



DESIGN (PRINT & DIGITAL) COMPETITION

D-01 Advertising

D-01a Print Advertising

Advertisements published in any print media, including newspapers and magazines. Entries may feature a single ad or a series of ads.

D-01b Online Display Advertising

Digital advertisements displayed on websites, apps, or online platforms. Entries may feature a single ad or a series of ads.

D-01c Social Media Advertising

Advertisements designed for paid social media placements. Entries may feature a single ad or a series of ads.

D-02 Best Redesign

D-02a Best Print Redesign

Print materials that have been redesigned, demonstrating outstanding improvement. Entries are required to include both the "before" and "after" materials, clearly labeled.

D-02b Best Digital Redesign

Digital materials that have been redesigned, demonstrating outstanding improvement. Entries are required to include both the "before" and "after" materials, clearly labeled.

D-03 Book

Printed book design, including cover and layout design. Entries may feature a single book or a series of books.

D-04 Brand and Identity

D-04a Logo

Mark or graphic that represents a brand effectively. Entries may feature a single logo or a series of logos.

D-04b Implementation/In Use

Application of a logo or brand across various media. Example entries include: stationery, print or digital collateral, promotional items, etc.

D-04c Brand Manual

Comprehensive brand resource that provides guidelines for successful brand implementation. Entries may include print or digital format.

D-04d Brand Strategy

Strategic development of a brand, including positioning and messaging.

D-05 Creative Excellence on a Budget

Exceptional design work created within the constraints of a limited budget. Entries should showcase creative and strategic problem-solving that led to impactful, high-quality results.

D-06 Development/Fundraising

D-06a Annual/Donor Report

Print materials that communicate institutional achievements or donor impact.

D-06b Online/Digital Annual Report

Digital materials that communicate institutional achievements or donor impact.

D-06c Direct Mail

Direct mail pieces that support development or fundraising efforts.

D-06d Fundraising/Giving Day Campaign

Materials created across various media that support development or fundraising efforts. Entries should include 3-6 pieces that show the breadth of the fundraising campaign.

D-06e Presentation

Digital presentation slides used to engage donors with development or fundraising efforts.

D-06f Other

Any other development or fundraising-related design work that does not fit within the above categories but still demonstrates excellence.

D-07 Email Marketing and Newsletters

Emails designed for marketing or communications. Entries may include single emails or a series of emails. Examples: giving day email campaign, alumni/brand/campus newsletters, admissions communications.

D-08 Illustration

D-08a Printed application

Original illustration or series of illustrations used in printed materials such as publications or marketing pieces.

D-08b Digital application

Original illustration or series of illustrations used in any digital format.

D-09 Integrated Marketing Campaign

Campaigns that incorporate two or more channels, e.g., print, web, video, and social media.

D-10 Magazine

D-10a Cover

A single or series of covers of a magazine.

D-10b Complete Publication/Issue

Entire magazine design. Entries may include a single issue or multiple issues.

D-10c Spread

Single or series of spreads in a magazine.

D-10d Online Magazine

The online component of a printed magazine or a stand alone digital magazine. Entries may include a single issue or multiple issues.

D-11 Merchandising/Imprinted Materials

Branded merchandise and promotional items.

D-12 Mobile Apps

Applications for mobile devices, e.g., phones, tablet, watches.

D-13 Out-of-Home & Environmental Graphics

D-13a Poster

Printed posters designed for promotional or informational purposes.

D-13b Animated/Video Board

Digital animations or videos displayed on digital display boards or signage.

D-13c Billboard

Static advertisements displayed on print or digital billboards.

D-13d Experiential/Environmental Graphics

Designed physical spaces, installations or wraps.

D-13e Wayfinding/Signage

Branded signage used for navigation.

D-14 Packaging Design

Branded package design.

D-15 Portfolio/Body of Work

D-15a Agency/Freelancer

Comprehensive body of work developed by an agency or freelancer. Entries may include up to six pieces across any media, and do not need to be related.

D-15b In-House (large team, more than 10 staff)

Comprehensive body of work developed by a large in-house team with 10 or more staff. Entries may include up to six pieces across any media, and do not need to be related.

D-15c In-House (small team, less than 10 staff)

Comprehensive body of work developed by a small in-house team with nine or fewer staff. Entries may include up to six pieces across any media, and do not need to be related.

D-16 Recruitment

D-16a Viewbook

Multi-page print publication designed for student recruitment.

D-16b Online/Digital Viewbook

Digital publication designed for student recruitment.

D-16c Admission Packet

Box, folder, or other designed materials given to prospective students upon admission.

D-16d Brochure

Print brochures designed for student recruitment.

D-16e Postcard/Direct Mail

Direct mail materials designed for student recruitment. Entries may include a single piece or series of pieces.

D-16f Presentation

Digital presentation slides used to engage prospective students or their families, counselors or educators during the recruitment process.

D-16g Other

Any other material designed for student recruitment that does not fit within the above categories but still demonstrates design excellence. Entry examples may include but are not limited to stickers, apparel, or banners.

D-17 Social Media

D-17a Single Execution

Single organic social media post, story or reel.

D-17b Campaign

Series of organic social media posts, stories, or reels. Entries may include a combination of executions.

D-18 Special Event

D-18a Invitation

Printed invitation for an event.

D-18b Collateral

Materials that support an event. Entries may include but are not limited to programs, signage, name badges, promotional items.

D-18c Online (one time/series)

Design work to support an online event. Entries may include a single event or a series of events, such as lecture series, seminars, student/parent orientation, alumni networking events, campaign celebrations or inaugurations.

D-19 Specialty Considerations

D-19a Inclusive/Accessible Design

Designs that prioritize inclusivity or accessibility. Entries may include but are not limited to accessible websites, public spaces designed for people with disabilities, assistive technology, designs accessible to the color blind, and inclusive branding.

D-19b Socially Conscious Design

Design work that raises awareness or promotes social change.

D-19c Sustainable/Green Design

Design work with environmentally friendly features. Entries may include but are not limited to compostable packaging, upcycling, or projects produced using sustainable processes or materials.

D-20 Specialty Printing Process

Design work produced using specialty processes or materials. Examples: special inks, die cuts, folds, letterpress, silk screen, etc.

D-21 Specialty Publication

Print publications designed for specific purposes and/or units. Examples: reports, newsletters, textbooks, newspapers or calendars for leadership, administrative or academic units. Books, fundraising, and magazines should be entered in their respective categories.

D-22 Typographic Design

Typeface designs, hand-lettering, and other design work that focuses primarily on typography. Entries may be in print or digital format. Entries featuring animated type should be submitted in the Motion Graphics and Animation category (V-6 Animation and Motion Graphics).

D-23 Website

D-23a Entire Site

Complete website design.

D-23b Recruitment

Website or landing page design for student recruitment.

D-23c Development/Fundraising

Website or landing page design for development or fundraising efforts.

D-23d Departmental

Website design for an administrative or academic unit.

D-24 Digital Design by Educator

Digital design work created to support scholarship, service, or creative practice.

D-25 Print Design by Educator

Print design work created to support scholarship, service, or creative practice.

D-26 Other Digital (any entry not fitting listed categories)

This category is reserved for digital work that truly does not fit within any other category but still demonstrates excellence in design. The awards committee will pre-evaluate entries for category fit and may reassign before judging.

D-27 Other Print (any entry not fitting listed categories)

This category is reserved for print work that truly does not fit within any other category but still demonstrates excellence in design. The awards committee will pre-evaluate entries for category fit and may reassign before judging.

PHOTOGRAPHY COMPETITION

Photos with extensive manipulation may be considered illustration.

P-01 Campus Environment

Photography that showcases the physical spaces of an educational institution, including landscapes, architecture, and other notable campus features.

P-02 Campus Life

Photography that captures the vibrancy of campus life, from classroom engagement to extracurricular activities. Examples include athletics, arts and culture, student organizations.

P-03 News and Editorial

Journalistic or documentary-style photography that tells a story or educates the viewer about campus events or accomplishments.

P-04 Portraits

Photography that highlights the character or actions of campus individuals or groups.

P-05 Photography by Educator

Photography created to support scholarship, service, or creative practice.

P-06 Other Photography (any entry not fitting listed categories)

Any photography work that does not fit within the above categories but still demonstrates excellence in visual storytelling.

STUDENT COMPETITION

Work may be created by college graduate or undergraduate students or high school students.

S-01 Coursework

Work developed for a course.

S-01a Print

Student-created print materials such as posters, brochures, or book layouts developed for a course.

S-01b Digital

Student-created digital design projects including websites, digital advertising, mobile applications or other digital media developed for a course.

S-01c Photography

Student-created photography work developed for a course.

S-01d Illustration

Student-created digital or hand-drawn illustrations developed for a course.

S-02 Non-Coursework

Work developed outside of coursework, including freelance, self-initiated/personal work, internships, or student organizations.

S-02a Print

Student-created print materials such as posters, brochures, or book layouts developed outside of coursework.

S-02b Digital

Student-created digital design projects including websites, digital advertising, mobile applications or other digital media developed outside of coursework.

S-02c Photography

Student-created photography work developed outside of coursework.

S-02d Illustration

Student-created digital or hand-drawn illustrations developed outside of coursework.

VIDEO COMPETITION

V-01 Commercial

Promotional video content that supports brand awareness, advertising, or institutional messaging.

V-02 Fundraising

Video designed to support fundraising efforts, donor engagement, or other philanthropic initiatives.

V-03 Recruitment

Videos aimed at attracting prospective students or faculty/staff.

V-04 Short Form (under 3 minutes)

Concise video storytelling that delivers a message in under three minutes, including social media content.

V-05 Long Form (3-10 minutes)

More in-depth video storytelling that engages audiences for three to ten minutes.

V-06 Animation and Motion Graphics

Video that uses animation, motion graphics design, kinetic typography or other digital effects to enhance storytelling.

V-07 Animation and Motion Graphics by Educator

Animation or motion graphics created to support scholarship, service, or creative practice.

V-08 Video by Educator

Video created to support scholarship, service, or creative practice.

V-09 Other Video (any entry not fitting listed categories)

Any video project that does not fit within the above categories but still demonstrates exceptional creative execution.