



Looking for the Best The 2010 ADCC Student Competition

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. And to mark our 61st anniversary, 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

This year, 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 2010 Annual and at the ADCC Awards 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 61 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?

The entry chosen as *Best In Show* will receive a cash Prize of \$1,000.00. Judges may also select 3 more entries as runners-up. Each runner-up will receive a cash prize of \$500.00. In addition, the judges may select additional entries to be recognized.

All finalists will receive award certificates and their work will be displayed on the ADCC website, be shown in the 2010 ADCC Annual alongside the professional winners and at the awards Gala in November.

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". 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.

Deadline

Entries must be mailed or delivered to the Advertising & Design Club of Canada, no later than 5pm on Monday, May 10th 2010.



ENTRY FORM:

Fill out three forms for each individual entry. Attach two forms with each item submitted and enclose the third in a separate envelope with your cheque.

MEMBERSHIP NUMBER:	I AM A NON-MEMBER: <input type="checkbox"/>	
NAME: _____		
ADDRESS:	SUITE/APT.: _____	
CITY:	PROVINCE:	POSTAL CODE:
TELEPHONE:	FAX:	EMAIL:
COLLEGE/UNIVERSITY:	YEAR: _____	
PROGRAM OF STUDY:	INSTRUCTOR: _____	

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.

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

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

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

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

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

PLEASE SEND SUBMISSIONS TO:

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

