Presentation Guidelines

A' Design Award and Competition, Presentation, Image and Photo Guidelines

This guideline describes how to prepare your presentation (Images, Description etc) for nominating works to A' Design Award and Competition. The guidelines document includes best practices, tips and restrictions for preparation of images for submission together with examples.

General Guidelines

These are general submission guidelines that should be followed beforehand.

General Rules – Bullet Points

01. No Copyright-Infringing Material: This is a major aspect, and your entry will get eliminated automatically if you use copyright-infringing material. However, we usually do warn users through the preliminary checking process or before the results are announced, so you could have time to fix these issues. If you do not fix these issues, even if you are a winner, you will not get published, and we will eliminate your submission and cancel your winning status. Below are some issues:

- Use of "LOGO" or "trademark names" on images, description etc, without written permission by the corporation who holds the rights. If you have right to use the logo, have the written confirmation uploaded as a part of the PDF. Common examples include using "Car Brand" logos in the concept designs, writing the name of the companies in the descriptions etc.

- Posting photographs of people without permission. You will need a signed "Model Release" agreement; and it should be attached to the PDF documentation that you could submit. Basically this agreement says that the person acknowledges that the photo is his/hers and releases all rights to the photo to you for usage, including rights to re-license, so that we could use it as well in our publications; i.e. for example when we publish your work.

- Careful with Stock Images. Be careful that if you download a stock photo from some online resource, they could be copyrighted, it is best to purchase the stock photos with commercial option to be able to use them.

- All Content must be yours, or you should have right to use and license it. Do not incorporate others designs into your presentation without permission.

02. Language and Behavior: Language section is further explained in "Required Design Details" section, but these are some general issues that should be avoided.

- Overdoing and Overflowing. Do not send the same design multiple of times; do not make different submissions for color options, materials, different applications, environments etc. Include variations of your design in the PDF documentation of your submission, choose the best option for the Main Image. You can of course submit "versions" as different submissions, but not the same design with color changes.

- Do not submit inappropriate content. Do not post anything which is offensive, hateful, racist, sexist, discriminatory, obscene, vulgar or in violation of local or international laws. Be kind, be social; do not send images which could create the feeling of disgust, fear or despair. Make sure your submission creates positive feelings when evaluated; for example even if you make a solution to decrease causalities in war; there is no need to show deceased people, try to avoid situations that would decrease the value of your design through negative feelings.

- Elegance: Try to achieve elegance with your submissions. Respect your design and submissions; give them the desired effort to make them look better. Execute your ideas well.

- Please follow the Instructions: We took our time to prepare this in-depth document to make you understand how the submission could be improved, please improve it; as we will need a perfect submission to create the most possible and positive impact for your entry if it wins.

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The following are the list of items that could be submitted when making a nomination. Items market with * are required, all others are optional. **Providing more information, additional images and description of your image is almost always positive as it creates a better understanding of your design from the point of view of the audience.**

What could be submitted?

01. *Main Image**: *This is a 3600x3600 pixel jpeg image that will present your design. It will be used in most mediums to communicate your design. Preferably, this is a single image where you could see the design in a clear fashion.*

02. *Optional Images: These are 1800x1800 pixels jpeg images that will be used to further present your design. They are optional but they are highly suggested. You can make a free presentation using these images.*

03. *PDF Document: The PDF Document is a maximum 40 Pages A4 document that can accompany your design during your submissions. The PDF Document can include information to communicate your design technically.*

04. *Video: The Video is a 45 Second, 10 MB AVI file, it is like an advertisement of your design and will be shared with TV Channels and video networks.*

05. *Required Design Details**: *These are the required text based descriptions for your design; these are shared with press members and also appear at press releases.*

06. *Optional Design Details: These are the optional text based descriptions for your work, these are also shared with press members and will appear at various websites and news platforms, and will be attached to press releases as well.*

07. *Book-Page Description: This is the description of your design as it will appear in the annual yearbook.*

08. *Profile Image: This is your profile image, your own photo to be distributed to press members.*

09. *Profile Details: This is your profile details, cv etc, to be shared by press members upon request and also available online for viewing.*

10. *Extra Photos: These are additional PR Images that you might want to submit for your design.*

11. *Client Logo: The logo of the client that you had designed the work for will appear together with the design.*

12. *Client Description: A Descriptive text about the client, a very brief summary.*

13. *Design Interview: This is a pre-made interview that you could fill for your design project; it will be shared with press members.*

14. *Designer Interview: This is a pre-made interview that you could fill about yourself.*

15. *Your Press Releases: These are press releases written by you, for us to distribute.*

16. *Further Submission Optimization: Tools and procedures to make your submission perfect.*

17. *Image Guidelines: How to prepare images?*

01. Main Image*

The following are the basic & general rules that you should take into consideration while uploading and preparing the "Main Image" for your design. Main Image upload function can be accessed from your hidden cabinet under control panel.

Main Image

01. Size & Resolution: Please be advised that the Main image should be 3600x3600 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.

02. Scaling: Never scale up your design more than 150% (1.5X), the image will become pixelated. The main image will be used for printing A2 poster, so it is important that your design looks clear.

03. Descriptive Texts: If otherwise not specified, do not include any text, name or watermark in the main image. Remove any logo or marks from your main image. You can later provide the description of your design in either the PDF documentation or the text fields.

04. Background Color: Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

05. Centering: If your image is larger than 3600x3600 pixels, please fit your image to a blank canvas of 3600x3600 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 3600x3600 pixels, try to fit it by centering and scaling up.

06. Image Rights: Always use only the images that you have been granted usage of. Do not use others images, free stock photography etc. Make sure you have the licenses of any images that you are going to be using.

07. Image Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast. This is really important; a recent survey shows that press members will pick brighter designs for publishing more than others.

08. Notes: These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white background for the images.

09. Photos: Do not take photos of your own designs unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios and are more suitable for printed media. As a side note, you do not need to submit photographs; a good clean render is as good. You are allowed to use human models when taking photos.

10. Illustrations: You can use illustrations or other 3d models with your designs as long as they do not mask the original design. You must own the licenses to other models or illustrations when using them.

11. Presentation: Less is more for main image, include one clean view of your design rather than a series of images.

12. Contents: The exact type of image content that you should be submitting is explained in the category description.

Main Image - Example #1

As seen from the example, the main image works best when centered on white background; it does not have any clutters, it is simple to understand. This image is very suitable for publications as they could also clean the background to make a composition and embed in pages easily, this image is also great for posters as is in high-resolution.

(Image Credits: 1x3 Coffee Table by Petar Zaharinov)

Main Image - Example #2

This is yet another good main image, even though the submission is for a graphic work; the main image is a photography of the application, and it works very well for the poster. The image is good, because it is bright, have good contrast, and high-resolution.

(Image Credits: Utrecht City Theatre by Edenspiekermann Amsterdam)

Main Image – Example #3

The role of professional photography should not be underestimated for submissions, for instance this image uses a wide-lens camera which is able to capture light in a perfect manner. Wide-angle-lens always works best for interior design submissions or to capture large amounts of visual information in a single photograph.

(Image Credits: Ripple Club House by Kris Lin)

Main Image – Example #4

If you are submitting a rendering, make sure that your rendering works well. Here, this main image is from a submission of a ceramic-tile, the product is shown in an ideal usage setting. Normally, for products it is expected to remove the surroundings; i.e. environment and submit an image on white background, however in some certain cases, the space where the product would be used could be relevant especially if it is harder to demonstrate or grasp the function of the product via a single picture.

(Image Credits: Inci by Bien Seramik)

Main Image – Example #5

It is important to prepare an artistic photography setting for your designs, as seen also in other examples, the best settings are bright, and the shadows are not strong; which means light diffuses from multiple angles, this is usually possible through professional lighting equipment, and that is why it is suggested to have a professional photographer take your shots.

(Image Credits: Good Morning Original Calendar by Katsumi Tamura)

Main Image – Example #6

This is from a submission for a movie, the main page looks like a poster in its own; but a simple one. The artists created a special scene just for the submission and rendered it in high-resolution.

(Image Credits: S4 Ident Brand Identity by Creativitea Design Studio)

Main Image – Example #7

This image is not a rendering, it has processed by photo-editing software to make it as beautiful as it could be; this was possible via color, level and contrast adjustments. Notice that we could only see the product; no background noise except then a shadow; this way anyone who looks to the picture sees only the design object not the surroundings. This is the most preferable way to submit product design main images.

(Image Credits: Arnica Bora by Yasemin Ulukan)

Main Image – Example #8

Sometimes, you might want to use a model to show the product dimensions; or to help understand the usage, please remember to have model-release form when doing so. This main image clearly demonstrates the product from different angles.

(Image Credits: S-Cube by Daisuke Nagatomo)

Main Image – Example #9

It could be possible that you might want to use a table to demonstrate your design, this table is very well made, but yet still, it decreases the design's value through overcrowding; it could have much better if just the two bottles on bottom-right were submitted as a main image. Tables are therefore not suggested; but they could be uploaded as a part of the PDF Presentation.

(Image Credits: Deundeunhan Beans by Woongjin Food Design Team)

Main Image – Example #10

ULTRA PREMIUM EXTRA VIRGIN

OLIVE OIL

For product packages, the main image usually looks best when the design is presented with a perfect photography or rendering. On white backgrounds, designs stand and occupy all your attention.

(Image Credits: Tgtl-Extra Virgin Olive Oil Bottle by Guilherme Jardim)

02. Optional Images

The following are the basic & general rules that you should take into consideration while uploading and preparing the "Optional Images" for your design. Optional Images upload function can be accessed from your hidden cabinet under control panel.

Optional Images

03. Size & Resolution: Please be advised that the optional image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.

04. Scaling: Never scale up your design more than 120% (1.2X), the image will become pixelated. The optional image will be used also within the A2 poster, so it is important that your design looks clear.

05. Descriptive Texts: If otherwise not specified, avoid including any text, name or watermark in the optional images. Remove any logo or marks from your optional images. You can later provide the description of your design in either the PDF documentation or the text fields.

06. Background Color: Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

07. Centering: If your image is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.

08. Image Rights: Always use only the images that you have been granted usage of. Do not use others images, free stock photography etc. Make sure you have the licenses of any images that you are going to be using.

09. Image Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast.

This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.

10. Notes: These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white background for the images.

11. Photos: Do not take photos of your own designs unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios and are more suitable for printed media. As a side note, you do not need to submit photographs; a good clean render is as good. You are allowed to use human models when taking photos.

12. Illustrations: You can use illustrations or other 3d models with your designs as long as they do not mask the original design. You must own the licenses to other models or illustrations when using them.

13. Presentation: For optional images, you can present multiple images of the design, different views or shots, close-ups, details etc. They should communicate your design further by providing added information through visuals.

14. Contents: The exact type of image content that you should be submitting is explained in the category description.
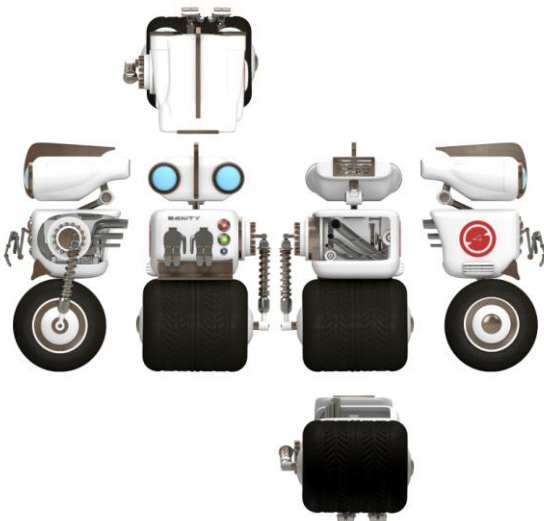
Optional Image Examples #1

Studio)

This optional image demonstrates the product's maintenance in a clean manner.

(Image Credits: Arnica Bora by Yasemin Ulukan)

This optional image demonstrates the details of the project, by showing the animation model from different views.

(Image Credits: S4 Ident Brand Identity by Creativitea Design

This optional image demonstrates the design as a stand-alone visualization. It is a good fit for a main image as looks highly attractive for magazine usage.

(Image Credits: Deundeunhan Beans by Woongjin Food Design Team)

Optional Image Examples #2

In this optional image, a further application of the identity work is demonstrated.

(Image Credits: Utrecht City Theatre by Edenspiekermann Amsterdam)

In this optional image, yet another application of the identity work is shown.

(Image Credits: Utrecht City Theatre by Edenspiekermann Amsterdam)

In this optional image, a further view from the interior space is shown.

(Image Credits: Ripple Club House by Kris Lin)

In this optional image, a close-up of the work is shown to provide a better understanding.

(Image Credits: Inci by Bien Seramik)
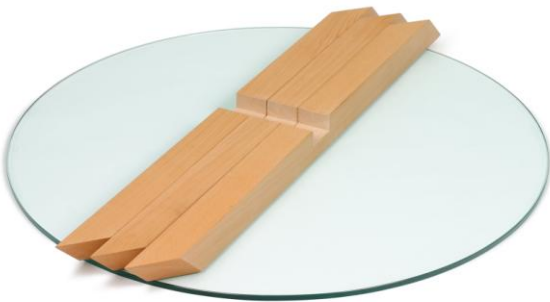
Optional Image Examples #3

In this optional image, the packaging of the product is shown, along with ingredients.

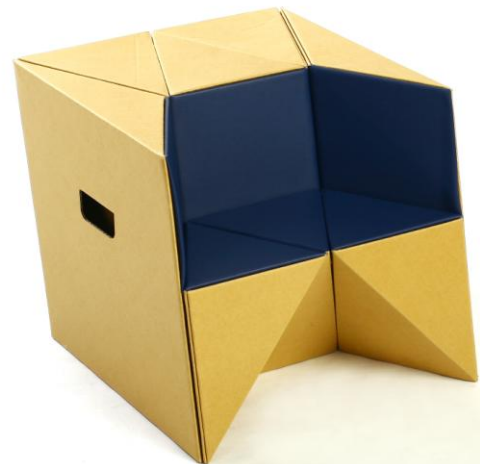*(Image Credits: 1x3 Coffee Table by Petar Zaharinov)*

This optional image helps us understand that the product is light, and easy to carry.

(Image Credits: S-Cube by Daisuke Nagatomo)

In this optional image, the product is shown at the moment it is unpackaged.

(Image Credits: 1x3 Coffee Table by Petar Zaharinov)

In this optional image, a close-up of the work is shown to provide a better understanding.

(Image Credits: S-Cube by Daisuke Nagatomo)

Optional Image Examples #3

This optional image demonstrates the packaging of the packaging itself! Each optional image should provide either new insights to the design or should provide more images for press members to use. For instance in this case, please mind how easy to embed these designs into this visual; when they have background they are easy to incorporate into any type of publication without disturbing the harmony.

(Image Credits: Deundeunhan Beans by Woongjin Food Design Team)

03. PDF Document

The following are the basic & general rules that you should take into consideration while uploading and preparing the "PDF Document" for your design. PDF Document upload function can be accessed from your hidden cabinet under control panel.

PDF Document

01. Size & Resolution: Please be advised that the PDF Document is a preferably an A4 document, maximum 40 pages.

02. Scaling: Try to have it prepared in illustrator or export in native PDF for scalability.

03. Descriptive Texts: Include as much information as you want in the PDF, you can literally fill it with technical descriptions of your design as this is the real purpose of the document.

04. Background Color: Preferably have a white background color for readability.

05. Centering: Design is up to you, however rather than centering, left alignment is better.

06. Image Rights: You can use any images you want to communicate your design, the document will not be shared with anyone.

07. Image Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast.

08. Examples: What could be submitted as a PDF? Product manuals, research reports, presentation and design tables (indeed table presentations should always be submitted as PDF rather than image), data, statistics, further images, further descriptions, text, and much more.

09. Notes: The PDF Document will only be visible to voting jury members, it is not going to be sent to media nor communicated or shared in any other way, this is a document to explain your designs technical side to the jury. The PDF Document is not available for viewing to anyone else but the jury.

04. Video

The following are the basic & general rules that you should take into consideration while uploading and preparing the "Video" for your design. Video upload function can be accessed from your hidden cabinet under control panel.

Video

01. Size & Resolution: 45 Seconds AVI File, max. 10MB, there are no other restrictions.

02. Music and Footage Rights: Always use only the footage that you have been granted usage of. Do not use others footage. Make sure you have the licenses of any background music that you are going to be using.

03. Image Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast.

04. Notes: The Video will be uploaded to Youtube and several other platforms, and might be shared with TV Channels or video networks.

05. URL Linking: Instead of uploading a video, you could also link to your existing video, to do so simply provide video link URL to your submission by editing it. This is possible when you view the design through control panel.

06. Best Practice: Try to have it prepared like a 45 second advertisement of your offering.

05. Required Design Details*

The following are the basic & general rules that you should take into consideration while typing the "Required Design Details" for your design. Required Design Details can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Required Design Details

01. Language: All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English, with a sense of politeness and seriousness.

Bullet Points for Language are given below, please follow them.

o   For any text, do not use "ALL CAPITALS", use "Title Case" instead.

o   Please make sure that what you write do actually makes sense; do not use communications or actions viewed as deceiving, misleading, disingenuous or false. Do not write "filler" text; do not just write to fill the text limit.

o   Be modest; especially do not use too many superlatives for your project; "This glamorous perfect super premium marvelous hyper project" does not sound good. Try to limit and control your passion and love for the project.

o   Talk with Confidence and Evidence: Do not just say why your design is perfect, tell also why and how you made it perfect; explain research done, experience and experiments, and other achievements. Include performance indicators, test-studies, metrics in the PDF.

o   Try to put yourself and read your text, do you explain yourself to a stranger? Or does it look to technical or too much "on the air".

o   Do not conclude for the Jury: For example; tell why you choose a particular form, or how you were inspired for it rather than stating "my design is aesthetical", let the jury decide on that; do not impose conclusions.

o   Be concise without losing the important descriptive aspects but do not explain the common issues or knowhow. For example, do not try to explain that world needs better products, or energy efficient green generators; jury already know that; instead tell why your solution makes more sense.

o   Remember that the language and written communication is there to assist jury's understanding however studies show that jury looks at the written description in detail only if your design is not clear to understand by the visuals at the first place.

o   Do not try to impress with the description. Your design should be doing the actual talking; if you feel the need to impress with text, you should better go back to your visual presentation and improve it.

o   Be appropriate; please do not use slangs, taboo words, be kind with the textual expressions; try to write in a way that an editor could copy-paste directly to a publication without imposing issues on her side.

o   Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric) and Do not use any special characters such as !$%[{}]=<|>~'\/" and others.

02. Project Name: The name of your project without its function spelled out. How do you call this design? Examples Names: Excalibur, Fray, Triton. The following are not names: Excalibur Chair, Fray Table, Triton Lamp as they have additional information such as function which should be indicated later.

Bullet Points for Project Name

- The name is not the description of your project, it is a simple name, without the function.

- Do not include the function: for instance if your design is X Lamp, write only X here, especially do not write "X Chair", "X Toy", simply write the unique name you come up for the design such as X.

- Do not use ALL CAPITALS, use Title Case instead.

- Try to be concise; Project Name should be most preferably one word, maximum two words.

- Should be less than 40 characters. The hard limit is more, but this is not desired.

- Should be more than 3 characters, there is no hard limit; the system would accept any name.

- Every design deserves a unique name.

- A unique name will make sure that when people search for your design, they will not be distracted by other results.

- Alphanumeric Latin characters only.

- Choose a name that could make a powerful emotional connection.

- Avoid numbers and acronyms in the name but especially avoid acronyms together with numbers the most: MX2100PRO does not make a good name. "Mail Exchange Professional" makes sense when the audience reads it.

- Make sure your name is legally protectable or it does not infringe a trademark.

- Best names are 5-10 characters in length, easy to spell and remember.

- All data will be converted to Title Case, so if you need to make abbreviations use space to separate them: for example; an abbreviation such as DLK should be written as: D L K (with spaces between characters)..

- Make sure your design name is easy to pronounce, it is best if you could spell it on the phone!

- Try not to use super-adjectives for the name: Fantastic Zapper sounds not good.

- If your entry does not have a name, come up with one. Make sure your project name is socially desirable, and attractive.

- Never use article numbers as the name. Example: RQE581213KF/100-R is a terrible name.

- Try not to assign year names to product names; Hub 2000 is a bad name, because in 2040 it will look so 2000, but Dub Hub will always be good.

- Names are important; they give further meaning and essence to objects.

- Do not use any special characters such as !$%[{}]=<|>~'\/" and others.

03. **Primary Function:** What kind of product or design is it; Chair, Umbrella, Toy? Indicate a single noun for this section. I.e. the primary function is most preferably a word, or maybe maximum 3 words.

Bullet Points for Primary Function Name

- Do not use ALL CAPITALS, please use Title Case instead.

- Try to be concise; Primary Function should be most preferably one word, maximum two words.

- Do not form full sentences here; Do not write "It is a chair","A Chair" etc, but rather please simply write in one or two words: "Chair", or "Folding Chair" etc

- Do not explain the project here. If your design has multiple functions, please say "Multifunctional X" such as "Multifunctional Chair" or "Messaging Chair" etc.

- Group functions: If your product has multiple functions, group them; for example instead of writing "executive table, executive cabinet and executive chest-of drawers for executive offices", write "executive office set", "executive furniture collection" etc.

- Use "Smart" names; for example instead of "a mobile device that could make phone calls, have applications, and a GPS map" write "smart-phone" instead.

- When writing an adjective, please add it to the front i.e. for instance do not write "House - Residential" but write "Residential House" instead. If your project is composed of several elements, write the main category instead, i.e. rather than "Letterhead, Logo, Symbol" use "Corporate Identity".

- Your primary function should make sense and be understood by global audience with the first read.

- However, If this is a new type of product or system that you invented; name it.

Instead of telling "a product with lenses made of silicon based polymers to make visually impaired people see better" just invent a new name such as "eye glasses".

- Do not overdo it: Do not type "Inter-fibrous friction-fastener" instead type "Nail".

- All data will be converted to Title Case, so if you need to make abbreviations use space to separate them: for example; an abbreviation such as DLK should be written as: D L K (with spaces between characters).

- Do not list all the functions of your design, it is best to state the most dominant i.e. the primary function only.

- Also please do not add "Prototype, Design or Concept" to the name, please add this information to the project explanation.

04. **Unique Properties:** What is this design, and what makes this design different from others, the strengths and unique features of this design. You can enter up to 500 Characters. Please write as you please as these will further be used in press releases and communications.

05. **Competition Category:** Which category does your design fits best? Please choose the most relevant answer from the choices in the menu. If you do not choose a category, jury members will assign or suggest the most correct category for your submission; alternatively you could also contact us if you do not find the appropriate competition category in the list above.

06. **Inspiration**: What inspired you to come up with this project? What were your motives, thoughts etc? Where did you get the inspiration for this design or project?

07. **Spread**: Please note that the information you enter will appear in press releases and publications.

06. Optional Design Details

The following are the basic & general rules that you should take into consideration while typing the "Optional Descriptive Texts" for your design. Optional Design Details can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Optional Design Details

01. Language: All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English.

02. Production Technology and Materials: You can talk about how the product is produced, materials etc. You can enter up to 500 Characters.

03. Dimensions / Package / Technical Properties: Please write product dimensions, Width mm x Depth mm x Height mm etc. You can enter up to 500 Characters. If you will enter numbers and measures use ISO-metric system.

04. Team Members: Please list the name & surnames of each team member, one name for each line. Leave this space empty if the design is totally yours. List project partners otherwise. One member at a line. There are no limitations for the number of team-members. You can enter up to 500 Characters.

05. Tags: Some key words or key phrases about your design will be used at search engine optimization and also for searching your design.

06. Operation / Flow / Interaction: Try to use non-technical language to explain to outsiders. How can this object be operated, how does it transform, how the interaction happens, what are the key frames, how does

it deal a better result, why does it perform better. You can enter up to 500 Characters.

07. Project Duration and Location: Please write in formal language about how your design interacts, operates etc. For Example: The project started in April 2009 in Torino and finished in August 2010 in Rimini, and was exhibited in Salone del Mobile in April 2009. You can enter up to 500 Characters.

08. Research Abstract: Research Background, Methods, Tools, Participants, Results and Insights. Explain the design research in detail but meanwhile also use a language understandable to outsiders of your field, try to use natural language and try to give complete answers. You can enter up to 500 Characters. Please talk about the following in the exact order: Type of Research, Research Objectives, Methodology , Data Collection and Research Tools Used, Participants or Experiments, Results, Insights and Impacts, Effect of the Research in Real-Life Phenomena such as Business, Society and Design Itself

09. The Creative / Research Challenge: What was the hardest part of this design activity? Explain in detail the creative challenge and the obstacles overcome during the development, realization or research of the project. What were the internal factors such as historical perspective, social perspective and the external factors such as the laws, production possibilities, information availability and technology? You can enter up to 500 Characters.

07. Book-Page Description

The following are the basic & general rules that you should take into consideration while typing the "Book-Page Description" for your design. Book-Page Description can be entered by editing your design. Access the functionality from your hidden cabinet under control panel.

Book-Page Description

01. Language: All the text must be written in simple English. Remember that the jury is international, and the texts will also be shared with an international audience, do not use slang or heavy jargon while explaining your design, always and only write in precise English.

02. Formal, 3rd Perspective: Book-Page description should be formal, and must be written from a 3rd perspective for your design. Think, how would a magazine editor feature your design, how would she write, or how would it be described if it were to be in a museum exhibition.

03. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer your design from a third perspective.

Instead of saying "I designed this work to be…" write "The work was designed to be…", 5. Do not write this design is great, write why it is great instead and people will think it is great. Do not use an advertisement manner, but a more transparent, scientific approach for describing your work. 6. Try to be precise and concise when entering information, do not copy-paste your five page presentation here, use the PDF document instead, this information should be readable to the public and the jury, it must not be a bothersome text. 7. If there is a character limit, do obey this character limit. 8. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers.

04. Spread: Will be mainly used in the yearbook and exhibition posters, Please note that the information you enter will also appear in press releases and publications.

08. Profile Image

The following are the basic & general rules that you should take into consideration while uploading and preparing your "Profile Image". Profile Image upload function can be accessed from your control panel by clicking "Change Profile Image" button.

Profile Image

01. **Size & Resolution:** Please be advised that the profile image should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.

02. **Scaling:** Never scale up your photograph than 120% (1.2X), the image will become pixelated.

03. **Descriptive Texts:** If otherwise not specified, avoid including any text, name or watermark in the main image. Remove any logo or marks from your profile image. You can later provide the description of your design in either the PDF documentation or the text fields.

04. **Background Color:** Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

05. **Centering:** If your photo is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.

06. **Image Color and Brightness:** Submit grayscale image if possible, color

submissions could also be made. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.

07. **Notes:** This photo will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be published.

08. **Background Setting:** Should be preferably photography studio-environment (i.e. no background setting) but if you do not have access to studio photography, use nature, your office, or workspace. Home photos are not good.

09. **People:** Try not to include other people, family members etc, but if you are a team of designers or an enterprise, it is a great idea to have a team photo here.

10. **Contents:** The image should be your photograph not a logo. For uploading photo add client details. If you are a design studio, have a group photo in front of your studio or company! The best practice is to have a photo with white background, avoiding too much coloring.

09. Profile Details

The following are the basic & general rules that you should take into consideration while typing your "Profile Details". Profile details update functionality can be accessed from your control panel by clicking "Edit Your Personal Profile" button.

Profile Details

01. Required Information: Your name, surname and email will appear on press releases, books, blogs and other publications. Address is not shared. Country information will be displayed at your profile page.

02. Optional Information: Your personal biography page will be created with the following information. This information could appear on press releases, books, blogs and other publications. Please fill the appropriate/applicable fields. This information is public.

03. Invoice Details: This information is useful and required if you are going to get invoice for any of the paid services that are provided by A' Design Award and Competition or Affiliates. This information will NOT be shared.

04. Bank Account Details: This information is useful if you are going to use Design Mediation services or if you win an award that is eligible for monetary awards. This information will NOT be shared with public,

but can be shared with design buyers if they need to pay you money by buying your designs.

05. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

06. Spread: Will be mainly used in profile pages, and shared with press members (contacts + optional information). Please note that the information you enter for contacts, will also appear in press releases and publications.

10. Extra Photos

The following are the basic & general rules that you should take into consideration while preparing and uploading your "Extra Photos". Extra Photos uploading functionality can be accessed from your control panel by clicking "Extra Photos" button under post-competition tab.

Extra Photos

01. Size & Resolution: It is suggested to provide high or medium-high quality 72dpi large jpeg files.

02. Scaling: Never scale up your photograph than 120% (1.2X), the image will become pixelated.

03. Descriptive Texts: If otherwise not specified, avoid including any text, name or watermark in the main image. Remove any logo or marks from your image.

04. Background Color: Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

05. Image Color and Brightness: Submit full color images if possible, color submissions could also be made. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.

06. Notes: This photo will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be published.

07. Contents: The images should be your photograph, not presentations or renderings. The best practice is to have a photo with white background, less is more here. As an example, the following can be submitted: 1. Design Team, Design Studio, 2. Office Photo, Company Photo, 3. Clean Shot, White Background, 4. Photo Taken During Work or Operation, 5. Photo With Realized Designs, 6. Photo Taken During Work or Operation, 7. Photo With Realized Designs, 8. Travel Photo, Photo Taken in House, 9. Holding the Winners' Certificate, 10. Holding the Trophy, 11. Gala Night Photo, 12. Exhibition Photo

08. Spread: Will be accessible to accredited press members and media partners. Will be taken and used in blogs, magazines etc.

11. Client Logo

The following are the basic & general rules that you should take into consideration while uploading and preparing the "Client Logo" for your design. Client Logo upload function can be accessed from your hidden cabinet under control panel.

Client Logo

01. Size & Resolution: Please be advised that the client logo should be 1800x1800 pixels exact, save it as 72 DPI JPEG file, high or medium-high quality.

02. Scaling: Never scale up your logo more than 120% (1.2X), the image will become pixelated. The logo will be used also within the A2 poster, so it is important that your logo looks clear.

03. Descriptive Texts: If otherwise not specified, avoid including any text, name or watermark in the logo. Remove any marks or extra text from your logo image.

04. Background Color: Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

05. Centering: If your image is larger than 1800x1800 pixels, please fit your image to a blank canvas of 1800x1800 pixels by either scaling down (without distortion) or cropping. If your image is smaller than 1800x1800 pixels, try to fit it by centering and scaling up.

06. Image Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast. This is really important a recent survey shows that press members will pick brighter designs for publishing more than others.

07. Notes: These requirements and restrictions were made such that the annual book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the annual book. If you are uploading a product design, it might be desirable to have a white background for the images.

08. Contents: The image you upload must be a logo, do not upload photographs, screenshots etc. Make sure you upload your or clients' logo, the best practice is exporting a high-res jpeg image from a vector source.

09. Remarks: The image should be in high resolution: 1800x1800 pixels, 72 dpi jpeg. Please do not upload your own photo; if you did not design the product for a client, upload your institution logo (if you have permission) or your own logo instead.

12. Client Details

The following are the basic & general rules that you should take into consideration while typing your "Client Details". Client details function can be accessed from your hidden cabinet under control panel.

Client Details

01. Client / Studio / Brand Details: Please note that the information you enter here could appear in press releases and publications. 1. If this project was designed for a client of yours, you could upload information about your client. 2. If you are working at a design office or design department of a company, you could alternatively enter your company details to this section. 3. If you, as a designer have a company or brand, you could enter relevant information here. In all 3 cases, you should have the necessary rights to be able to upload extra information here as this information will also be used for press-releases when communicating your project. Please also note that this information will NOT be visible to the jury.

02. Relevance: For whom did you design for? Select the correct answer from the multiple-selection menu.

03. Name: What is the name of relevant company, brand, studio or institution? Please type-in the name of company that commissioned the work.

04. Profile: At this section, enter a short description regarding your client, your brand or institution. You can enter up to 1500 Characters. Formal language preferred. You can write about previous works, industry etc. Try to explain who they are.

05. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

06. Spread: Will be mainly used in profile pages, and shared with press members (contacts + optional information). Please note that the information you enter for contacts, will also appear in press releases and publications.

07. Logo: You can upload a logo of the client, please refer to Client Logo section for further details.

13. Design Interview

The following are the basic & general rules that you should take into consideration while filling-in "Design Interviews". Design Interview function can be accessed from your control panel under PR Campaign in post-competition tab. Designer Interview function is only available to winners.

Design Interview

01. **Common Questions:** The interview provides 20 Common questions. They are the most boring, most common questions that could be asked, these cliché questions, are indeed very useful. Try to answer these dull questions with colorful answers. You can type as much as you want, there are no limits. It is especially great, if you type as much as you could type.

02. **Best Practices**: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

03. **Spread**: Will be attached to your press kit which we distribute to press members. Press members will copy-paste your answers from your interviews to their articles.

14. Designer Interview

The following are the basic & general rules that you should take into consideration while filling-in "Designer Interviews". Designer Interview function can be accessed from your control panel under PR Campaign in post-competition tab. Designer Interview function is only available to winners.

Designer Interview

01. Common Questions: The interview provides 40 Common questions. They are the most boring, most common questions that could be asked, these cliché questions, are indeed very useful. Try to answer these dull questions with colorful answers. You can type as much as you want, there are no limits. It is especially great, if you type as much as you could type.

02. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information.

03. Spread: Will be attached to your press kit which we distribute to press members. Press members will copy-paste your answers from your interviews to their articles.

15. Your Press Release

The following are the basic & general rules that you should take into consideration while submitting your "Press Release". Custom Press Release function can be accessed from your control panel under Press Release Tools in post-competition tab. Press Release distribution service is only available to winners.

Press Release

01. Press Release Contents: The system explains clearly what type of information you are expected to supply. This is divided into two sections: 1. Press Release Contents are the main information included in your press release. 2. Press Release Contact Details are additional contact information for your press release.

02. Best Practices: 1. Do not include non-Latin characters (i.e. use only Latin alphabet Alpha-Numeric), 2. Do not use any special characters such as !$%[{}]=<|>~'\/" and others. 3. Try to keep the provided information clear to understand. 4. Try to refer yourself from a third perspective. 5. Try to be precise and concise when entering information. 6. If there is a character limit, do obey this character limit. 7. Use proper English language, but not a heavy one; try to write in a way that your design will be understandable by also non-native speakers. 8. Press members will usually take information about you from this page, make sure you provide sufficient information. 9. Do not try to hyperlink or add any sort of code.

03. Notes: Once you confirm your press release, you will not be able to edit it, as it will be published online and submitted to a list of contacts.

04. Spread: Will be attached to your press kit which we distribute to press members.

16. Further Submission Tools

The following are some further tools and services that you could utilize to perfect your submission to A' Design Award & Competition

Free Services

01. Preliminary Checks: Every submission that is made to A' Design Award is checked for its validity, guidelines and suggestions are given to make it a better nomination. This service is free, and is a passive service; i.e. you will receive updates via email once your design is checked without need for any action on your side.

Learn More & Grab It Free: https://www.adesignaward.com/preliminary-checks.html

02. Submission Optimizer: This is special online software developed to auto-diagnose errors and issues with your submissions all fields (text, visuals, video, documents are checked). The service is freely accessible through your control panel once logged-in, following the suggestions and issues of the optimizer could greatly increase your submission score.

Learn More & Grab It Free: https://www.adesignaward.com/submissionoptimizer.php

Paid Services

01. Professional Preliminary Evaluation: This is an improved version of the preliminary checks, you will get more details and suggestions for each and every detail you submitted to the system for the nomination, you will receive constructive feedback to improve your submission further via presentation.

Learn More & Order: https://www.adesignaward.com/preliminary-judging.html

02. Manual / Hardcopy Submission: This is a service where we help you upload your project to the system making a perfect submission. Your entry will be managed through its submission; we will upload every detail with great diligence.

Learn More & Order: https://www.adesignaward.com/manual-submission.html

03. Visualization: Products or services that are easy to understand, creates a stronger bond with the audience and increases the perceived value. A' Design Award provides visualization service for companies, who would like to have a better communication of their projects. Your service or product will be visualized in 3D or will be illustrated professionally to represent it better. This service also includes "Manual/Hardcopy Submission" service.

Learn More & Order: https://www.adesignaward.com/visualization.html

04. Photography: Your works will be taken high-resolution photos by a professional photographer at a professional photography studio and these new photos will be updated so that your presentation will look better. This service also includes "Manual/Hardcopy Submission" service.

Learn More & Order: https://www.adesignaward.com/photography.html

17. Image Guidelines

The following are the basic & general rules that you should take into consideration while preparing your images. This document explains how the main image and optional images should be technically prepared. This is not a presentation guide but rather a technical guide to make sure that your images upload and printed correctly.

General Remarks

01. **Software or Outsourcing:** Use photo-editing software to edit images professionally or outsource your presentation. It is best to hire a third-party illustrator or designer to have your project explained better.

02. **Photography:** If you are going to take photos make sure your camera is at least 12 Megapixels. It is always best to work with a professional photographer or studio.

03. **Lighting and Contrast:** For photos, use good lighting. You can also auto-level color values. Remember that press members love bright images.

04. **Scaling:** For graphics works, always scale from vector source files. It is best not to scale bitmap images more than 120% of their original value

05. **Upload Problems:** For image-upload issues, contact support when logged-in. If you are logged-in, we will also see your ID number so that we can help you faster.

06. **What to Submit:** For each competition and image, visuals that you should submit differs, check call fiche to determine the kind of images you need to submit or refer to this presentation.

07. **Thank You:** Thank you for reading through this manual. Please feel free to contact us for any issues, questions or comments. Please also check FAQ pages for frequently asked questions.

08. **Follow:** The following pages include several suggestions for editing your images.

Download Blank Image
Template from A' Design
Award Website or Create an
Empty Jpeg that is 3600 x
3600 pixels, 72 dpi
resolution, RGB color.

Main Image Template
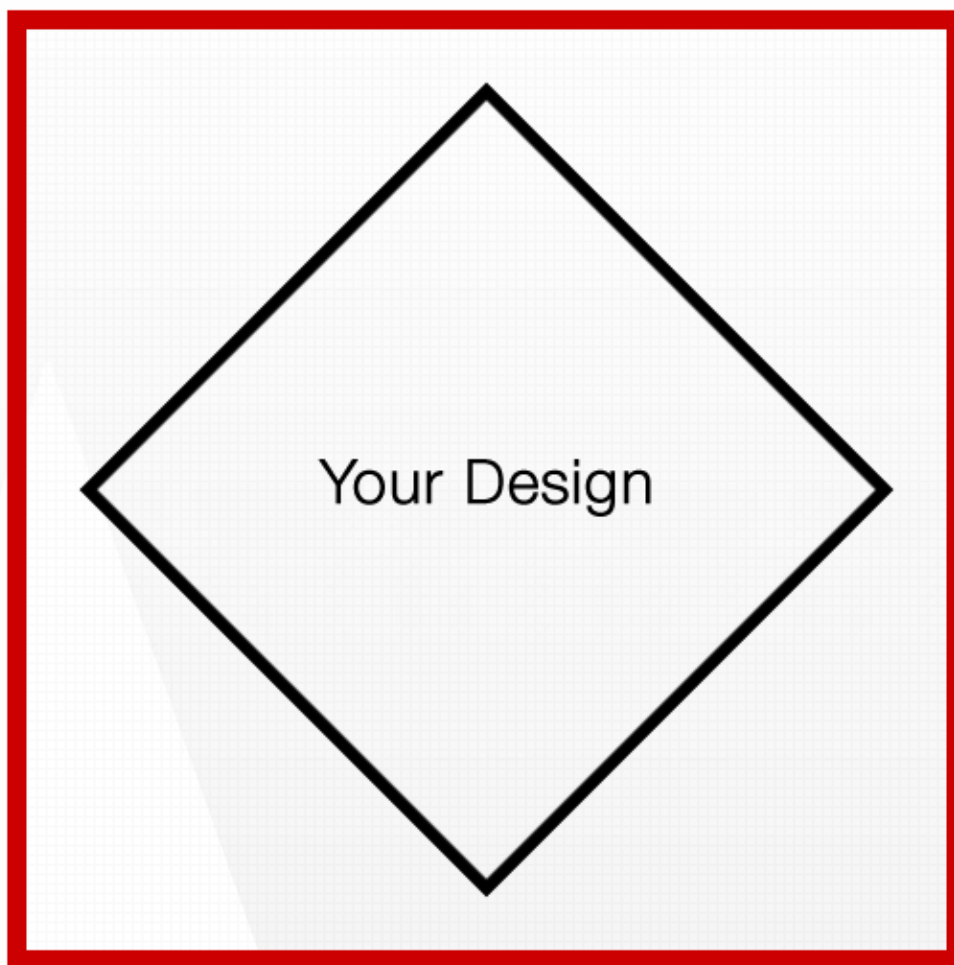
Dimensions: 3600 x 3600 Pixels
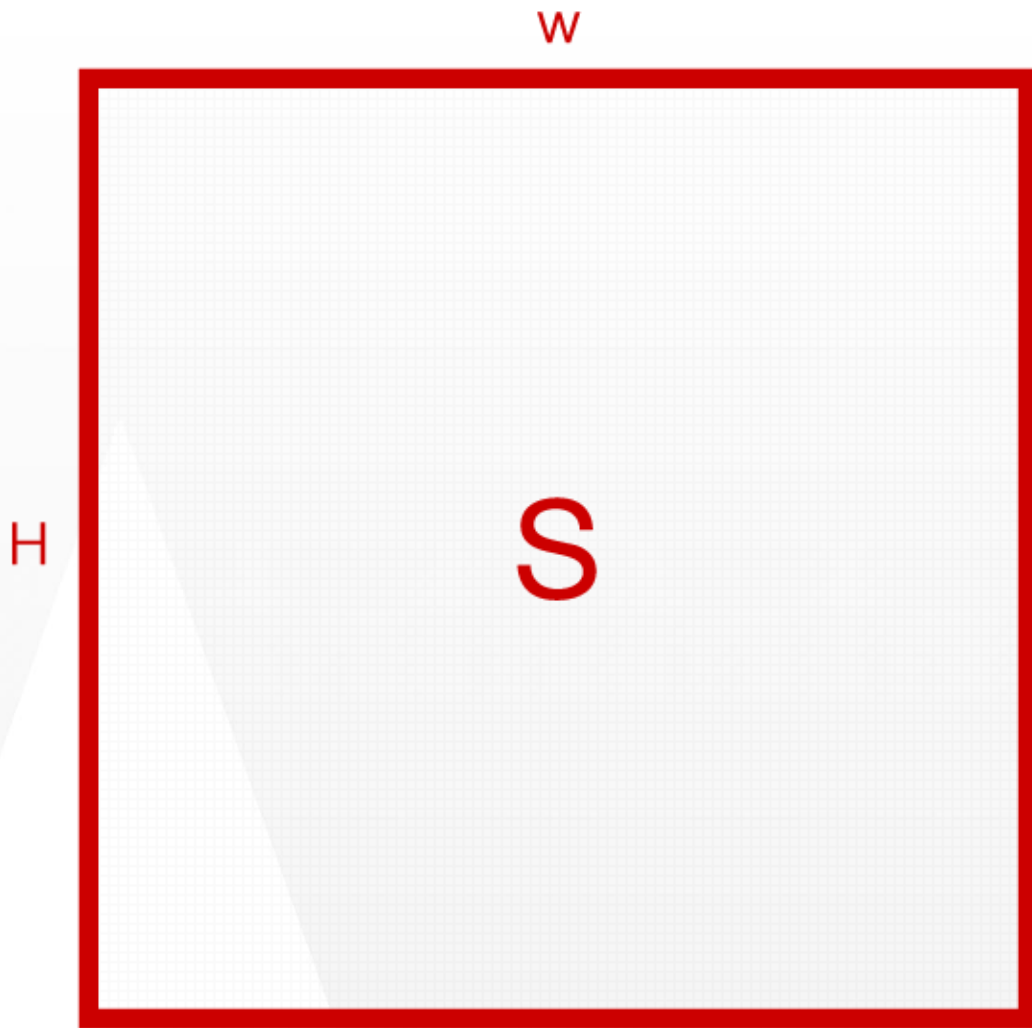## Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template,
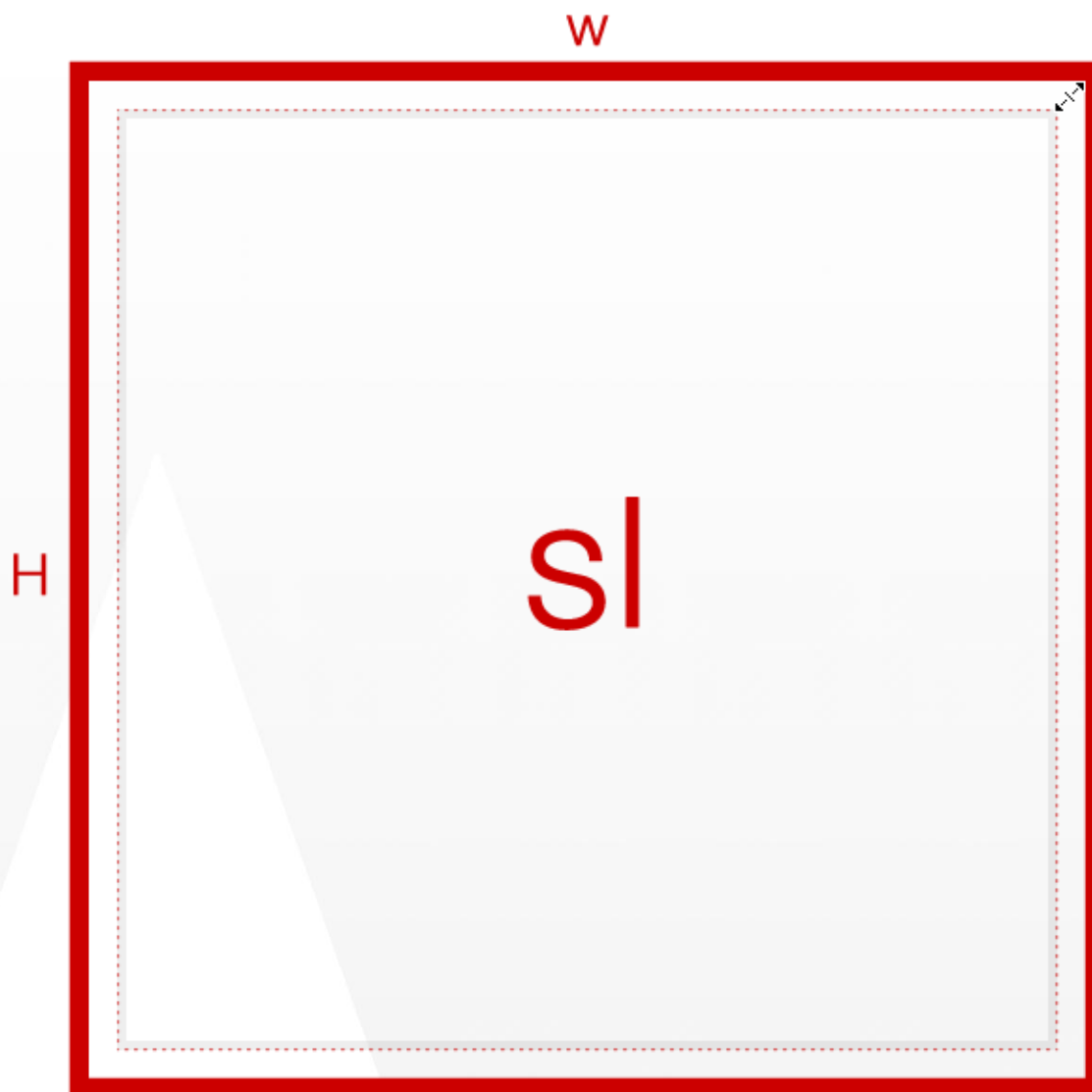Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

Main Image Download: http://adesignaward.com/images/3600x3600-Example.jpg
Optional Image Download: http://adesignaward.com/images/1800x1800-Example.jpg

Main Image Canvas

Dimensions: 3600 x 3600 Pixels
Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template, Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

Your Image

Desired Dimensions: 3600 x 3600 Pixels
Format: High-Resolution Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template, Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

W

H

S

Square Image

Dimensions Range:
W = 3600 px, H = 3600 px

Action: Keep as is, Save as Jpeg.

*if your
image is:*

W

H

sl

Large Square Image

Dimensions Range:
5000 px ≥ W ≥ 3600 px, 5000 px ≥ H ≥ 3600 px, W = H

Action: Scale Down Constraining Proportions; W = 3600 pixels, H = 3600 px
Center Horizontally and Vertically, Save as Jpeg

*if your
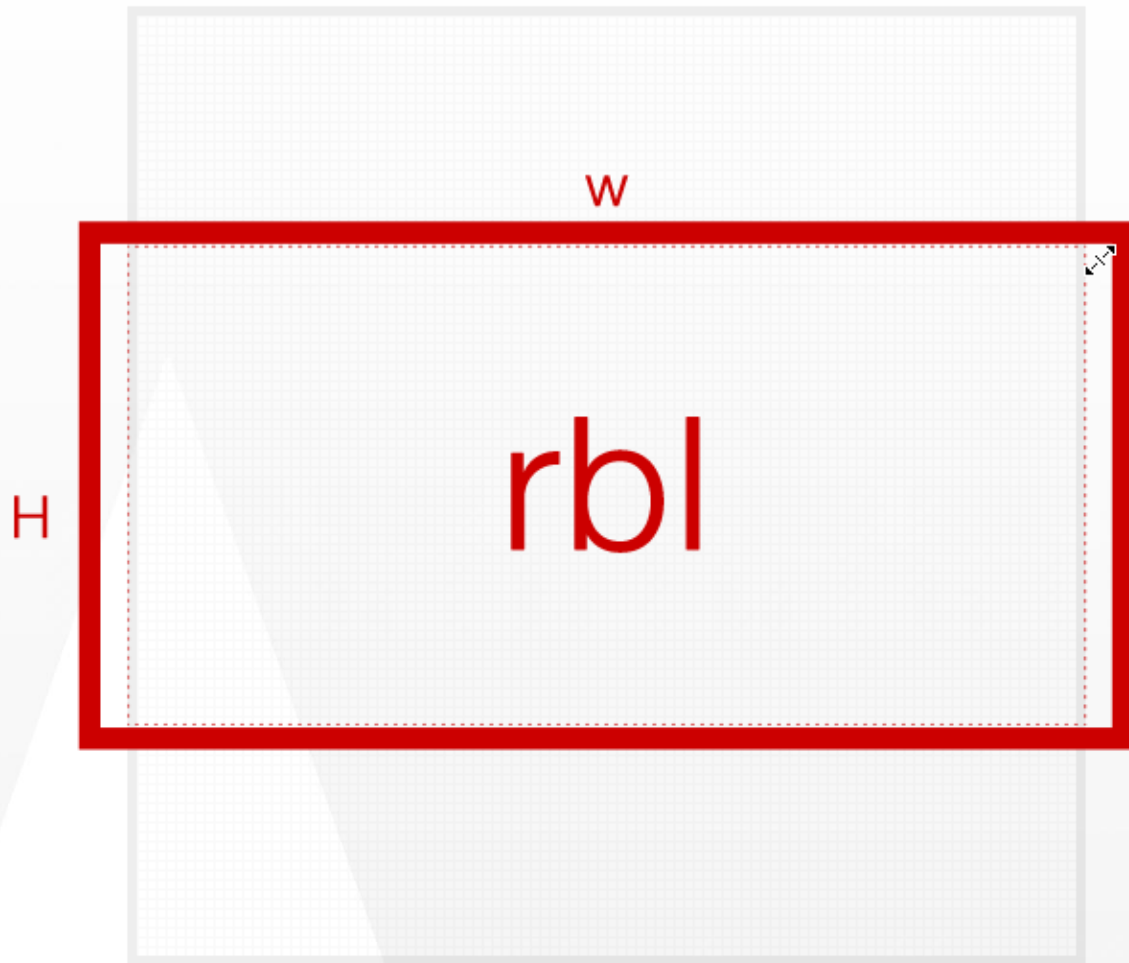image is:*

W

H

sl

Large Square Image

Dimensions Range:

5000 px ≥ W ≥ 3600 px, 5000 px ≥ H ≥ 3600 px, W = H

Alternative Action: Do not Scale Down, but Crop the Image with H = 3600, W = 3600
Center or Arrange Position or Horizontally and Vertically.

*if your
image is:*

W

H

SS

Small Square Image

Dimensions Range:
3600 px ≥ W ≥ 1800 px, 3600 px ≥ H ≥ 1800 px, W = H

Action: Scale Up Constraining Proportions; W = 3600 pixels, H = 3600 px
Center Horizontally and Vertically, Save as Jpeg

*if your
image is:*

W

rl

H

Rectangular Long Image

Dimensions Range:
W = 3600 px, 3600 px ≥ H ≥ 1800 px, W > H

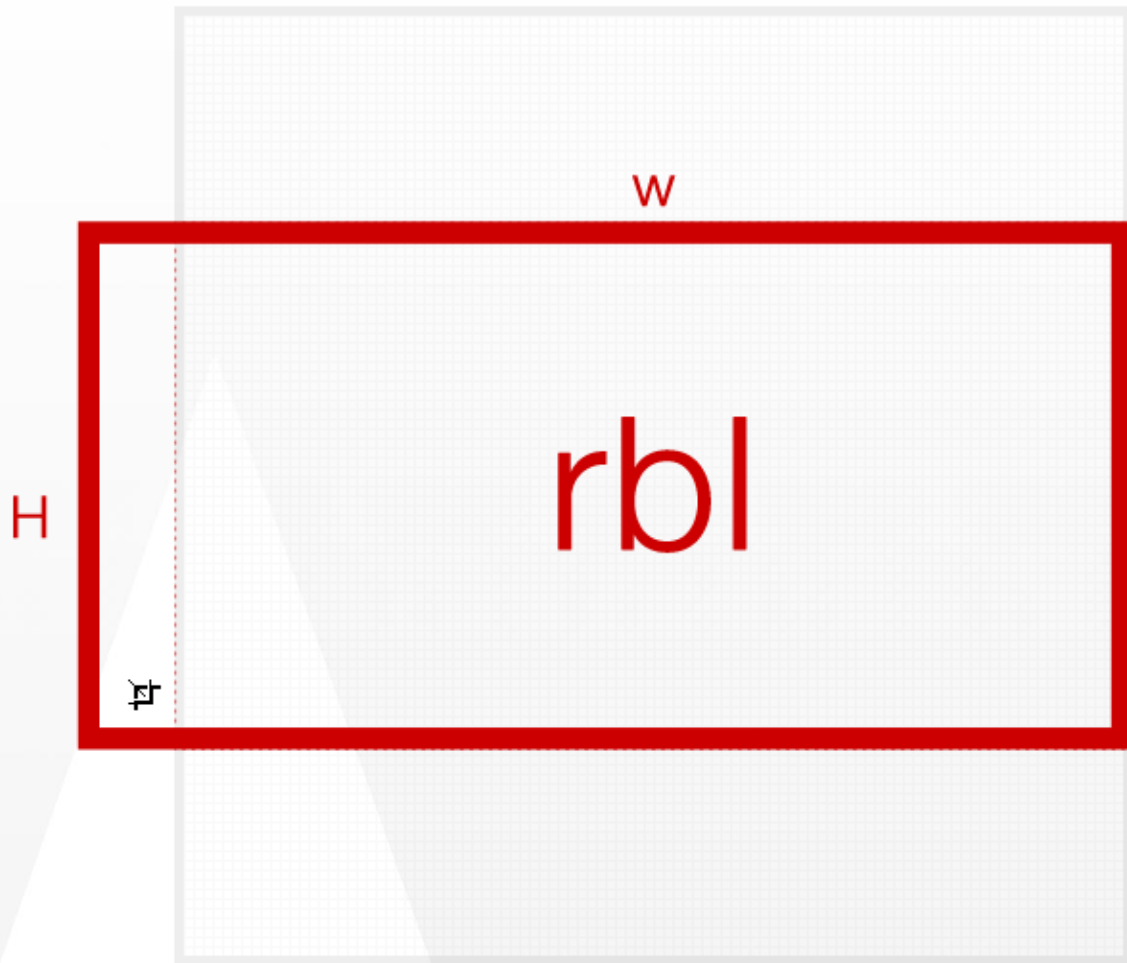**Action:** Center Horizontally and Vertically, Save with White Background as Jpeg

*if your
image is:*

W

H

rbl

Rectangular Big Long Image

Dimensions Range:
5000 px ≥ W ≥ 3600 px, 5000 px ≥ H ≥ 3600 px, W > H

Action: Scale Down Constraining Proportions; W = 3600 pixels, H will be variable.
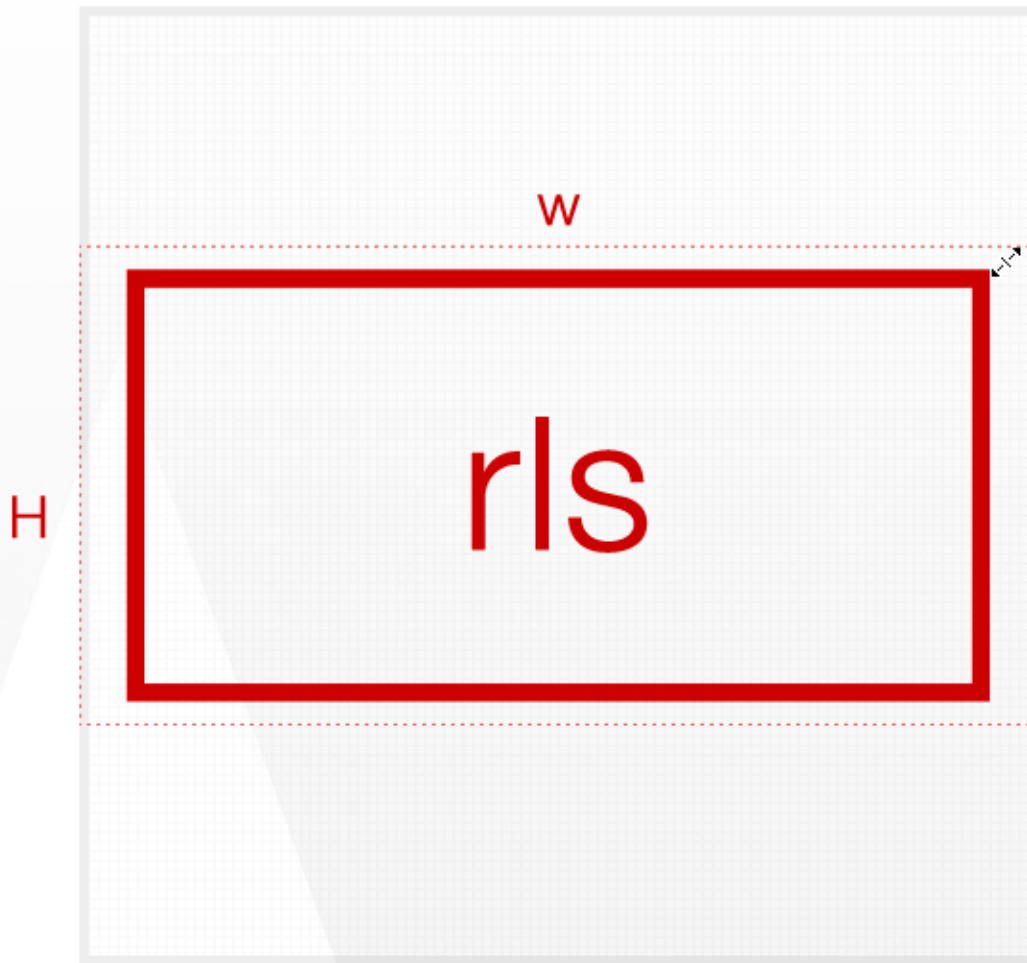Center Horizontally and Vertically, Save with White Background

*if your
image is:*

W

H

rbl

Rectangular Big Long Image

Dimensions Range:
5000 px ≥ W ≥ 3600 px,   5000 px ≥ H ≥ 3600 px,   W > H

Alternative Action: Do not Scale Down, but Crop the Image with W = 3600, H will be variable.
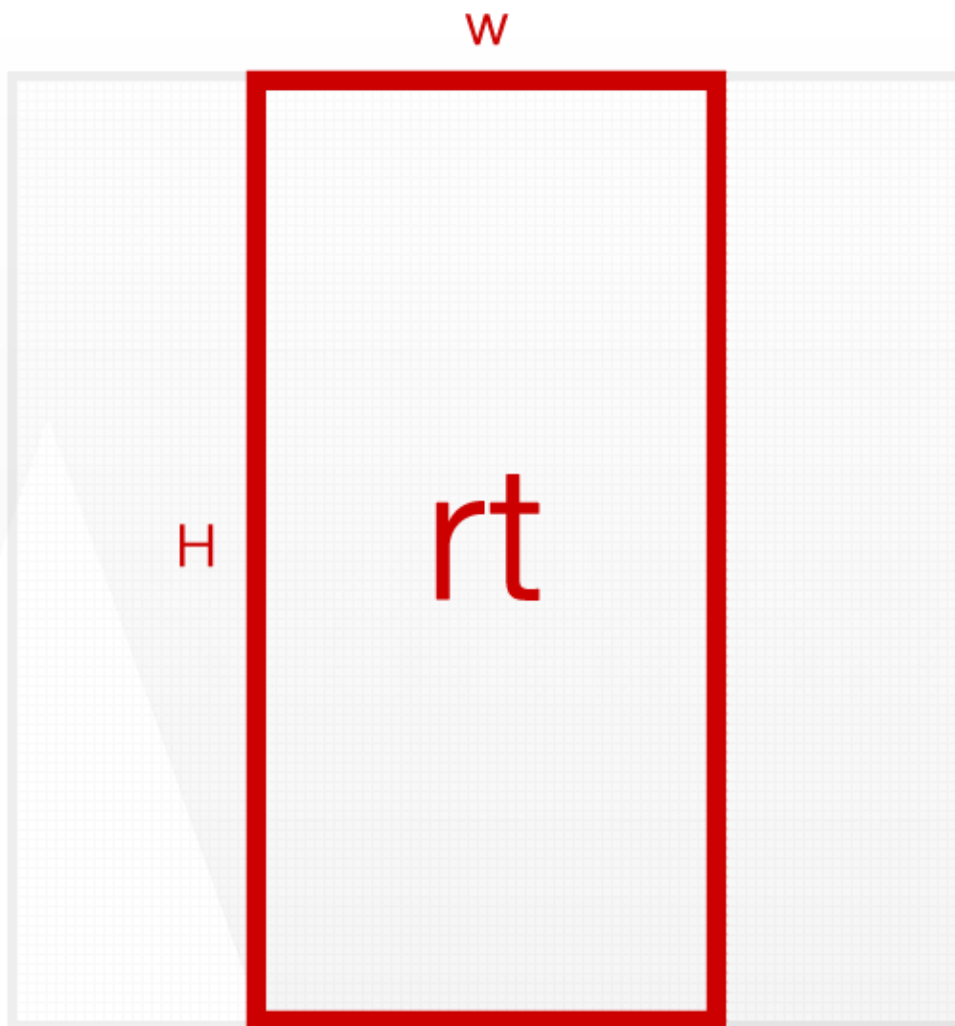Center Vertically and Arrange Position or Center Horizontally, Save with White Background

*if your
image is:*

W

H

rls

Rectangular Long Small Image

Dimensions Range:
3600 px ≥ W ≥ 1800 px, 3600 px ≥ H ≥ 1800 px, W > H

Action: Scale Up Constraining Proportions; W = 3600 pixels, H will be variable.
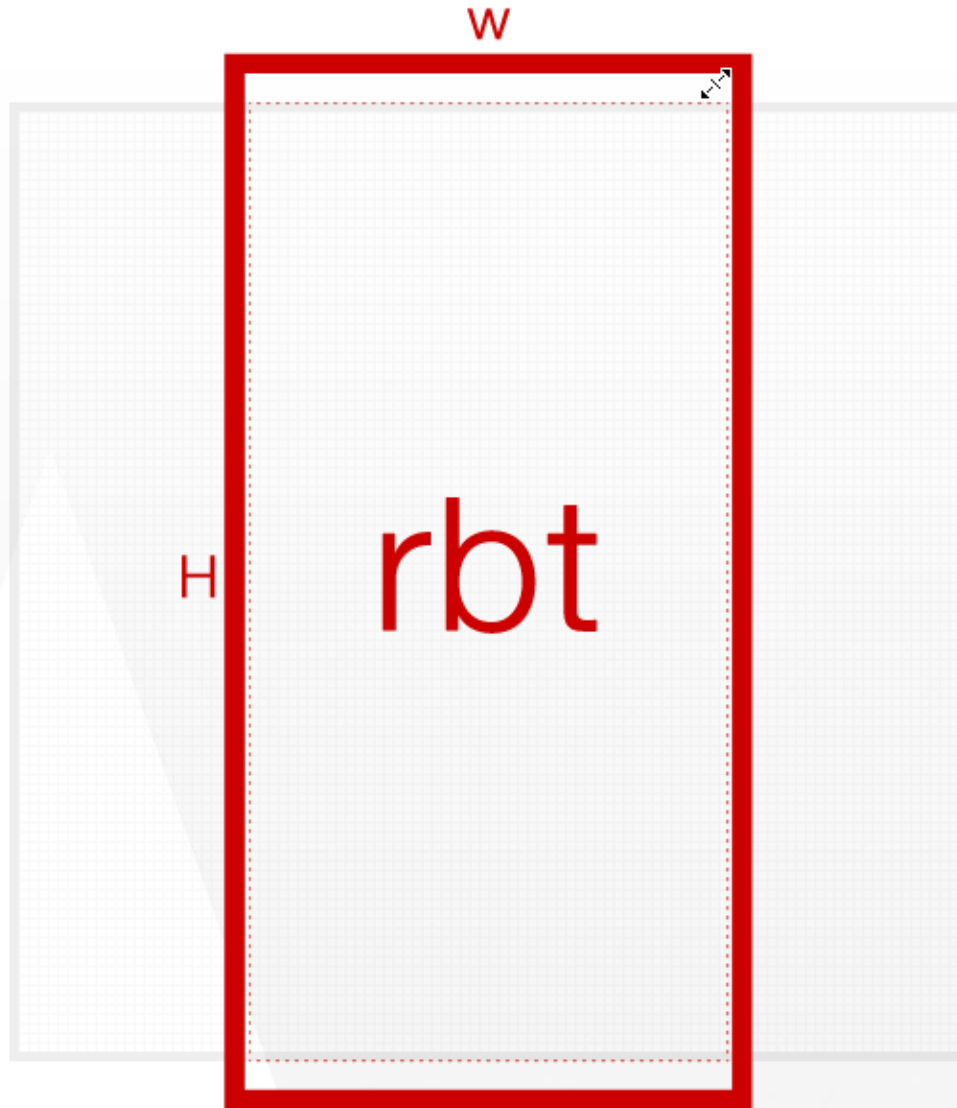Center Horizontally and Vertically, Save with White Background

*if your
image is:*

W

H

rt

Rectangular Tall Image

Dimensions Range:
$3600 \text{ px} \geq W \geq 1800 \text{ px}, \quad H = 3600 \text{ px}, \quad W < H$

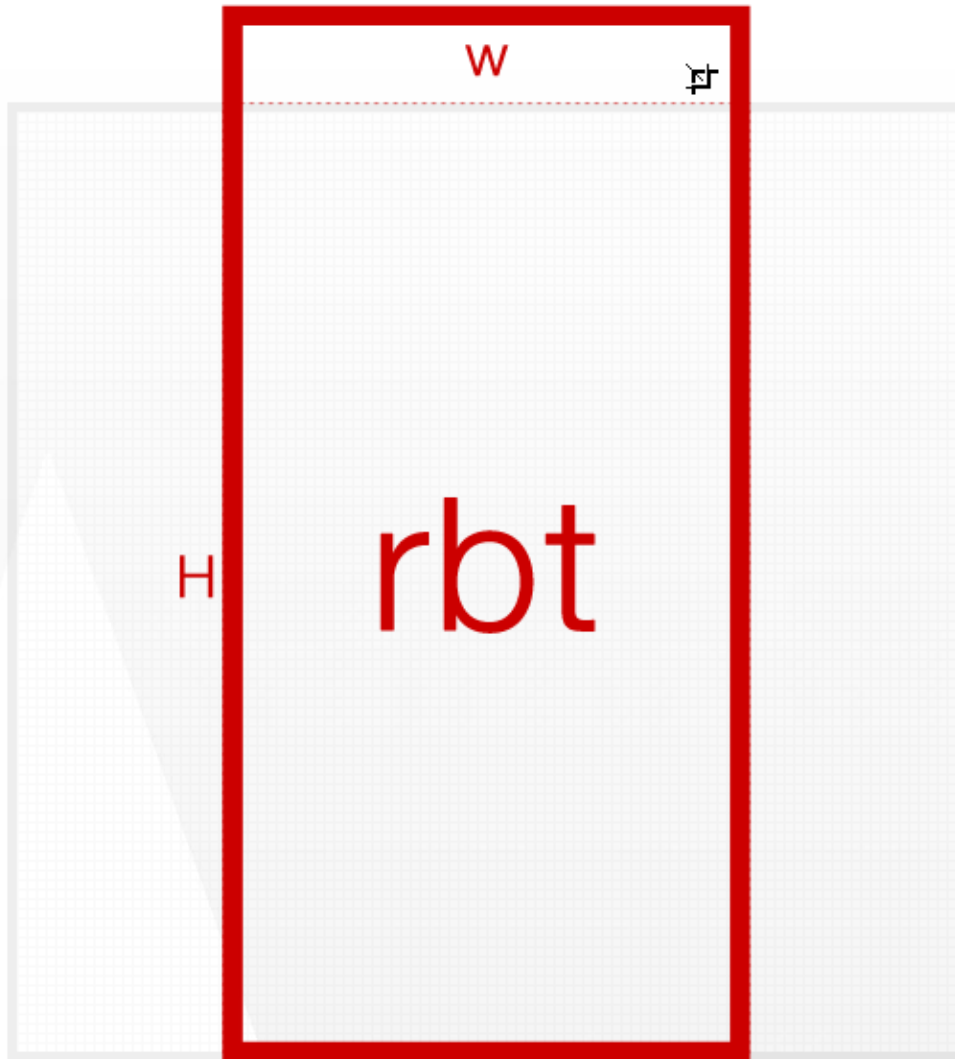**Action:** Center Horizontally and Vertically, Save with White Background

if your image is:

W

H

rbt

Rectangular Big Tall Image

Dimensions Range:
5000 px ≥ W ≥ 3600 px,   5000 px ≥ H ≥ 3600 px,   W < H

Action: Scale Down Constraining Proportions; W will be variable, H = 3600 pixels.
Center Horizontally and Vertically, Save with White Background

if your
image is:

W

H

rbt

Rectangular Big Tall Image

Dimensions Range:
5000 px ≥ W ≥ 3600 px,   5000 px ≥ H ≥ 3600 px,   W < H

Alternative Action: Do not Scale Down, but Crop the Image with H = 3600, W will be variable.
Center Horizontally and Arrange Position or Center Vertically, Save with White Background

if your
image is:

W

H

rst

Rectangular Small Tall Image

Dimensions Range:
3600 px ≥ W ≥ 1800 px,   3600 px ≥ H ≥ 1800 px, $W < H$

Action: Scale Up Constraining Proportions; W will be variable, H = 3600 pixels.
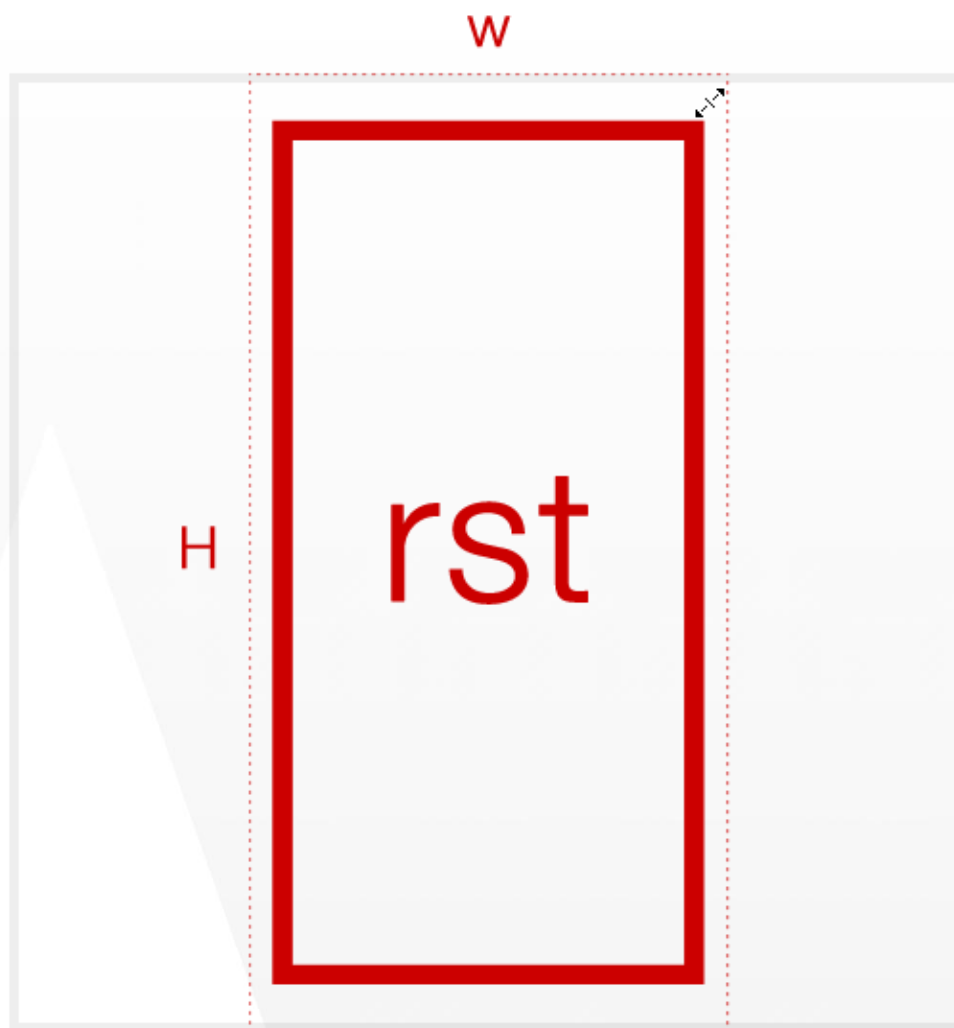Center Horizontally and Vertically, Save with White Background

if your
image is:

rt, rbt, rst   s, sl, ss   rl, rbl, rsl

W

H

rt'

{white}   {white}

W

H

s'

rl'

{white}

W

H

{white}

or

{white}

W

rl'

H

finally
you
have:

{

Ready to Upload Image

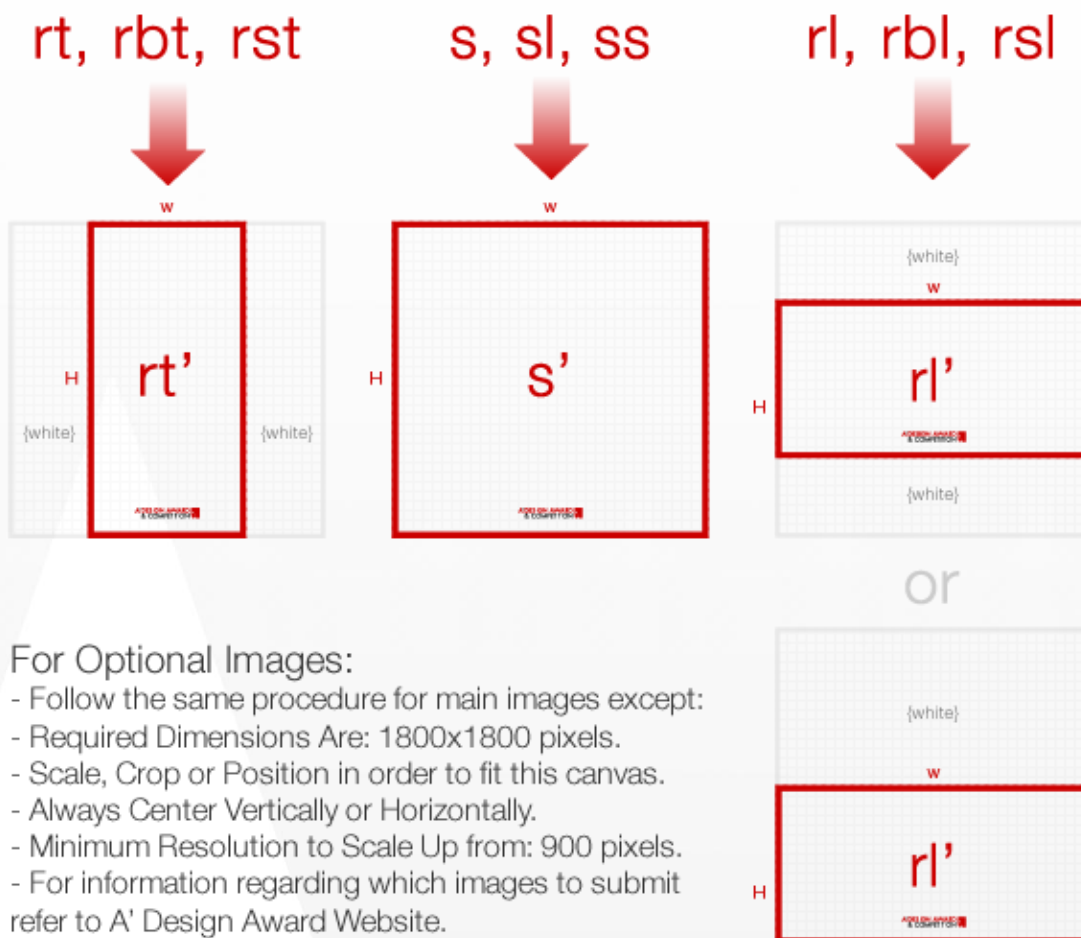Final Dimesions: W = 3600 px, H = 3600 px
Format: Jpeg, RGB Color, 72 dpi

Action: After your image fits the canvas perfectly, Save as Jpeg 72dpi, RGB.
If background color or fill is required use preferably white, otherwise black.

}

Download Blank Image
Template from A' Design
Award Website or Create an
Empty Jpeg that is 3600 x
3600 pixels, 72 dpi
resolution, RGB color.

Optional Image Template

Dimensions: 1800 x 1800 Pixels
Format: Jpeg, RGB Color, 72 dpi

Action: Download the Image Template and Position Your Image to the Template,
Scale Up, Scale Down or Crop if necessary, center Vertically and Horizontally

rt, rbt, rst

s, sl, ss

rl, rbl, rsl

w

rt'

H

{white}   {white}

w

s'

H

w

{white}

rl'

H

{white}

or

{white}

w

rl'

H

For Optional Images:
- Follow the same procedure for main images except:
- Required Dimensions Are: 1800x1800 pixels.
- Scale, Crop or Position in order to fit this canvas.
- Always Center Vertically or Horizontally.
- Minimum Resolution to Scale Up from: 900 pixels.
- For information regarding which images to submit refer to A' Design Award Website.

finally you have:

Ready to Upload Image
Final Dimesions: W = 1800 px, H = 1800 px
Format: Jpeg, RGB Color, 72 dpi

Action: After your image fits the canvas perfectly, Save as Jpeg 72dpi, RGB.
If background color or fill is required use preferably white, otherwise black.