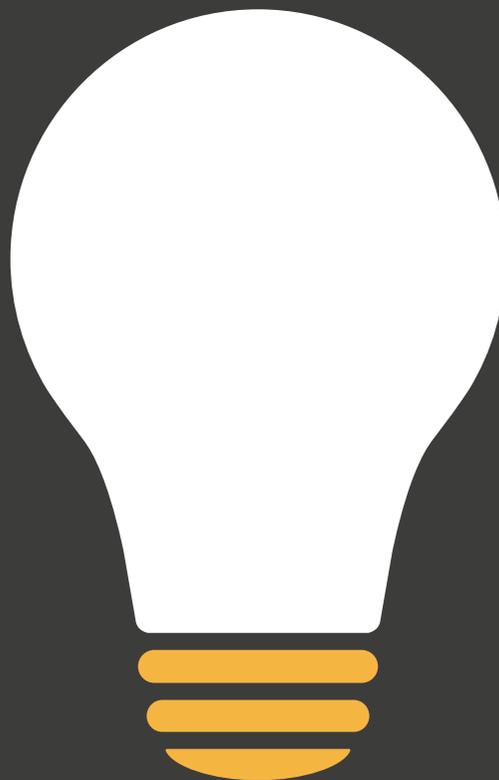


**design**<sup>WEEK</sup>  
AWARDS 17



**Entry Pack**



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# About the Awards

Now in our 26th year, the Design Week Awards are the leading accolade in the design industry, catering for every area of commercial design.

We showcase excellence and innovation in design, celebrating work across many specialisms, ranging from branding to digital, interiors to products, and beyond.

The Design Week Awards are open to individual designers, design groups, agencies or clients worldwide. Our judging panel also comprises some of the best respected designers in the UK, who will be selecting the most outstanding work from the past year.

Providing a stage for the best work across all design disciplines, the Awards are the showcase event for the design industry, giving outstanding designers the widespread recognition and reward that they deserve.

# Entry information

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## Eligibility

Work entered into the Design Week Awards 2017 must have been produced or first published/launched between 25th March 2016 and 8th March 2017 to be eligible for entry.

We welcome all forms of entrants, whether you are an individual designer, a design group, agency or client.

## Entry fees

Entries into the Design Week Awards are charged at £180 (+VAT) per entry. There is no limit to the amount of categories one piece of work can be entered into. Similarly, there is no limit to the number of times one individual or company can enter different pieces of work.

## Judging

Entries are assessed by the judging panel on the quality of design and execution presented.

Key considerations are:

- Aesthetics
- Innovation
- Appropriateness of form and function
- The creative use of type, texture, colour and space

## Deadline

The deadline for entries is Wednesday 8th March 2017.



# Why enter

We are the leading accolade in the design industry and this year there are more reasons than ever to enter. As a winner of a coveted lightbulb award in 2017, you will:

- Achieve widespread recognition amongst our vast network of design professionals, displaying yourself as a key player in outstanding design and innovation
  - Impress existing clients and appeal to potential new partners by demonstrating your abilities as an award-winning enterprise
  - Take home an iconic trophy to add to your existing portfolio of accolades, and strive to collect another Design Week Award next year!
- Be featured across Design Week's online platforms, displaying your winning work to thousands of contributors in the design sector
  - Get rewarded for all your hard work this year, and enjoy the chance to celebrate your triumphs with friends and colleagues

All entrants will also be automatically considered to be part of our Hall of Fame, celebrating the greatest designers working today.

# Categories

## Communication



- Brand campaigns
- Identity design
- Print communications
- Poster design
- Writing for design
- Editorial design
- Packaging design
- Self-promotional projects

## Spaces



- Retail interiors
- Hospitality and workplace interiors
- Exhibition design
- Wayfinding and environmental graphics

## Digital



- Website design
- App design
- Artificial Intelligence
- Augmented reality/ Virtual reality
- Digital installations
- TV, film and video graphics

## Products & Furniture



- Product design industrial
- Product design consumer
- Furniture design

## Landmark Awards



- Rising Star
- Social design
- Hall of Fame

# What you'll need to enter

## 1 Explanatory Brief

Your explanatory brief should be a short description of your work to give the judges the background and context to the project. Your project will be judged purely on its aesthetic composition and the judging criteria. However, you are free to provide supporting monetary/marketing statistics if you wish. Your brief should not exceed 500 words.

## 2 Digital Supporting Material

These should be files either of the project itself, or supporting materials for the work. The maximum number of files for submission are five digital files. Preferred file formats for images are Jpeg, Tif and Bmp, and for moving images Mov files using the H264 codec or Mp4 files. Including your explanatory brief, submissions should not exceed the upload limit of 20MB per entry.

Files larger than 20MB in size are to be transmitted using WeTransfer and sent to [designweek.awards@centaurmedia.com](mailto:designweek.awards@centaurmedia.com) clearly labelled with your entry number.

## 3 Physical Samples

To get a true sense of your work, the judges always prefer to see physical samples as part of your submission, where appropriate. Should you wish to send us physical samples, please label all items with the corresponding entry number – you will find this in a confirmation email sent to you after completing your entry. Send your physical samples to:

F.A.O. Design Week Awards 2017, 3rd Floor Events, 79 Wells Street, London W1T 3QN

# Rules of entry

By submitting an entry, the entrant confirms they have read and agree with the 'Rules of Entry' and understand these now apply.

1. The Design Week Awards is open to individual designers, design groups or clients
2. Entries are open to countries worldwide
3. To be eligible for the 2017 Design Week Awards, activities on which entries are based must have taken, or will take, place between 25 March 2016 and 8 March 2017
4. Any project which has previously been judged in the Design Week Awards cannot be entered into this year's Awards
5. All entrants must complete the online part of the entry process. Entries will not be accepted by any other means
6. The 'Hall of Fame' awards are not open for entry; these are selected by our judges and editorial team
7. All submitted entries must contain an explanatory brief of no more than 500 words
8. Sponsors are not permitted to enter the category that they are sponsoring
9. Projects may be entered into more than one category as appropriate, but an entry fee of £180 (+VAT) must be paid for each category entered
10. Payments must be made using a debit or credit card. We are not able to invoice for entries
11. When entries are submitted on behalf of clients by agencies or other parties, Design Week will assume client approval has been secured by the entering agency. If any issues arise concerning client sign-off once the entry has been submitted, no refund will be given
12. Please ensure that the information submitted is accurate and the correct companies/individuals are credited as appropriate. Design Week accepts no responsibility for any incorrectly submitted information
13. The entry deadline is Wednesday 8 March 2017
14. Entries may be edited up until the point of submission
15. Entries will not be considered fully submitted until the entrant proceeds to the payment stage and selects a payment method
16. Once submitted, entries are confirmed and non-refundable
17. Payments must be cleared by Wednesday 8 March 2017
18. Any entry may be withdrawn for any reason up until midnight on Wednesday 8 March 2017 upon written request to the organisers, however the entry fee is non-refundable
19. When making your entry you may upload digital supporting material – for images, please provide Jpeg, Tif or Bmp and for moving images Mov files using the H264 codec or as Mp4 files. Please ensure that the files and your explanatory brief together do not exceed the maximum upload limit of 20MB per entry
20. Where websites form part of an entry, please ensure any URLs, access details, usernames and passwords needed for judging are supplied, that they work, and that they will continue to work until Monday 8 May 2017. Sites that cannot be viewed will be eliminated from the judging process
21. When entering an app, please ensure that the judges are able to access it for free and that any passwords or codes are provided; please ensure that they work, and that they will continue to work until Monday 8 May 2017. Please also supply supporting material such as graphics or web-based simulations. You do not need to supply the platform that the app has been developed for
22. When sending physical samples please ensure that you complete the online part of the process first. Once you have submitted your entry online you will receive an automated email from the website containing your entry number. You must label all items with the corresponding entry number and send by post/courier to our postal address
23. If you would like us to retain your physical samples for collection after the judging has taken place, please ensure that you tick the appropriate box on the registration page when making your entry. Entrants will be informed by email of the timeframe within which they can collect their physical entries. Please note that the period for collection will be restricted. Any physical entries not collected during the period will be disposed of
24. Centaur Events/Design Week accepts no responsibility for the loss or damage of material submitted
25. The judges reserve the right to re-categorise entries if they think another category would be more suitable. However, they cannot be expected to routinely re-categorise incorrectly entered projects
26. The judges' decisions are final and no correspondence will be entered into regarding them
27. Winners will be announced at the awards ceremony on Tuesday 13 June 2017
28. Design Week assumes that all entries are original and are the works and property of the entrant. As a condition of entry, the entrant grants Design Week permission to reproduce the works in print and in digital format and attests that they have the right to grant this permission. Design Week will not be held liable for any action or claim arising out of the reproduction of entered works in whatever format