



From its very start, in 1949, The Advertising & Design Club of Canada has dedicated itself to encouraging excellence and recognizing the highest quality work in Canadian advertising and design. In fact, we've been acknowledged as having the most prestigious creative awards show in Canada. This year we are setting out to recognize and award the absolute best student work through a variety of categories, including: Advertising, Graphic Design, Editorial Design, Interactive Media

Rather than providing a brief for a specific brand or product, we're looking for the best work from your portfolio. It's that piece that you're most proud of. The piece that represents what you're capable of – the one that truly showcases your talent. So send us your best and prepare to be judged by the best.

What does winning mean?

Earning an ADCC award is the perfect way to launch your career. Your piece will be featured in both the 2011 Annual and at the ADCC Awards gala itself, alongside work belonging to the industry's top professionals. You'll also be able to cement your place in ADCC history, which stretches back 62 years.

What can I submit?

You should submit your strongest, most impactful piece, along with a brief rationale (50 words or less), so our judges can understand any unique context.

Who can enter?

The competition is open to all full-time students attending a recognized post-secondary institution and studying in either:

- Advertising
- Graphic Design
- Editorial Design
- Interactive Media

Students may enter individually or in teams of two. You can submit entries in more than one category and may enter an unlimited number of times, but each entry must be accompanied with its own forms and fee.

What are the judges looking for?

We will be selecting winners in the ADCC Student Competition based on originality, concept, and execution as determined by the judges. These awards are designed to recognize students who showcase exceptional talent or craftsmanship through their work.

Judging panel

All entries will be judged by a panel of Canada's top creatives from the advertising, graphic and editorial design and interactive media fields.

Answer the call

As a student, an opportunity to share the spotlight with Canada's top creatives doesn't come around that often. And what better way to get your name out there than to be recognized as one of the top emerging talents in Canada. But that amazing piece won't create itself. So start building your portfolio and your career right now. And who knows. You might even become part of history.

What are the prizes?

There are three Advertising & Design Club of Canada award categories; Gold, Silver and Merit. Winning entries in each of these categories will receive the applicable ADCC certificate.

The entry chosen as the Gold award winner will receive a cash prize of \$1,000 and each entry chosen as a Silver award winner will receive a cash prize of \$150.00.

Prizes have been generously donated by the London International Awards and The Advertising & Design Club of Canada.

How to enter

All entries – except interactive – must be mounted on foam core to a maximum of 18"x 24". Entries should consist of no more than 3 boards per entry. Interactive entries may be submitted as a live URL or on a CD/DVD that will play on the Mac platform. Remember to include a brief rationale (50 words or less), so judges can understand any unique context. Fill out three entry forms for each entry. Attach two entry forms to each item submitted and enclose the third form in a separate envelope with your payment. Your instructor has entry forms, or you can download them from our website.

The entry fee for each submission is \$10 for ADCC members & \$15 for non-members. Prices are subject to applicable taxes.

Deadline

Entries must be mailed or delivered to The Advertising & Design Club of Canada, no later than 5pm on Monday, May 16th 2011.

The Advertising & Design Club of Canada

344 Bloor Street West, Suite 205
Toronto, ON M5S 3A7
Tel 416.423.4113
info@theadcc.ca

ENTRY FORM:

Fill out three forms for each individual entry. Attach two forms to the back of each item submitted and enclose the third in a separate envelope.

MEMBERSHIP NUMBER: _____ I AM A NON-MEMBER:
NAME: _____
ADDRESS: _____ SUITE/APT.: _____
CITY: _____ PROVINCE: _____ POSTAL CODE: _____
TELEPHONE: _____ EMAIL: _____
COLLEGE/UNIVERSITY: _____ YEAR: _____
PROGRAM OF STUDY: _____ INSTRUCTOR: _____

PAYMENT INFORMATION

Do not fill this information out on the forms that are attached to your work.

Number of entries (Member) _____ x \$10.00 = _____
Number of entries (Non-Member) _____ x \$15.00 = _____
Tax (13% HST) = _____
TOTAL = _____

I am paying by cheque (enclosed) I am paying by Credit Card VISA MASTERCARD AMEX

CARD NUMBER: _____
NAME ON CARD: _____ EXPIRY DATE: _____
SIGNATURE: _____

All submissions must be sent with payment. Cheques are payable to The Advertising & Design Club of Canada.
HST# R100275437

ENTRY INFORMATION

Please ensure that the credits are accurate and legible. Should your work be accepted into this year's show, the information provided here will appear in the annual, at the awards presentation and on certificates.

CATEGORY: _____
TITLE OF ENTRY: _____
URL (FOR WEB SITE ENTRIES): _____
ART DIRECTOR: _____
COPYWRITER: _____
DESIGNER: _____
PHOTOGRAPHER: _____
ILLUSTRATOR: _____
TYPOGRAPHER: _____
OTHER: _____

PLEASE SEND SUBMISSIONS TO:

Student Competition
The Advertising & Design Club of Canada
344 Bloor St. West, Suite 205
Toronto, Ontario M5S 3A7



The Advertising & Design Club of Canada