



DALLAS SHOW 2016





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 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

ENTRY QUESTIONS

Questions about submissions guidelines or categorization can be directed to dallasshow@dsvc.org or by calling us at 214.810.DSVC (3782).

NOTIFICATION OF WINNING ENTRIES

Entries selected for inclusion in the 2016 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 2016 Dallas Show will be displayed at the Dallas Show awards presentation and dinner on Thursday, June 9th, 2016, 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 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

★ RULES & FEES ★



ELIGIBILITY

Work published between March 30, 2015, and April 1, 2016, 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 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, APRIL 1st, 2016. There will be an extended deadline of Friday, April 8th, with a \$10 per-entry late fee for all entries submitted after midnight on April 1st, with no exceptions. No entries can be made after Friday, April 8th, at midnight.

PHYSICAL DELIVERY DEADLINE

All work must be delivered to Clampitt Paper by Tuesday, April 19th, 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 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

\$55 Single Entry
\$70 Series/Campaign

NON-MEMBERS

\$65 Single Entry
\$80 Series/Campaign

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: 2016 Dallas Show
9207 Ambassador Row
Dallas, Texas 75247

Please do not call Clampitt with any questions regarding entries see 'Questions' section.



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"x6" 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.

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).

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).



HOW TO SUBMIT, CONTINUED...



Submit your entries on our website at store.dsvc.org and then 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.

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 will 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.



CATEGORIES!



DESIGN

INSTITUTIONAL

- 1A** Trademark: single or series (logos that have more than one version count as a single entry)
- 1B** Identity manual/style guide: single
- 1C** Business papers (e.g., letterhead, envelope, business cards, etc.): enter as single entry
- 1D** Brochure, booklet, or other company literature: single or series
- 1E** Catalog: single or series
- 1F** Annual report (includes corporate social responsibility environmental reports): single
- 1G** Newsletter, entire issue: single or series
- 1H** Poster: single or series
- 1J** Packaging/labeling: single or series
- 1K** Invitation/announcement: single or series
- 1L** Motion graphics (commercials should be entered in the advertising section): single or series
- 1M** Environmental (signage, display, kiosk, trade show booths, and architectural graphics; on-screen applications should be entered in the interactive section): single or series
- 1N** Miscellaneous (work not included in other categories, e.g., menus, wearables, calendars, displays, vehicles, icon set, etc.): single or series

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.

- 2A** Brochure, booklet, catalog, or other company literature: single or series
- 2B** Annual report: single
- 2C** Newsletter, entire issue: single or series
- 2D** Invitation/announcement: single or series
- 2E** 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 selfpromotions, 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.

- 3A** Brochure, booklet, or other company literature: single or series
- 3B** Poster: single or series
- 3C** Packaging: single or series
- 3D** Wearables: single or series
- 3E** Invitation/announcement: single or series
- 3F** Direct mail: single or series
- 3G** Miscellaneous (work not included in other categories, e.g., calendars, displays): single or series



CATEGORIES, CONTINUED...



INTEGRATED BRANDING

PROGRAM

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.

4A 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.

- 5A** Book, cover only: single or series
- 5B** Book, entire book: single or series
- 5C** Book, digital (apps can be entered if the app contains a single interactive book): single or series
- 5D** Consumer magazine, cover, spread, or single story design: single or series
- 5E** Consumer magazine, entire issue: single or series
- 5F** Consumer magazine, digital (e.g., online or iPad edition): single or series
- 5G** Trade/internal magazine, cover, spread, or single story design: single or series
- 5H** Trade/internal magazine, entire issue: single or series
- 5J** Trade/internal magazine, digital (e.g., online or iPad edition): single or series

FOR SALE

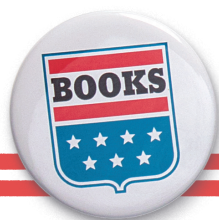
Entries for these categories include original works by designers, studios, agencies, printmakers, photographers, and illustrators, produced for sale by the creator (not commissioned by a client). Work entered in this section may not be entered in other categories; however, illustrations and photographs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

- 6A** Stationery/paper goods: single or series
- 6B** Books, booklets, brochures: single or series
- 6C** Print/poster: single or series
- 6D** Cards, invitations, announcements: single or series
- 6E** Wearables (shirts, hats, buttons, etc.): single or series
- 6F** Miscellaneous (work not included in other categories, e.g., calendars, bags): 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.

- 7A** Applied typography (projects that use type as a primary element in trademarks, brochures, posters, books, annual reports, invitations/announcements, packaging, wearables, or miscellaneous): single or series
- 7B** Applied typography, hand-drawn (projects that use hand-drawn type as a primary element in trademarks, brochures, posters, books, annual reports, invitations/announcements, packaging, wearables, or miscellaneous): single or series
- 7C** Applied typography, digital (projects that use type as a primary element in any digital, interactive, or motion application): single or series
- 7D** Typeface design (typefaces created as commissioned works or as part of a commissioned project); submissions must be submitted as full typeface: single



CATEGORIES, CONTINUED...



ADVERTISING

INSTITUTIONAL

- 8A** Consumer magazine: single or campaign
- 8B** Consumer newspaper: single or campaign
- 8C** Trade magazine/newspaper: single or campaign
- 8D** Direct mail: single or series
- 8E** Email advertising: single or series
- 8F** Poster: single or campaign
- 8G** Outdoor/transit (OOH): single or campaign
- 8H** Point of purchase: single or campaign
- 8J** Radio: single or campaign
- 8K** Broadcast, 30 seconds single or campaign
- 8L** Broadcast, 60 seconds single or campaign
- 8M** Online video (viral video, paid online commercials, webisode, etc.): single or campaign
- 8N** Web banner ads (static, animated, pop-ups, rich media): single or campaign
- 8P** Social media advertising (ad on Facebook, Twitter, Pinterest, etc.): single or series
- 8Q** Mobile device ads (ads for smartphones and tablets): single or series
- 8R** Nontraditional/guerrilla (submit as images or video less than three minutes in length): single or series
- 8S** 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.

- 9A** Consumer magazine: single or campaign
- 9B** Consumer newspaper: single or campaign
- 9C** Trade magazine/newspaper: single or campaign
- 9D** Direct mail: single or series
- 9E** Email advertising: single or series
- 9F** Poster: single or campaign
- 9G** Outdoor/transit (OOH): single or campaign
- 9H** Point of purchase: single or campaign
- 9J** Radio: single or campaign
- 9K** Broadcast, 30 seconds single or campaign
- 9L** Broadcast, 60 seconds single or campaign
- 9M** Online video (viral video, paid online commercials, webisode, etc.): single or campaign
- 9N** Web banner ads (static, animated, pop-ups, rich media): single or campaign
- 9P** Social media advertising (ad on Facebook, Twitter, Pinterest, etc.): single or series
- 9Q** Mobile device ads (ads for smart phones and tablets): single or series
- 9R** Nontraditional/guerrilla (submit as images or video less than three minutes in length): single or series
- 9S** Miscellaneous (anything not covered in other advertising categories): single or series

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.

- 10A** Full campaign, traditional (consists mostly of traditional media – i.e., magazine, broadcast, OOH – but can include digital components): enter as campaign
- 10B** Full campaign, digital (consists mostly of digital media – i.e., online video, banner ads – but can include traditional components): enter as campaign



INTERACTIVE

WEBSITES

- 11A** Advertising website (used to promote a product or service includes microsites): single
- 11B** Institutional website (used as a company or institution's main site): single
- 11C** Public service website (used to promote a nonprofit organization, service, or initiative): single
- 11D** Informational website (news sites, company blogs, etc.): single
- 11E** Entertainment website (online games, sites for movies, tv shows, bands, etc.): single
- 11F** Self-promotion website (used to promote an ad agency, design firm, illustrator, or photographer — sites entered in this category cannot be entered in other categories): single
- 11G** Personal website (blogs, announcement sites, portfolio sites, etc.): single

SOCIAL MEDIA

Social network applications, extensions and games designed for social media platforms including Facebook, Twitter, LinkedIn, Google+, and other social network sites. Social media ads and apps should be entered in their respective sections. Social media campaigns that include advertising (either digital or traditional ads) should be entered in the 'Advertising: Full campaign' category (10b).

- 12A** Social media: single or series/campaign

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.

- 13A** Entertainment, game apps: single or series
- 13B** News, sports, travel, weather, other informational/news apps: single or series
- 13C** Productivity, utility/tool, calculation apps: single or series
- 13D** Social networking apps: single or series
- 13E** Other/miscellaneous: single or series

ENVIRONMENTAL EXHIBITS & PRESENTATIONS

Interactive installations, kiosks, tables, in-store/window displays, out-of-home experiences, trade show and museum exhibits, 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.

- 14A** Exhibit (interactive installations for museums, zoos, educational institutions, etc.): series
- 14B** Retail (interactive installations for advertising products, services, etc. — kiosks, tables, instore/window displays, etc.): series
- 14C** Trade (interactive installations for trade applications — booths, show rooms, etc.): series
- 14D** Out-of-home experiences: series
- 14E** Presentations (interactive presentations for sales, portfolios, launch events, etc.): 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.

- 15A** Miscellaneous interactive: single or series



CATEGORIES, CONTINUED...



ILLUSTRATION

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

ADVERTISING

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

16A 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.

16B Illustration, institutional: single or series

BOOK

Images commissioned for books (includes e-books and book apps).

16C Illustration, book: single or series

EDITORIAL

Images commissioned for magazines or newspapers (includes online editorial).

16D Illustration, editorial: single or series

FOR SALE

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

16E Illustration, for sale: single or series

SELF-PROMOTION

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

16F Illustration, self-promotion: 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 'How to submit work' 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.

16G Illustration, sequential: single or series

UNPUBLISHED/UNCOMMISSIONED

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

16H Illustration, unpublished: single or series



CATEGORIES, CONTINUED...



PHOTOGRAPHY

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

ADVERTISING

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

17A 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.

17B Photography, institutional: single or series

BOOK

Images commissioned for books (includes e-books and book apps).

17C Photography, book: single or series

EDITORIAL

Images commissioned for magazines and newspapers (includes online editorial).

17D Photography, editorial: single or series

FOR SALE

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

17E Photography, for sale: single or series

SELF-PROMOTION

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

17F Photography, self-promotion: single or series

VIDEO/SEQUENTIAL

Includes video and multi-image projects. For video submissions, please submit the piece(s) on digital media (see 'How to submit work' 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.

17G Photography, sequential: single or series

UNPUBLISHED/UNCOMMISSIONED

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

17H 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, Photography, or Illustration.

18A The Golden Trash Can: single or series

