

2018 UCDA DESIGN COMPETITION

CALL FOR ENTRIES

COMPETITION HIGHLIGHTS

Peer-reviewed by judges who understand the environments in which you create.

In-house categories.

No hanging fees.

Lower entry fees for those who enter early.

Lower entry fees for UCDA members.

One entry fee for single or series entries

Easier **online entry process.**

Creating interesting work for audiences that span generations, cultures, and personalities can be a challenge. Creating that work with those who have different skill sets and goals can make it feel almost impossible. But, if we can bring together the individually beautiful elements, we can produce a shimmering masterpiece.

The UCDA Design Competition recognizes the best of the exceptional design work done by communication professionals to promote educational institutions (secondary, vocational, or higher education) and supports the exchange of ideas and information relating to the unique role of these designers.

Winning entries will be part of the UCDA Design Show on display during the 48th annual UCDA Design Conference. The conference provides you an opportunity to get an in-depth look at the issues facing designers and communication professionals, both in and out of educational institutions, and gain inspiration for better collaboration. Scheduled for September 29-October 2, 2018, in Grand Rapids, Michigan.

“ EACH ENTRY REPRESENTS HUNDREDS (IF NOT THOUSANDS) OF HOURS OF WORK AND COLLABORATION, THE CREATIVE EFFORTS OF MULTIPLE TEAM MEMBERS CONTRIBUTING THEIR TALENTS AND IDEAS, AND COUNTLESS DECISIONS—SOME EASY, SOME DIFFICULT —TO DEVELOP THE ABSOLUTE BEST RESULT POSSIBLE.”

Karyn Adams

*Vice President and Creative Director, H•A ThirtyOne
2016 UCDA Design Competition Judge*



EARLY BIRD

April 27

\$50

MEMBER

\$90

NON-MEMBER

\$25

STUDENT
MEMBER

\$35

STUDENT
NON-MEMBER

STANDARD RATE

May 31

\$70

MEMBER

\$110

NON-MEMBER

\$35

STUDENT
MEMBER

\$45

STUDENT
NON-MEMBER

LATE FEE

June 8

\$90

MEMBER

\$130

NON-MEMBER

\$45

STUDENT
MEMBER

\$55

STUDENT
NON-MEMBER

GENERAL INFO

RIGHTS STATEMENT

Submission of entries to the UCDA Design Competition acknowledges the right of the University & College Designers Association to use them for exhibition, publication, and publicity for the purpose of promoting and advertising this and future competitions and/or for promoting UCDA members' work. Entrants agree to hold UCDA harmless of any claims that may be made against it by reason of such reproductions. Securing releases is the sole responsibility of the entrant. Entries become the property of the UCDA and cannot be returned. UCDA takes no responsibility for determining official authorship or ownership of websites or digital entries. The judges will review all pieces submitted to the competition, and the final number of pieces accepted into the show will be at their discretion. The judges may re-categorize entries; if so, there will be no adjustment of entry fees. Decision of the judges on entries accepted and the level of awards are final.

WHO IS ELIGIBLE?

- Entries may be submitted by any institution, company, or individual involved in the creation or production of the work.
- You do not need to be a member of UCDA to enter (although members receive discounted entry fees)

WHAT IS ELIGIBLE?

- Any work designed, published, created, or used by an educational institution is eligible (not limited to higher education). See categories.
- Work must have been published for the first time between June 1, 2017 and May 30, 2018.

WHO IS JUDGING YOUR WORK

- We've assembled panels of judges composed of designers and design educators working in—or doing a significant portion of their work for—educational institutions.
- Your work will be peer-reviewed by others who understand the environments in which you create.

WHAT ARE THEY LOOKING FOR?

- Print entries will be judged for excellence in concept, design, illustration, typography, printing, and message as well as effectiveness and creativity in solving the problems inherent in institutional design.
- Digital entries will be judged for appearance, flexibility, interactivity, message, and suitability for their intended audience.

AFTER YOU ENTER

- Winners will be notified by July 31, 2018
- Winners will be required to send in a duplicate copy of their winning entry
- Winners receive Awards of Excellence, Silver, or Gold
- Presentation of awards will be at the UCDA Design Conference
- Winning entries become part of the UCDA Design Collection

WHAT DO YOU GET IF YOU WIN?

- An award certificate to display proudly
- Higher visibility for you, your department, institution, or company
- A great marketing opportunity to promote your services to colleagues, clients, or the media
- The admiration and respect of supervisors, peers, friends, and co-workers

QUESTIONS?

About competition:

Dale Cochran, Competition Chair
kcochra@clemsun.edu
Amanda Earnest-Reitmann, Competition Co-Chair
amanda.earnest-reitmann@wright.edu

About membership or online entry procedure:

Tadson Bussey, Executive Director
Chris Klonowski, Assistant Director
info@ucda.com
615-459-4559

GUIDELINES FOR PREPARING ENTRIES

WHEN ENTERING ONLINE

ENTER AT:
COMPETITION.UCDA.COM

SEND
ENTRIES TO:

UCDA Home Office
UCDA Design Competition
199 Enon Springs Road West
Suite 400
Smyrna, TN 37167
USA

615-459-4559
615-459-5229 fax

info@ucda.com

1. GATHER WORK

Gather your best work and decide which categories you would like to enter
You may enter a piece into more than one category

2. ENTER ONLINE

- Visit **www.competition.ucda.com**
- You will be asked to register (first-time users) and provide information about each of your entries
- Upload digital images of your entries
- Printout Entry Details form to attach to your entries
- Pay for your entries
- Need to add entries? Come back at anytime to add more

3. ALL ENTRIES

- Complete one **Entry Details** form for each entry (single or series)
- Single entry: Print and tape **Entry Details** form to the back of entry
- Series entry: Print and tape **Entry Details** form to one piece and include series in a single envelope or binder
- If a piece is entered in more than one category, you must send a separate sample and entry fee for each category

4. VIDEO AND DIGITAL ENTRIES

- Categories 45-54 (or where video is a component)
- Provide the URL for each entry and digital version

5. PRINT ENTRIES

- Categories 1-34 (or where print is a component)
- Send in one physical copy of the entered piece(s) and upload one high resolution digital image to represent each entry
- Editorial spreads: Flush-mount the two-page spread to prevent damage
- Photograph, illustration, or student work: A high-quality printout may be submitted
- Over-sized entries (banner, billboards, etc.): A high-quality printout may be submitted
- Three-dimensional work: A high quality printout may be submitted

6. MOBILE APP ENTRIES

- Category 50 (or where an App is a component)
- If the App is freely available in the AppStore or Android Marketplace, please provide the link to where it may be downloaded. OR if it is not a free app, provide a gifted app
- If it is not available, send it on a CD, DVD, or flash drive, or let us know where it can be found
- Also upload one high resolution digital image to represent each submission

7. STRATEGY ENTRIES

- Categories 55-57
- Include each submission as a complete package in a single binder and include all components in a digital format (may include PDFs, videos, photographs, etc.)

8. PACK AND SEND

___ Entries themselves (with Entry Details form)

GUIDELINES FOR PREPARING ENTRIES

WHEN **NOT** ENTERING ONLINE

SEND ENTRIES TO:

UCDA Home Office

UCDA Design Competition
199 Enon Springs Road West
Suite 400
Smyrna, TN 37167
USA

615-459-4559
615-459-5229 fax

info@ucda.com

* DIGITAL IMAGES OF ENTRIES

All entries should be accompanied
by a digital high resolution
file/photograph.

Provide one image to represent
each submission. It is not
necessary to provide digital files
of entire publications.

For categories that contain a video
component: in addition to the
URL(s), please provide an
MP4 or .mov file.

Multiple entries can all be
submitted on the same CD, DVD,
or flash drive, clearly labeled
with your name.

Acceptable file formats:
High-resolution Photoshop,
TIFF, JPG, or PDF.

1. GATHER WORK

Gather your best work and decide which categories you would like to enter
You may enter a piece into more than one category

2. FILL OUT ENTRY FORM

- Complete one copy of **Entry Form**
- Include a complete list of your entries (if more than one entry)
- Include a copy of **Entry Form** with your entries when you mail them in

3. FOR ALL ENTRIES

- Complete one **Entry Details** form for each entry
- Single entry: Tape to the back of entry
- Series entry: Tape to the back of one piece and include all pieces in an envelope
- If a piece is entered in more than one category, you must send a separate sample and entry fee for each category

4. VIDEO AND DIGITAL ENTRIES

- Categories 45-54 (or where video is a component)
- Provide the URL for each entry (on Entry Details form) and digital version* on CD, DVD, or flash drive to represent each submission

5. PRINT ENTRIES

- Categories 1-34 (or where print is a component)
- Send in one physical copy of the entered piece(s) and one high resolution digital image* to represent each entry
- Editorial spreads: Flush-mount the two-page spread to prevent damage
- Photograph, illustration, or student work: A high-quality printout may be submitted
- Over-sized entries (banner, billboards, etc.): A high-quality printout may be submitted
- Three-dimensional work: A high quality printout may be submitted

6. MOBILE APP ENTRIES

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- If it is not available, send it on a CD, DVD, or flash drive, or let us know where it can be found
- Also provide one high resolution digital image* to represent each submission

7. STRATEGY ENTRIES

- Categories 55-57
- Include each submission as a complete package in a single binder and include all components in a digital format* (may include PDFs, videos, photographs, etc.)

8. PACK AND SEND

- ___ Entry Form
- ___ List of entries
- ___ Payment information

- ___ Digital image/photograph of entries
- ___ Entries themselves (with Entry Details forms)

LIST OF CATEGORIES

PRINT CATEGORIES

1. **Recruitment/Viewbook** (single/series)
 - a. Complete Unit
 - b. Cover Design
2. **Recruitment/Other** (single/series)
3. **Recruitment/Art Schools** (single/series)
 - a. Complete Unit
 - b. Cover Design
4. **Academic Catalog** (single/series)
5. **Exhibition Catalog** (single/series)
 - a. Complete Unit
 - b. Cover Design
6. **Development Information/Fundraising** (single/series)
7. **Annual Report/Donor Report** (single/series)
8. **Special Event** (single/series)
9. **Newsletter** (single/series)
10. **Tabloid** (single/series)
11. **Newspaper** (single/series)
12. **Special Publication** (single/series)
 - a. Arts and Culture—e.g. Performing Arts, Fine Arts, etc.
 - b. Athletics
 - c. Academic and Administrative Units—Colleges, Libraries, Housing, etc.
13. **Class Schedule** (single/series)
14. **Advertisement** (single/series)
 - a. Newspaper, Magazine, Display
 - b. Outdoor, Transit, Billboards
15. **Alumni Publication** (single/series)
16. **Research Publication** (single/series)
17. **Internal Publication** (single/series)
18. **Cover Design—except magazines and recruitment** (single/series)
19. **Poster** (single/series)
20. **Magazine** (single/series)
 - a. Complete Unit
 - b. Cover Design
21. **Magazine—Editorial Spread** (2-page spread, flush mounted)
 - a. Single Spread
 - b. Series of Spreads
22. **Book** (single/series)
 - a. Complete Unit
 - b. Cover or Jacket Design
23. **Textbook/Professional Journal** (single/series)
24. **Identity Program** (single: logo/series: package)

25. **Best use of Printing Processes** (single/series)
 - a. Two Colors or Fewer
 - b. Three Colors or More
 - c. Specialty Process—special inks, die cuts, folds, letterpress, silk screen, etc.
 - d. Digitally Printed
26. **Awards and Certificates** (single/series)
27. **Calendars** (single/series)
28. **Type Design**
29. **Environmental Graphics** (single/series)
30. **Exhibit/Display Graphics**
31. **Integrated Campaign** (series only: two or more channels, e.g. print, web, video, social media, etc.)
32. **Best Redesign** (single/series)
33. **Unpublished Work** (comps, sketches, etc.) (single/series)
34. **Other Print** (any entry not fitting listed categories) (single/series)

ILLUSTRATION AND PHOTOGRAPHY CATEGORIES

Includes both traditional and digital. Photos with extensive manipulation may be considered illustration.

35. **Illustration** (single/series)
36. **Illustration—Complete Book or Unit** (single/series)
37. **Photography** (single/series)
38. **Photography—Complete Book or Unit** (single/series)

STUDENT CATEGORIES

39. **Published Work in Any Previous Category** (single/series)
40. **Unpublished Work in Any Previous Category—comps, sketches, etc.** (single/series)
41. **Classroom Work or Assignments** (single/series)

GREEN CATEGORIES

42. **Green Message** (Message on sustainability as part of overall communications) (single/series)
43. **Green Production** (Statement of recycled paper, soy ink, etc., printed on piece) (single/series)

44. **Green Reduction** (Alternate sources used instead of printing. e.g. online newsletter, electronic information, etc.) (single/series)

DIGITAL CATEGORIES

45. **Website**
 - a. Entire Site, Home Page, Landing Page, Department, Microsite, Intranet, etc.
 - b. Recruitment
 - c. Development/Fundraising
 - d. Alumni
46. **Online Magazine** (single/series)
47. **Online Advertisements** (single/series)
48. **Social Networking Site**
49. **Email Marketing and Newsletters** (single/series)
50. **Mobile Apps—phones, readers, etc.**
51. **Video** (single/series)
52. **Animation and Motion Graphics** (single/series)
53. **Integrated Marketing** (Two or more non-print channels, e.g. web, video, social media, email, etc.) (series only)
54. **Other Digital** (any entry not fitting listed categories) (single/series)

STRATEGY CATEGORIES

55. **Campaign Strategy** (Successfully using design throughout a campaign to achieve specific results) (series)
56. **Media Strategy** (Collaboratively using media and design to achieve specific objectives) (single/series)
57. **Innovative Strategy** (An innovative approach in design to achieve specific goals) (single/series)

IN-HOUSE CATEGORIES

Design created entirely by staff of the institution in one or more departments or offices, not hired consultants or companies.

58. **In-house Print** (single/series)
59. **In-house Digital** (single/series)
60. **In-house Team** (up to six pieces, any media) (series)

2018 UCDA DESIGN COMPETITION

ENTRY FORM

MEMBERSHIP STATUS

- ☐ UCDA Member # _____
☐ Subscriber Member # _____
Note: Subscriber members do not receive full UCDA member benefits, and must pay the non-member entry fees.
☐ New Member
☐ Non-Member

UCDA MEMBERSHIP (OPTIONAL)

Save up to \$40 per entry by becoming a UCDA member!

One-year UCDA membership—includes discounted competition, conference, and workshop rates, a subscription to *Designer* magazine and *UCDA Insider* newsletter, access to the UCDA Discussion List, online membership directory, and more!

Descriptions of membership types are available at ucda.com/membership-levels.

- ☐ New Membership
☐ Renew Membership

MEMBERSHIP TYPE

- | | |
|---------------------------------------|-------|
| <input type="checkbox"/> Professional | \$205 |
| <input type="checkbox"/> Associate | \$205 |
| <input type="checkbox"/> Faculty | \$160 |
| <input type="checkbox"/> Corporate | \$260 |
| <input type="checkbox"/> Student | \$50 |
| <input type="checkbox"/> Retired | \$50 |

Membership Fees \$ _____

This form and payment should accompany your entries.

Please type or print.

CONTACT INFORMATION

The contact person listed below will receive any UCDA emails or mailings, including award notifications. The contact person is not necessarily the award winner. The award winner(s), if you win, are those you list on **Entry Details** form and can be you, other staff, an organization, or a client.

CONTACT NAME		TITLE	
INSTITUTION/COMPANY			
DEPARTMENT/OFFICE			
ADDRESS			
CITY	STATE	POSTAL CODE	COUNTRY
PHONE		EMAIL	

EARLY BIRD		STANDARD RATE		LATE FEE		TOTAL	
April 27		May 31		June 8		Entry Fees	
_____ x \$50	_____ x \$90	_____ x \$70	_____ x \$110	_____ x \$90	_____ x \$130	\$ _____	
MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER		
_____ x \$25	_____ x \$35	_____ x \$35	_____ x \$45	_____ x \$45	_____ x \$55	\$ _____	
STUDENT MEMBER	STUDENT NON-MEMBER	STUDENT MEMBER	STUDENT NON-MEMBER	STUDENT MEMBER	STUDENT NON-MEMBER		

PAYMENT METHOD

All payments made in U.S. Dollars.
UCDA's Federal Tax ID Number is 34-1302823

Entry Fees	\$ _____
Membership Fees (optional)	\$ _____
Total Due	\$ _____

- ☐ Check enclosed made out to UCDA
☐ Purchase Order Enclosed # _____
☐ Credit card: ☐ Process immediately
☐ Defer payment until July 15

- ☐ MasterCard ☐ Discover
☐ VISA ☐ American Express

CARD NUMBER	
<input type="text"/> <input type="text"/> <input type="text"/> / <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
EXP. DATE	3 OR 4 DIGIT SECURITY CODE

NAME OF CARD HOLDER

CARD HOLDER SIGNATURE

BILLING ZIP CODE

CHECKLIST

- ☐ **Complete List of Entries**
Entrants submitting more than one piece should attach a complete list of titles and categories to this entry form.
- ☐ **Photographs of Entries**
Along with your entries, please provide an electronic image of the piece(s) you are submitting.
- ☐ **Duplicate Copy**
Winners will be required to send in a duplicate copy of their winning entry. Be sure to set aside another copy now!

SEND ENTRIES AND PAYMENT

UCDA Home Office
UCDA Design Competition
199 Enon Springs Road West
Suite 400
Smyrna, TN 37167
USA

615-459-4559
615-459-5229 fax
info@ucda.com

ENTRY DETAILS

Please photocopy this form as needed, or locate the PDF of the form at ucda.com, fill in the appropriate information and tape to the back of each entry.

Please type or print.

ENTRY INFORMATION

CATEGORY #

CATEGORY NAME

☐ SINGLE ENTRY
☐ SERIES ENTRY (# of pieces: _____)
Submit no more than 6 pieces per series entry.

ENTRY TITLE

INSTITUTION OF ENTRY

CONTACT PERSON (as listed on Entry Form)

CREDITS

Information listed below will be used as credits in the event that the entry is a winner. If no information is provided, no credits will be listed on the winner's list.

DESIGNER(S)

ART DIRECTOR(S)

WRITER(S)

EDITOR(S)

PHOTOGRAPHER(S)

ILLUSTRATOR(S)

OTHER (PLEASE SPECIFY)

OTHER (PLEASE SPECIFY)

OTHER (PLEASE SPECIFY)

OTHER (PLEASE SPECIFY)

AWARD CERTIFICATE

UCDA will provide one certificate for each winning entry. Additional certificates may be ordered after notification. In the event the entry is a winner, certificate should be made out to:

FOR STRATEGY ENTRIES (CATEGORIES 55-57)

Campaign/Media/Innovative Strategy

Describe the idea behind the approach and how design helped the strategy achieve its goals. What were the resources used? What impact did the [Campaign/Media/Innovative Strategy] have and what was the reaction? Examples of impact can include changes in brand awareness, registration numbers, or campus culture. Submit separate sheet if necessary.

FOR DIGITAL ENTRIES

Please include any URLs for Web, Digital Media and/or Integrated Campaign entries.

URL

URL

URL

URL

URL

URL