

A G D A



**8TH AGDA NATIONAL BIENNIAL AWARDS 2006 CALL FOR ENTRIES**

Recognising excellence in design creativity and design effectiveness

**INFINITE POSSIBILITIES**

Welcome to the next chapter, the eighth, in the evolution of the AGDA National Biennial Awards. The AGDA Awards are a vital reference point in the continuing journey of AGDA's story. Whilst they focus on the work of the present and the recent past, the Awards program itself is a celebration and signpost for the future. A future filled with inspiration and new benchmarks. The bar will be raised in 2006. The time is now. Be a part of the 8th AGDA National Biennial Awards. The future is yours and there are infinite possibilities.

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## ENTRY ENQUIRIES AND FAQs

If you have any questions about the Call For Entries please feel free to contact Rita Siow [AGDA Awards Program Manager]. However, before you do, we recommend you have a look at the FAQ's on the AGDA web site [www.agda.com.au/awardsfaq]. It may be that your question/s have already been answered.

Rita Siow ~ +61-8-82040949 ~ Email: gm@agda.com.au

## ABOUT THE AWARDS CATEGORIES

The category headings for the Awards remain the same as the 2004 Call For Entries except for the introduction of the new category Art Direction. Please note that the Design Effectiveness category introduced in the previous awards with its separate entry and judging criteria is described in category number 20. While we hope that the Award categories and their titles are self-explanatory, there are a number of commonly used titles within each category. They are:

### General

Enter your work under this title unless you can identify a more appropriate title in the category.

### Community or association

It is assumed that work entered under this title will generally communicate single/narrow issue agendas and/or information and may have been subject to more limited budgets.

### Government or institution

It is assumed that work entered under this title will generally communicate single/narrow issue agendas and may have been subject to particular federal or state government or institutional requirements.

### Range

Two items or more that form a campaign, series or range.

### Miscellaneous

The last resort. Enter your work under this title if it does not fit any other title in the category. If you can't find a home for your work anywhere at all, please enter it into the Miscellaneous category [15].

Please note that the judges are able to transfer work from one category to another if they believe the work has been entered into an incorrect or inappropriate category.

## AWARDS CATEGORIES

### [1] Identity [Brand, visual, corporate]

- a. Logo, trademark, symbol – general
- b. Logo, trademark, symbol – community or association
- c. Range of implementation – general
- d. Range of implementation – community or association

### [2] Corporate identity [Stationery]

- a. Individual item – general
- b. Individual item – community or association
- c. Stationery range – general
- d. Stationery range – community or association

### [3] Publications

- a. Brochure – general
- b. Brochure – community or association
- c. Catalogue
- d. Prospectus – general
- e. Prospectus – community or association
- f. Miscellaneous

### [4] Annual reports

- a. Business
- b. Government or institution
- c. Community or association

### [5] Books

- a. General
- b. Instructional [eg. manuals, recipes etc]
- c. Reference
- d. Children
- e. Miscellaneous

### [6] Digital media

- a. Web site
- b. Web site – single page or section feature  
[ie. not entire site]
- c. CD/DVD graphics
- d. Interactive screen/kiosk
- e. Video game graphics
- f. Motion graphics
- g. Miscellaneous

### [7] Packaging

- a. General – individual
- b. General – range
- c. Alcohol – individual
- d. Alcohol – range
- e. FMCG – individual
- f. FMCG – range
- g. Promotional – individual
- h. Promotional – range

### [8] Posters

- a. General – single
- b. General – campaign, series or range
- c. Community or association – single
- d. Community or association – campaign, series or range
- e. Cultural – single
- f. Cultural – campaign, series or range
- g. Product – single
- h. Product – campaign, series or range
- i. Outdoor – single
- j. Outdoor – campaign, series or range
- k. Transit – single
- l. Transit – campaign, series or range

### [9] Editorial

- a. Consumer magazine – cover and spread
- b. Newspaper – cover and spread
- c. Trade or professional magazine – cover and spread
- d. Newsletter – general
- e. Newsletter – community or association
- f. Miscellaneous

### [10] Illustration

- a. Advertising
- b. Editorial
- c. Corporate
- d. General

### [11] Photography

- a. Advertising
- b. Editorial
- c. Corporate
- d. General

### [12] Art Direction

- a. Advertising
- b. Editorial
- c. Corporate
- d. General

### [13] Typography

- a. Logotype
- b. Print
- c. Packaging
- d. Signage
- e. Digital media [motion or still]
- f. Film and television graphics [motion or still]
- g. Typeface – original
- h. Typeface – derivative
- i. Typeface – pictorial [dingbats, pictograms]

**[14] Environmental design**

- a. Signage – exterior single
- b. Signage – interior single
- c. Signage – range or program  
[including way finding systems]
- d. Exhibition – permanent
- e. Display or non-permanent installation – trade expo etc.
- f. Venue imaging
- g. Event imaging
- h. Murals, supergraphics

**[15] Self promotion**

- a. Identity [brand, visual, corporate]
- b. Stationery
- c. Publications
- d. Books
- e. Digital media
- f. Packaging
- g. Posters
- h. Editorial
- i. Illustration
- j. Photography
- k. Typography
- l. Environmental design
- m. Experimental – non-digital
- n. Experimental – digital
- o. Miscellaneous

**[16] Miscellaneous [Commissioned]**

- a. Calendars
- b. Greeting cards, announcements, invitations
- c. Point-of-sale
- d. Menus
- e. Direct mail
- f. Television or film graphics [motion or still]
- g. Really miscellaneous [stencil graffiti, stamps, military camouflage, decals, t-shirts – stuff that doesn't fit anywhere else, in other words, the homeless]

**[17] Promotion to the creative industry**

This category recognises that it is frequently easier to award work that has been specifically designed to appeal in the main to creative industry audiences. Because [creative] industry specific work can only be entered into this category, the opportunities for non creative industry specific work to shine are increased in all the other categories.

This category includes any work where the client's target audience is generally associated with any of the major design or creative disciplines [eg. graphic design, multimedia design, advertising, architecture, interior design, fashion, illustration, photography etc].

- a. Identity [brand, visual, corporate]
- b. Stationery
- c. Publications
- d. Books
- e. Digital media
- f. Packaging
- g. Posters
- h. Illustration
- i. Photography
- j. Typography
- k. Environmental design
- l. Miscellaneous

**[18] Judges' choice**

Each of the judges select their personal estimation of 'Best of Show' irrespective of category.

**[19] AGDA Paperpoint Hall of Fame**

AGDA, as Australia's peak design industry organisation, awards this highest accolade to recipients who are recognised for their outstanding contribution to the advancement of design standards and practice. These individuals or entities are a positive and powerful force to the design cultural continuum, and are acknowledged as true champions and ambassadors of the industry and the profession.

**NEXT CATEGORY ON PAGE 9.**

### ELIGIBILITY FOR CATEGORIES 1-19

All work submitted must have been printed, published or installed between 26 June 2004 and 23 June 2006. No visual or mock-ups will be accepted. If you are not an AGDA member, you will be required to pay higher entry fees. However, you may take advantage of the Awards Call For Entries special offer.

If you join AGDA as part of your entry process, you will be eligible to enter your work at the AGDA membership entry rate. Simply download a Membership Form from the AGDA web site [[www.agda.com.au/join](http://www.agda.com.au/join)] or telephone 02 9955 3955 for details.

Your AGDA membership must be paid by a separate cheque or credit card entry; do NOT include your membership fee in your Awards entry fees payment.

### ENTRY CHECKLIST FOR CATEGORIES 1-19

1. Mount entries on A3, A2 or A1 sized black TV board [including disks, CD's etc]. Entries outside of those sizes can be submitted in the form of duplicate transparencies.
2. Fill out the Entry Form for each entry or group of entries, ensuring that all the details are correct for Awards presentation and publication.
3. When entering a range, series or campaign, number each item individually [eg. 1 of 4, 2 of 4 and so on]. Each item must have its own Entry Form and the correct numbering.
4. Each entry should include an Entry description of the solution process in approximately 100 words. To ensure anonymity of the entrant, this must be typed with the title/name of the entry on plain A4 paper.
8. Insert both your Entry Form and your Entry description into a plain DL envelope and attach the envelope securely to the back of each entry. The contents will be referred to by the judging panel.
9. Complete the Payment Summary sheet with the correct category name, the correct category title, the number of entries, the amount of fees and the total amount for your cheque or credit card transaction. Attach your payment with the Payment Summary sheet to the front of your entry or group of entries.

### ENTRY TIP

You may wish to download a PDF entry form from our website, [www.agda.com.au/awards](http://www.agda.com.au/awards). Once downloaded, the PDF can be completed electronically and printed out ready to be attached with the rest of your entry.

### SEND TO

8th AGDA National Biennial Awards 2006  
Attention: Rita Siow  
c/-TAFE SA Design Centre, Croydon Campus  
Goodall Avenue, Croydon Park 5008  
South Australia

No entries will be returned.

### ENTRY FEES

#### AGDA member

\$ 66 per single entry  
\$ 88 per series/range  
\$ 88 per digital design entry

#### Non member

\$ 110 per single entry  
\$ 132 per series/range  
\$ 132 per digital design entry

## AWARDS CATEGORIES CONTINUED

### [20] Design effectiveness

This category recognises that at the end of the day good design is good business. Aesthetic sensibilities are inevitably subjective, effecting change isn't, it's measurable and it's very real. This is your chance to help show the world that design isn't simply about the way things look, it's all about making a difference.

Entered jointly by designers and their clients, the Design Effectiveness Awards reward outstanding examples of commercially successful design. They will be judged by senior people from both sides of the industry and from a broad range of sectors in which design operates. Winning an Award will be proof that design can deliver great value to a business. Winning an Award will identify designers and managers capable of the greatest returns. And finally, winning an Award will not only help raise the profile of design it will also help reinforce yours and your client's commitment to design as a strategic tool for success.

## ELIGIBILITY FOR DESIGN EFFECTIVENESS

You may enter any design project into this category.

This includes the re-design of a previous project. Only joint entries will be accepted from client companies, either in partnership with their own design teams or design consultancies. If you are not an AGDA member, you will be required to pay higher entry fees. However, you may take advantage of the Awards Call For Entries special offer.

All entries would have to have been completed between the 26 of June 2004 and the 23 of June 2006.

### WHAT ARE THE JUDGES LOOKING FOR?

The judges will be looking for evidence that...

- ~ The targets set in the original brief and the results were demonstrably achieved.
- ~ There is proof beyond reasonable doubt of a cause and effect between the design solution and the results.
- ~ The project's success is linked to a measured fact rather than an assumption.

The effect of design must be isolated by also evaluating the effect of other influencing factors [eg. advertising campaigns, direct marketing etc]. It is not enough to state that sales went up by x percent after the introduction of a new design.

If design was the only change, make this very clear in your entry, otherwise judges may assume other factors.

The judges are not looking for an in-depth analysis of why a particular design solution was chosen but what results were achieved and the significance of these results in the relevant commercial context or in the overall context of the business itself.

## HOW TO MAKE A SUCCESSFUL ENTRY

Allow yourself plenty of time to complete your entry into this category. The entry form requires quite a lot of detailed information so we strongly recommend you start gathering the information as soon as possible.

Each entry must be signed off by the consultancy's principal, managing director or equivalent and by an appropriate senior executive of the client company. AGDA is not responsible for entries made without the client's permission.

Use factual research to substantiate your claims [wherever possible this should be independent of client and consultancy]. You are required to justify all claims using measured results. Please make sure the information you provide is free from any assumptions, general or otherwise.

Use actual figures wherever possible, don't just use percentages [please refer to the section headed 'Confidential information'].

## TIPS ON USING DATA IN YOUR ENTRY

Your entry should include evidence of the expected performance of the project against the appropriate industry standards.

Make sure you provide the appropriate evidence to support the claim that the project achieved the results claimed. It is essential that the evidence you provide is a result of proper and appropriate methodologies having been used and that the data really proves what it purports to prove.

The performance of a re-design can be evaluated against the performance of the old one.

Always indicate sources of statistics or other information quoted, including the client and independent sources [eg. AC Nielsen etc]. Imprecise information such as 'sales went up more than expected' is inadequate.

Sales, profit or market share information must relate to a project's original objectives. Try to give actual increases for these figures [a dramatic percentage increase from a low base can sometimes be less impressive than a small increase from a relatively high base].

For sales, profit or market share figures you must demonstrate how rises were achieved. [eg. increased customer spending, more customers, greater sales in an existing market, penetration into additional markets etc]. Provide the results of pre and post-design research if they are available.

Independent research results are especially important in categories where sales or profits do not apply [eg. annual reports]. Research results alone cannot demonstrate effectiveness in the market but they can give an indication of how design has worked in changing attitudes or behaviour. For example, retail and leisure design concepts are often researched before they are launched and tracking studies can demonstrate significant shifts in attitude as a result of a new corporate identity or pack.

Sometimes clients estimate how quickly the investment in design has paid for itself through increased revenue. A payback period is an excellent way of measuring effectiveness, especially if compared with equivalent payback periods for advertising, sales promotion or other marketing spend.

## CONFIDENTIAL INFORMATION

The nature of the Design Effectiveness Awards is such that you may need to include confidential information as part of your entry. AGDA guarantees that this information will be restricted to the Award judging management and the Design Effectiveness Award judges. Judges with a conflict of interest will not be able to judge any category where the potential for conflict of interest exists. If your entry contains confidential information you need to provide a second version which may be used for publication. Both versions must be clearly identified.

Although the judges will prefer real figures, if you are concerned about providing information that may be confidential you may present sensitive data as percentages or indices. This will disguise actual figures but not their significance.

## AWARDS CATEGORIES FOR DESIGN EFFECTIVENESS

1. Corporate identity
  - a. Design and implementation costs under \$100,000
  - b. Design and implementation costs over \$100,000
2. Brand identity
  - a. Design and implementation costs under \$100,000
  - b. Design and implementation cost over \$100,000
3. Publications
  - a. Brochure – general
  - b. Brochure – community or association
  - c. Catalogue
  - d. Prospectus – general
  - e. Prospectus – community or association
  - f. Miscellaneous
4. Digital media
  - a. Web site – consumer [eg. retail and home shopping, travel, education, communication etc]
  - b. Web site – business to business [eg. products and services between businesses and other organisations]
  - c. Online promotion [eg. banners, interactive banners, interstitials, daughter pages etc]
  - d. CD/DVD
  - e. Interactive screen/kiosk
  - f. Video game
  - g. Intranets
  - h. Miscellaneous
5. Packaging
  - a. General – individual
  - b. General – range
  - c. Alcohol – individual
  - d. Alcohol – range
  - e. FMCG – individual
  - f. FMCG – range
  - g. Promotional – individual
  - h. Promotional – range
6. Environmental design
  - a. Signage – range or program [including way finding systems]
  - b. Exhibition – permanent
  - c. Display or non-permanent installation - trade expo etc.
  - d. Venue imaging
  - e. Event imaging
  - f. Murals, supergraphics
7. Promotion to the creative industry  
This category includes any work where the client's target audience is generally associated with any of the major design or creative disciplines [eg. graphic design, multimedia design, advertising, architecture, interior design, fashion, illustration, photography etc].
  - a. Identity [brand, visual, corporate]
  - b. Stationery
  - c. Publications
  - d. Books
  - e. Digital media
  - f. Packaging
  - g. Posters
  - h. Miscellaneous
8. Miscellaneous [commissioned]
  - a. Point-of-sale
  - b. Direct mail
  - c. Really miscellaneous [stencil graffiti, stamps, military camouflage, decals, t-shirts – stuff that doesn't fit anywhere else, in other words, the homeless]
9. Design management  
This category features specific case studies and/or examples of the successful management of design projects. [eg. case studies and/or examples demonstrating success in overcoming exceptional hurdles to deliver significant commercial benefits, the achievement of specific organisational objectives etc].
10. Design for good  
This category includes design projects for registered charities.

## ENTRY DETAILS FOR DESIGN EFFECTIVENESS

- ~ You must follow all the guidelines outlined when preparing and submitting your entry.
- ~ Your submission must be in the form of a report on A4 80/90gsm paper.
- ~ Two printed copies of the entry must be submitted plus 1 pdf copy on CD.
- ~ Complete the Payment Summary sheet with the correct category name, the correct category title, the number of entries, the amount of fees and the total amount for your cheque or credit card transaction. Attach your payment with the Payment Summary sheet to the front of your entry or group of entries.
- ~ The entry form must be placed on the back of the submission.
- ~ You must supply one high-quality image of the project in two different resolutions:
  - 1st version: 300 dpi CMYK TIFF.
  - 2nd version: High resolution print ready PDF (please do not use any colour profiling).
- ~ Please supply the images on a clearly labeled CD Rom.
- ~ Do not include any images of the item, product or service before it was re-designed.
- ~ All entries will need to demonstrate that the effect of the design can be isolated from the rest of the marketing mix or other promotional or commercial activity.

### Important

Your entry must be supplied in exactly the format and order as detailed below. A downloadable PDF version of this document is available from [www.agda.com.au/awards](http://www.agda.com.au/awards).

### Page 1

#### *Title page*

The details you supply on the title page of your entry may appear in any future AGDA materials. Confidential entries must be clearly marked 'not for publication'. If they are not clearly marked AGDA is not liable if the entry is published. If you are submitting a confidential entry you must also supply one non-confidential unbound copy, clearly marked. Optional: 1 colour image of the item, product or service designed.

- ~ Project title
- ~ Category
- ~ Design consultancy
- ~ Client company
- ~ Current date

### Page 2

*Executive summary (max. 200 words)*  
Summarise the achievements of the design

### Page 3

*Project overview (max. 500 words)*

#### *Description*

Include background and details of the product/service designed

#### *Overview of market*

Include any obstacles/challenges faced

#### *Outline of project brief*

Include key objectives as bullet points

#### *Project launch date*

#### *Size of design budget*

If available

### Pages 4-6

#### *Summary of results*

Please note that the following are suggested headings. Detail all the results achieved by the design under the relevant suggested headings. Supply your own headings if necessary.

#### *Increase in sales*

By percentage but preferably with amounts

#### *Improvements in staff morale*

By percentage or amounts

#### *Reductions in manufacturing costs*

As measured by reductions in absenteeism, staff turnover etc

#### *Increases in market distribution*

Additional outlets taking the product

#### *Increase in market value*

#### *Increases in market share*

Against competitors' products/services, or penetration of key consumer groups or geographical areas)

*Increase in footfall*

*Change in spending patterns of target market*

*Changes in perception*

Measured by surveys or other definable methods

*Changes in staff behaviour*

Reductions in theft/damage to offices/improved productivity etc

*Improvements in consumer attitudes or behaviour*

*Improved conversion rates*

Increased sales per mail shot, or at an exhibition stand, sales per lead etc

*Improved recruitment*

Quality of applicants etc

*Other* (Please specify)

Any graphs/diagrams should be included in this section

[Max 3 sides of A4]

### Page 7

*Research resources*

List research, audit or market data and sources as appropriate to validate your results

### Page 8

*Other influencing factors*

Identify any factors that might have contributed to the success of the project other than the design. For example advertising, direct mail or PR campaigns could have influenced the results. If they didn't, show how they didn't. A lack of convincing information will go against your entry

### Page 9

*Declaration*

Please sign the following declaration and include it with your entry. When submitting more than one entry, this form should be photocopied and completed individually for each entry. The judges reserve the right not to accept an entry if the rules have not been complied with. Both signatures must be included for the entry to qualify for judging.

### Consultancy details

Name \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel/Fax \_\_\_\_\_

Email \_\_\_\_\_

Consultancy signature \_\_\_\_\_

### Client details

Name \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel/Fax \_\_\_\_\_

Email \_\_\_\_\_

Consultancy signature \_\_\_\_\_

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Design and photography by MA@D Communication.



Prepress and Printing by New Millennium Print.



Paper, HannoArt Silk 170gsm by KW Doggett Fine Paper.



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