UCDA Design Awards
Print and Digital Competition— Digital Categories

Overview

The UCDA Design Awards recognizes the best of the exceptional design and creative 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 creatives. These coveted awards are judged by a hand-picked panel of peer jurors composed of designers, design educators, photographers, and illustrators working in or doing a significant portion of their work for educational institutions.

The UCDA Design Awards are comprised of four different compeitions, each with their own group of judges:
• Print and Digital Competition (print and digital judged seperately)
• Photography Competition
• Illustration Competition
• Student Competition

Winning entries will be part of the UCDA Design Show on display during the 50th annual UCDA Design Conference, and also become part of the UCDA Design Collection.

UCDA Design Awards Purpose
• to select and exhibit contemporary printed communications, digital media pieces and strategic campaigns being executed for and by educational institutions
• to provide a forum for recognition of excellence for professionals working in or for educational institutions
• to foster an appreciation of design and visual communications for educational institutions
• to collect an ongoing visual history of the best in educational design for future generations
• to inspire communications professionals in educational institutions

Objectives
• Award-winning entries in the digital categories should reflect excellence in concept, design, illustration, photography, videography, design strategy, typography, user experience, and appropriateness of media, etc.
• The selection of winning entries should reflect the scope of work being done by designers in education and the unique problem solving inherent in institutional design.

Digital Categories Process—Remote Judging
• a link where entries may be viewed and scored will be provided later
• judges will review and score all qualifying entries using a 5-point judging scale (whole numbers only):
  1 = poor
  2 = below average
  3 = average
  4 = very good
  5 = excellent
• discussions among the judges during the judging process is allowed and encouraged, though no concensus is required, and all scores should reflect the thoughts of the individual judge
• individual scores will be sent to the competition chair where they will be tallied; the results will be used to determine the award winners (minimum of 15% of total number of entries) and award levels (**Gold**, **Silver**, and **Excellence**) as well as any **Honorable Mentions**
• a conference call or online discussion *may* take place if determined necessary by the home office or competition chair to address any questions or concerns raised by the tallied scores
• after the selection of the awards, each judge needs to select one **Judges Choice** award from all the winning entries; we will ask that you write a brief summary of why you selected that piece
• after the judging is complete in all competitions, each judge will be asked (using the same scale above) to select one **Best of Show** award. Judges from all competitions will review all the Gold award winners from all the competitions.

Considerations
• not every category needs to have a winning entry
• not every category needs to have a Gold or Silver Award