



DESIGN (PRINT & DIGITAL) COMPETITION

AI-assisted work is not eligible for illustration categories.

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 clearly labeled "before" and "after" materials.

D-02b Best Digital Redesign

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

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.

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 three to six pieces that show the breadth of the 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 (e.g., 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, social media).

D-10 Magazine

- D-10a **Cover**
A single cover or a 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 standalone 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. Admission boxes should be submitted in D-16c Admission Packet.

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, fewer 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 include stickers, apparel and 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. Entry examples include programs, signage, name badges and promotional items.
- D-18c **Online**
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 public spaces designed for people with disabilities, assistive technology, designs accessible to the color blind and inclusive branding.

D-19 Specialty Considerations *continued*

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-19d Augmented, Mixed and Virtual Reality Design

Designs that create interactive experiences through integration of augmented reality (AR), mixed reality (MR) or virtual reality (VR). Entries may include but are not limited to spatial interfaces, virtual environments, AR-enhanced products or services, immersive storytelling, training simulations or interactive installations.

D-20 Specialty Printing Process

Design work produced using specialty processes or materials (e.g., special inks, die cuts, folds, letterpress, silk screen).

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. 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, microsite or landing page designed for student recruitment.

D-23c Development/Fundraising

Website, microsite or landing page designed for development or fundraising efforts.

D-23d Departmental

Website designed for an administrative or academic unit.

D-23e Other

Any other website, microsite or landing page design that does not fit the above categories.

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

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

D-27 Other Print

This category is reserved for print work that truly does not fit within any other category. 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 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. AI-assisted work is not eligible for illustration categories.

S-01 Coursework

Student work developed for a course.

S-01a Print

Student-created print materials developed for a course (e.g., ads, posters, brochures, publications, editorial designs).

S-01b Brand and Identity

Student-created brand and identity materials developed for a course (e.g., logos, stationery, packaging).

S-01c Illustration

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

S-01d Typographic Design

Student-created typeface designs, hand-lettering and other typography-focused designs developed for a course. Submit entries featuring animated type in S-01h Animation and Motion Graphics.

S-01e Photography

Student-created photography developed for a course.

S-01f Digital

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

S-01g Video

Student-created videos developed for a course.

S-01h Animation and Motion Graphics

Student-created animations or motion graphics work developed for a course.

S-01i Portfolio/Body of Work

Comprehensive body of coursework developed by a student. Entries may include up to six pieces across any media and do not need to be related or from the same course.

S-02 Independent or Client-Based Work

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

S-02a Print

Student-created print materials developed outside of coursework (e.g., ads, posters, brochures, publications, editorial designs).

S-02b Brand and Identity

Student-created brand and identity materials developed outside of coursework (e.g., logos, stationery, packaging).

S-02c Illustration

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

S-02d Typographic Design

Student-created typeface designs, hand-lettering and other typography-focused designs developed outside of coursework. Submit entries featuring animated type in S-02h Animation and Motion Graphics.

S-02e Photography

Student-created photography created outside of coursework.

S-02f Digital

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

S-02g Video

Student-created videos developed outside of coursework.

S-02h Animation and Motion Graphics

Student-created animations or motion graphics work developed outside of coursework.

S-02i Portfolio/Body of Work

Comprehensive body of work developed by a student outside of coursework. Entries may include up to six pieces across any media and do not need to be related.

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)

Video storytelling that delivers a message in under three minutes.

V-05 Long Form (3 minutes and over)

More in-depth video storytelling that engages audiences for three minutes or longer.

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