to the back (if submitting several printouts for a single entry, affix a copy of the hanging tag on each printout). Finally, mail or deliver your submission to Clampitt Paper.

### **RADIO**

All entries must be submitted as two components. First, entries must be submitted digitally on Mac-based disk or Flash drive in mp3 format. Do not put identifying leaders, slates, or cycle tones on radio entries. The files for each single or campaign entry should be put into separate folders, labeled with the entry number (you will get this from the tracking tag) and the title of the entry (e.g., '0248 Oscar Mayer MLB Radio Spot'). Second, send in a single 8.5" x 11" printout with just the title of the entry in black and white printed on the page, with no other elements, logos, agency names, etc., on the printout. Affix the tracking tag to the back. The printout will serve as an avatar for use during the judging process.



## **HOW TO SUBMIT CONT'D.**

### **APPS (INCLUDING BOOK APPS, BUT NOT E-BOOKS)**

Apps must be entered as two components. First, submit the URL where a finished, live version of the app can be downloaded (i.e., Apple App Store URL). Second, send in a single 17" x 11" printout of several key screens, with the name of the app in the lower left corner, and affix the tracking tag to the back. The printout will only serve as an avatar for use during the judging process, and will not be the means by which the entry is judged. DSVC will cover the cost of purchasing the apps as part of the entry fee; however, if the total for one entrant's app submissions is greater than \$10, DSVC may request a reimbursement.

### **ILLUSTRATION AND PHOTOGRAPHY**

Submit images as printouts, with the tracking form attached to the back. Include the client name and a brief description on the lower left corner of each printout (e.g., 'Client: The New York Times; Description: Sports page feature on the NHL strike'). Entries in the For Sale categories are encouraged to enter samples rather than printouts. For sequential pieces, see the submission guidelines for Broadcast, Animation, and Video above.