



CREATIVE ABBY AWARDS @ GOAFEST : 2019

CATEGORY 9

DESIGN

The definition of Design is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages.

- 9a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.
- 9b. Stationery-business cards, letterheads, envelopes, CD covers, etc.
- 9c. Brochures, Catalogues and Annual Reports
- 9d. Use of Design in Direct Mail: invitations, greeting cards, announcements
- 9e. Use of Design in posters: film, event, corporate, traditional poster
- 9f. Publications, books, diaries, newspapers, magazines
- 9g. Calendars
- 9h. Typography Design
- 9i. Packaging: original design and finished pack
- 9j. Environment design: for retail spaces, services, workplace, Public Space and Community
- 9k. Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 9a to 9j only) e.g. packaging and identity

(For Category 9k the entry fee is Rs.14,000/- plus 18% GST)

Craft in Design:

- 9l. Use of Copywriting
- 9m. Use of Typography
- 9n. Use of Illustration
- 9o. Use of Photography
- 9p. Use of Mixed Media
- 9q. Use of Product Design-innovative use of design in a product

DESIGN SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the metal tally from the categories 9a to 9q.

MATERIAL

(NO AV SHOULD BE OF MORE THAN 3 MINUTES DURATION)

DESIGN :

Design entries uploaded must be in jpeg format. File size should not be more than 10MB.

Videos uploaded must be in mp4 format (not more than 3 minutes). File size should not be more than 100MB.

For all Design entries, please send an A2 sized (approximately 40cms x 60cms) hard copy mounted Presentation Board.

Your Presentation Board must touch upon and explain the following points : a. Category, b. Sub Category, c. Entry Details, d. Objective of entered work, e. Creative Solution, f. Results

Please send in an actual sample of your design entry including packaging.

For large sized executions like environmental and retail design, please send high res visual images in maximum size of 40 cms by 60 cms.

(PHYSICAL ENTRY IS MUST WITH ONLINE SUBMISSION)

