



## 2018 AAEA DESIGN AWARDS DIVISION

The 2018 AAEA Design Awards are sponsored by the AAEA through funding provided by:



Design Entries will be judged on creativity, concept and clarity of the design, with the main emphasis on its effectiveness in communicating editorial messages, not “art for art’s sake.”

Most categories are split into Commercial and Custom publications, defined as follows:

- **Commercial:** A publication that contains paid advertisements or charges subscribers to receive the publication.
- **Custom:** A publication without outside paid advertising, such as publications from companies, associations and cooperatives targeted to their customers and/or members.

### Design Entry Basics

- You may enter as many entries as you wish in categories D01 through D17.
- The person or persons who designed the work (not a publisher or editor or a different designer) must be credited in the credit fields, or the entry will be disqualified.
- **IMPORTANT: Provide a PDF with the entry’s objective, target audience, and specific challenges or requirements for the design you would like the judges to know about. Make this PDF the first file in each entry.** (You can click and drag file order after you click “Submit Entry”.) See category descriptions for other specific information to put in the Comments, which are visible to the judges.

### How to Enter

- Go to **Betternewspapercontest.com/2018AAEACommsAwards/2018AAEACommsAwards** to log in and begin the entry process.
- Cat. D09 – Special Editorial Section Design. Individual pages within the special section may also be submitted in other categories, including single-page design, use of typography, or use of chart and graph material.
- For Opening Page or Spread, Commercial (Cat. D05) and Custom (Cat. D06), submit **ONLY** the opening page or spread, not the entire article. A story that is composed of only one page would not be eligible for this category. Entrants need to choose between either “Opening Page or Spread” (Cat. D05 or D06) or “Two-Plus Page Design” (Cat. D07 or Cat. D08) when entering multiple-page layouts. Any entry submitted in both categories would be disqualified.
- For all design entries requesting a PDF, please provide medium-resolution PDFs no larger than 5 MB if possible to aid the judges in accessing entry content. For larger files, click the Real-View icon on the Submit Entry page, create your free account, upload the desired file(s) and copy/paste the hosted item’s web address into the Website URL field. Or you may use a 3rd-party website that provides a similar free streaming/hosting service (Scribd.com, Dropbox.com, Issuu.com, etc.) Provide that URL.
- Names of the uploaded files will not be visible to the contest manager or to the judges, but we recommend that you name the PDFs with the category code and a brief title that helps you keep track of your entries as you upload them and for your records. After you click “Submit your entry”, you can go into “Manage my entries” to edit your comments or to click and drag entry files in the order you want the judge to view them -- as in Objectives/Comments file first.
- Any material submitted as URLs must remain available online through July 2018.



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### What to Send

- There are six “Mail-in Only” Design Categories that require that printed copies be sent in. When you fill out the entry information online, you will see a place to click to indicate you are mailing entries in. Print the Official Entry Form (visible after you click “Submit my entry”) for each category and put on top of each entry stack in the package. Print the Shipping Label from the Manage Entries page. Also be sure to upload the required Objectives PDF as you enter the mail-in entries online.
- If sending mail-in Design entries for more than one designer in a shipment, package the entries by category, not by designer. This is a change from prior years.
- If you wish to be considered for the AAEA Designer of the Year award by entering Cat. D18, see full DOY entry instructions at right.

### AAEA Designer of the Year

The AAEA Designer of the Year Award is dedicated to recognizing a graphic designer who brings a fresh, relevant and innovative approach to his/her work related to publications within the agricultural industry. Also, this person takes risks with design projects and succeeds. He/ she sets the tone creatively, and has a distinct graphic impact within the agricultural publishing community.

#### How to enter AAEA DOY

To be eligible for consideration for Designer of the Year, an entrant must enter Cat. D18, DOY Portfolio, as a separate entry, paying an entry fee of \$15 (total) for the portfolio. Choose what you believe to be your four strongest entries, only one per category, in any four categories from Cat. D01 through D17.

**Important:** Each one of the four DOY portfolio entries, including overall-issue categories D09-D13, must have been designed and executed solely by the DOY entrant.

To enter, select D18 Designer of the Year as the category from the drop-down menu.

Upload the separate PDFs of the (up to) four entries you have chosen. (These will be duplicates of the individual entries from the four categories.) Type an inventory list of the four D18 DOY entries by original category code and title in the Comments box. You do not have to provide publication dates again.

If any of the four DOY entries are from the mail-in-only categories, include in your package four additional printed copies of any overall-issue (mail-in only) entry with one printout of the Cat. D18 entry label on top of the stack. This is necessary to have enough to send to all of the Design judges for the DOY round of judging.

#### How to qualify for DOY

If you place first, second or third in any of the 2018 AAEA Design Award categories AND you have entered Cat. D18 DOY, then your Cat. D18 portfolio becomes eligible for consideration for AAEA Designer of the Year. We will add your winning category entries to your DOY portfolio for viewing by the judges so they will see them in addition to the original four-entry DOY portfolio you entered.



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### 2018 Design Categories

**Cat. D01: Cover Page Design – Commercial**

Submit PDF of cover design.

**Cat. D02: Cover Page Design – Custom**

Submit PDF of cover design.

**Cat. D03: Single-Page Editorial Design – Commercial**

Submit PDF of single-page design.

**Cat. D04: Single-Page Editorial Design – Custom**

Submit PDF of single-page design.

**Cat. D05: Opening Page or Spread Design – Commercial**

Submit PDF of only the opening page or spread, not entire article. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

**Cat. D06: Opening Page or Spread Design – Custom**

Submit PDF of only the opening page or spread, not entire article. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

**Cat. D07: Two-Plus Page Design – Commercial**

Submit multiple-page PDF. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

**Cat. D08: Two-Plus Page Design – Custom**

Submit multiple-page PDF. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

**Cat. D09: Special Editorial Section Design – Commercial/Custom. Mail-in entry only.**

Submit a complete example of an editorial-controlled, single-subject section, clearly designated as a special section and distinguishable from other features in the issue. No advertorials or “special advertising sections.” Submit three printed copies of the entire issue for each entry, with the special section flagged and the printed entry label for this entry on top of the stack.

**Cat. D10: Overall Magazine Design – Commercial. Mail-in entry only.**

Submit three printed copies of a single issue as an entry. Print out entry label generated by the system for this entry and put it on top of the stack before shipping.

**Cat. D11: Overall Magazine Design – Custom Mail-in entry only.**

Submit three printed copies of a single issue as an entry. Print out entry label generated by the system for this entry and put it on top of the stack before shipping.

**Cat. D12: Overall Magazine Design – Special Issues -- Commercial/Custom. Mail-in entry only.**

Submit three printed copies of a single issue as an entry. Print out entry label generated by the system for this entry and put it on top of the stack before shipping.

**Cat. D13: Special Publication Design – Annual Reports, etc. – Commercial/Custom. Mail-in entry only.**

Submit three printed copies of a single issue as an entry. Print out entry label generated by the system for this entry and put it on top of the stack before shipping.



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### Cat. D14: Web Design – Electronic Newsletter/Magazine – Commercial/Custom

List URL where indicated on entry form for site to be judged “live” online. In Objectives PDF and in Comments section online, provide any log-in information judges need to gain access.

### Cat. D15: Best Use of Typography – Commercial/Custom

Each entry is one specific situation of type use: a headline, a graphic element, a story start or an entire story layout if it reflects a typographical theme. Do not enter an entire publication issue or multiple and/or unrelated uses of type as a single entry in this category. Submit PDF.

### Cat. D16: Best Use of Chart and Graph Material – Commercial/Custom

Each entry is one specific situation within or accompanying a story that uses a chart or graph to communicate information. Enter a PDF of the chart within the accompanying story (for context).

### Cat. D17: Best Use of Photography in a Print Periodical – Commercial/Custom. **Mail-in entry only.**

Submit three consecutive print issues (three copies of each to send to judges) as one entry per print periodical title. Evaluation will be on the ability of the photographs to effectively communicate editorial messages.

### Cat. D18: Designer of the Year Portfolio

Four entries from Cat. D01-D17 above, designed and executed solely by the entrant. See page 10 of this PDF for detailed instructions for how to enter this category: AAEA Designer of the Year.

**DEADLINE: April 30, 2018,  
for entries and payment.\***

#### DESIGN CHECKLIST

- Is your AAEA membership current?
- Was your entry published in print or online between April 16, 2017 and April 18, 2018?
- Have you included the **Required** pdf outlining the objective, target audience, and specific challenges or requirements related to the entry?
- Have you listed the name and affiliation of the designer in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate.
- If submitting a Mail-in Only entry, have you included the Official Entry form (visible after you click Submit my Entry)?