

NZ Sign & Display

Awards of Excellence

Auckland | 2021

SIGN DISPLAY
AWARDS

TO ACKNOWLEDGE EXCELLENCE

N Z S D A

Award Classes and Entries

1. VEHICLES (SIGNWRITTEN – NON DIGITAL)

The Vehicles (Sign written – Non-Digital) category is for all forms of vehicles from push bikes to airplanes but is more likely to include cars, vans, buses, boats, etc. Being non-digital, entries in this category must be primarily created using either vinyl cut or hand lettering, but can include other elements such as airbrushing or paint techniques. The primary purpose behind any entry entered into this category must be to convey an advertising message.

Category Requirements

Photos are required of both sides and around the vehicle with close-up and distance shots to demonstrate readability. This category is essentially judged on effective design. Consideration will be given for colour choice, effectiveness of layout and most importantly, the originality.

Judging will be based on, but not limited to, the following guidelines:

- 30% Overall visual impact and clarity of message.
- 30% Originality and creativity of the concept and design.
- 20% Innovative use of materials.
- 20% Technical complexity of application.

2. VEHICLES (SIGNWRITTEN –DIGITAL)

This category is for all forms of vehicles from push bikes to airplanes but is more likely to include cars, vans, buses, boats, etc. Finished work must be digitally printed and must include lettering / logos / symbols / etc. The primary purpose behind any entry entered into this category must be to convey an advertising message.

Category Requirements

Photos are required of both sides and around the vehicle with close-up and distance shots to demonstrate readability. This category is essentially judged on effective design. Consideration will be given for colour choice, effectiveness of layout and most importantly, the originality.

Judging will be based on, but not limited to, the following guidelines:

- 40% Overall visual impact and clarity of message.
- 40% Originality and creativity of the concept and design.
- 20% Technical complexity of application.

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Award Classes and Entries continued...

3. VEHICLES – CUSTOM WRAPPED

This category is for all forms of vehicles from push bikes to airplanes but is more likely to include cars, vans, buses, boats, etc. Entries in this category may not be entered into either of the other vehicle categories. Entries may be created using normal coloured films, proprietary wrap films, and digitally printed film (or a combination of these). This category is restricted to entries which are not focused on an advertising message, but on the “custom effect” of the job. (A small advertising message is acceptable but the primary reason for the job must be the custom wrap element).

Category Requirements

Photos are required of both sides and around the vehicle. Consideration will be given for originality of design, innovative use of film options, and the overall “wow factor” of the entry.

Judging will be based on, but not limited to, the following guidelines:

- 50% Creative concept - “Wow Factor”.
- 30% Innovative uses of films and combinations of films.
- 20% Technical complexity of application.

4. EXHIBITION STANDS

The Exhibition Stands category is for all forms of display that are intended to be of a temporary nature. These may be in public or international shows, trade fairs, shopping malls, sport venue promotions and such like. Production may include illumination, dimensional signage, the use of vinyl, digital imaging, hand lettering, air-brushing, paint techniques, screen-printing, etc.

Category Requirements

Photos are required around the Exhibition Stand as well as front and sides. Consideration will be given for the space above, around and on the stand, relating to how it engages clients upon entering the area.

Judging will be based on, but not limited to, the following guidelines:

- 50% Interpretation of the design and the application of the brand to that site. Use of space around site and appeal to customers.
- 30% Manufacturing methodology, techniques and engineering.
- 20% Installation, attention to the completion detail.

5. THEMING

The theming category applies to themed rooms, shops, museums, galleries or open air spaces and can be applied to entrances and surroundings, signage, interior and / or exterior design, wall and floor treatments or finishes, fittings and props, etc. Production must include multiple elements of sign and display making designed to enhance an overall concept or theme and may include illuminated elements, dimensional elements, the use of vinyl, digital imaging, hand lettering, air-brushing, paint techniques, screen-printing, etc., in fact any sign or display making technique may be used.

Category Requirements

Photos are required from angles and distance as well as front on. Consideration will be given for original and imaginative work that engages people with the theme.



Award Classes and Entries continued...

Judging will be based on, but not limited to, the following guidelines:

50% Original interpretation of design and the application of the brand to that site.

30% Manufacturing methodology, techniques and engineering.

10% Installation, attention to the completion detail.

10% Project management and plan. (May include resources and roll out programme).

6. GLASSWORK

The Glasswork category is for all forms of lettering and / or graphics to add effect to the transparent or translucent nature of glass. Production may include vinyl, digital imaging, hand lettering, air-brushing, paint techniques, gilding or metal leaf application and screen printing.

Category Requirements

Photos from different angles and from a distance are ideal as well as straight on are required. Try to minimise flashback and reflection as much as possible. Consideration will be given for the use of the surface, the layers and originality of effects and design.

Judging will be based on, but not limited to, the following guidelines:

40% Original and effective design.

40% Innovative use of materials to gain unique effects.

20% Technical difficulty of installation.

7. WAYFINDING AND NAVIGATION

The Wayfinding category is to recognise the thought behind the assessment of navigational needs and the delivery of a successful system that fits with the architectural and environmental aesthetics of the project and how well all of this selection fits with the brand.

Category Requirements

Photos are required to demonstrate the relationship of surroundings in harmony with the system or how it relates with the environment. Consideration will be given primarily for originality but also the usage of different materials, the technical complexity and the aesthetic design. The system can be any form of manufacturing. An extensive written description of the scope of the work undertaken is a requirement for eligibility in this category.

Judging will be based on, but not limited to, the following guidelines:

25% Originality of concept and design.

25% Compatibility of the wayfinding solution to its environment.

25% Innovative use of techniques and materials.

25% Technical complexity of fabrication and installation.



Award Classes and Entries continued...

8. ILLUMINATED SIGNS

The Illumination category covers the design and application of all illuminated signage and may comprise neon, LED, fluorescent, fibre optics, edge lit, backlit, halo lit, flexi-face or light box mounted imagery. In this category all forms of production are permitted providing the signage is illuminated. Additionally structural techniques, methodology and manufacturing elements will be considered.

Category Requirements

Photos of entries in this category are required of the signage and / or graphic in both night and day, lit and unlit, states. Consideration will be given for originality, the scale, reflection, refraction, movement or change and the technical as well as the aesthetic design.

Judging will be based on, but not limited to, the following guidelines:

50% Innovative design (both aesthetic and technical) and overall impact of the sign.

20% Innovative use of materials and lighting effects.

20% Technical difficulty of construction.

10% Installation and attention to completed detail.

9. 3D MODELLING

This category is intended for all forms of 3 dimensional work created by a sign or display company. The entry may include an advertising message or purpose, but it is not a requirement for this category. All materials and all forms of construction are allowable, including hand carving, casting, fabrication, CNC modelling, 3D printing, etc.

Category Requirements

Photos are required from as many angles as possible, including close-ups. Consideration will be given to imagination, technical ability, innovation, and aesthetic design.

Judging will be based on, but not limited to, the following guidelines:

50% Original concept and overall visual impact.

30% Manufacturing methodology, techniques and engineering.

20% Installation, attention to completed detail.

10. HAND RENDERED ILLUSTRATIONS & MURALS

The Illustrations and Murals category is restricted to hand-rendered or air-brushed illustrations or murals on buildings, (interior and exterior), hoardings or similar or any types of vehicle.

Category Requirements

Photos are required from a distance as well as close up and front on. Consideration will be given to imagination and technical ability, the use of colour, balance, tone and the effectiveness to be able to engage the viewer.

Judging will be based on, but not limited to, the following guidelines:

40% Imaginative and original design and suitability to the brand.

40% Artistic and technical skill and proficiency of execution.

20% Attention to detail.



Award Classes and Entries continued...

11. DIGITAL ILLUSTRATIONS AND MURALS

This category is restricted to entries which are produced entirely in the digital realm. Entries may be completely rendered from scratch in proprietary software, or may use digital photographic elements, or a combination of both.

Category Requirements

Photos are required from a distance as well as close up and front on. Consideration will be given to imagination and technical ability, the use of colour, balance, tone and the effectiveness to be able to engage the viewer, and innovative use of software.

Judging will be based on, but not limited to, the following guidelines:

- 50% Creative concept and clarity of message.
- 30% Technical ability, innovative use of software.
- 20% Installation, attention to completed detail.

12. SIGNS

The Signs category is for all signs not catered to by other categories. Entries into this category may not be entered into any other categories with the notable exception of Category 18 (Work By An Apprentice). Production may be of any materials using any method but must include an element of words or lettering.

Category Requirements

Judges need to see detail and distance photos, ideally photos of the sign/s in place to see how well they relate to the environment. Consideration will be given to original clean and sharp work that has good use of colour and effects and is showing technical ability but with balance and flair.

Judging will be based on, but not limited to, the following guidelines:

- 40% Overall visual impact.
- 20% Originality of concept and design.
- 20% Technical design and execution.
- 20% Suitability to brand and environment.

13. DIMENSIONAL SIGNS

The Dimensional Signs category is for all signs and / or graphic images created in more than two dimensions. This category is restricted to entries which have a clear intent to convey an advertising message. Entries in this category must comprise 3 or more dimensions and may be engraved, foundry cast, stamped, moulded or hand shaped signs or images can be entered along with router, laser or water jet entries fabricated in any material.

Category Requirements

Photos are required from a distance as well as close up and front on to demonstrate the dimension achieved. Consideration will be given for originality, the scale, and the technical as well as the aesthetic design.

Judging will be based on, but not limited to, the following guidelines:

- 50% Overall visual impact of the completed sign.
- 30% Effective technical design showing originality and the innovative use of materials.
- 20% Technical difficulty of manufacture and installation.



Award Classes and Entries continued...

14. TRADITIONAL HANDCRAFTED AND LETTERED SIGNS

The Traditional Handcrafted and Lettered Signs category is restricted to hand crafted signs. Production must include hand lettering and may comprise of chalk art, watercolour, calligraphy, showcards, window splashes, hand carving in any materials, and may include bead or sand blasting, pin striping and gold or metal leaf. All entries must include an element of hand lettering.

Category Requirements

Judges need to see detail and distance photos, ideally photos of signs in place to see how well they relate to the environment. Consideration will be given to original clean and sharp work that has good use of colour and effects and is showing technical ability but with balance and flair.

Judging will be based on, but not limited to, the following guidelines:

- 40% Effective design, flair and originality, taking into account the suitability to the sign's message.
- 30% Competency of traditional sign writing techniques.
- 30% Complexity and variety of techniques utilised.

15. CORPORATE BRAND – INTERPRETATION AND DELIVERY

The Corporate Brand – Interpretation and Delivery category is to recognise the exceptional thought that has gone into the managing of a Client's Corporate Identity and delivering it into a varied range of applications. The brand must have multiple sites but one installation could form the entry.

Category Requirements

Judges need to see photos of the various applications demonstrating consistency of the brand being used creatively across various types of media. Consideration will be given to the clients' brief and budget. How the work is interpreted through original design work technically difficult or innovative production methods to meet budget, conformity of the brand through different media and how successfully the results engage or affect the end user. An extensive written description of the scope of the work undertaken, as well as a written testimonial from the client is a requirement for eligibility in this category.

Judging will be based on, but not limited to, the following guidelines:

- 30% Interpretation of the design and the application of the brand to that site.
- 30% Variety of manufacturing methods and techniques.
- 10% Engineering considerations.
- 10% Installation (Complexity and scale).
- 10% Environmental Impact (life cycle of the products specified, recycling of removed products, etc).
- 10% Project Management, Council Compliance (Roll-out plan and programme, resources).



Award Classes and Entries continued...

16. ORIGINAL IN-HOUSE DESIGN

The Original In-House Design category is for all signage work designed and executed entirely in-house. No design concepts, logos or content may be supplied by clients, agencies, casual or short term contractors or other third parties who are not full time employees of the entrant's organisation. The basic tenet of this class is that 100% originality of every element must rest with the entrant.

Category Requirements

Judges need to see detail and distance photos as well as both sides on vehicles. Entries will be judged on the fundamental design and aspects of the design concept that has been developed in-house. Consideration will be given to originality, colour choice and flair. Include information regarding development and build details.

Judging will be based on, but not limited to, the following guidelines:

- 50% Original innovative design with clarity of message.
- 50% Overall impact of the finished entry.

17. SELF PROMOTION

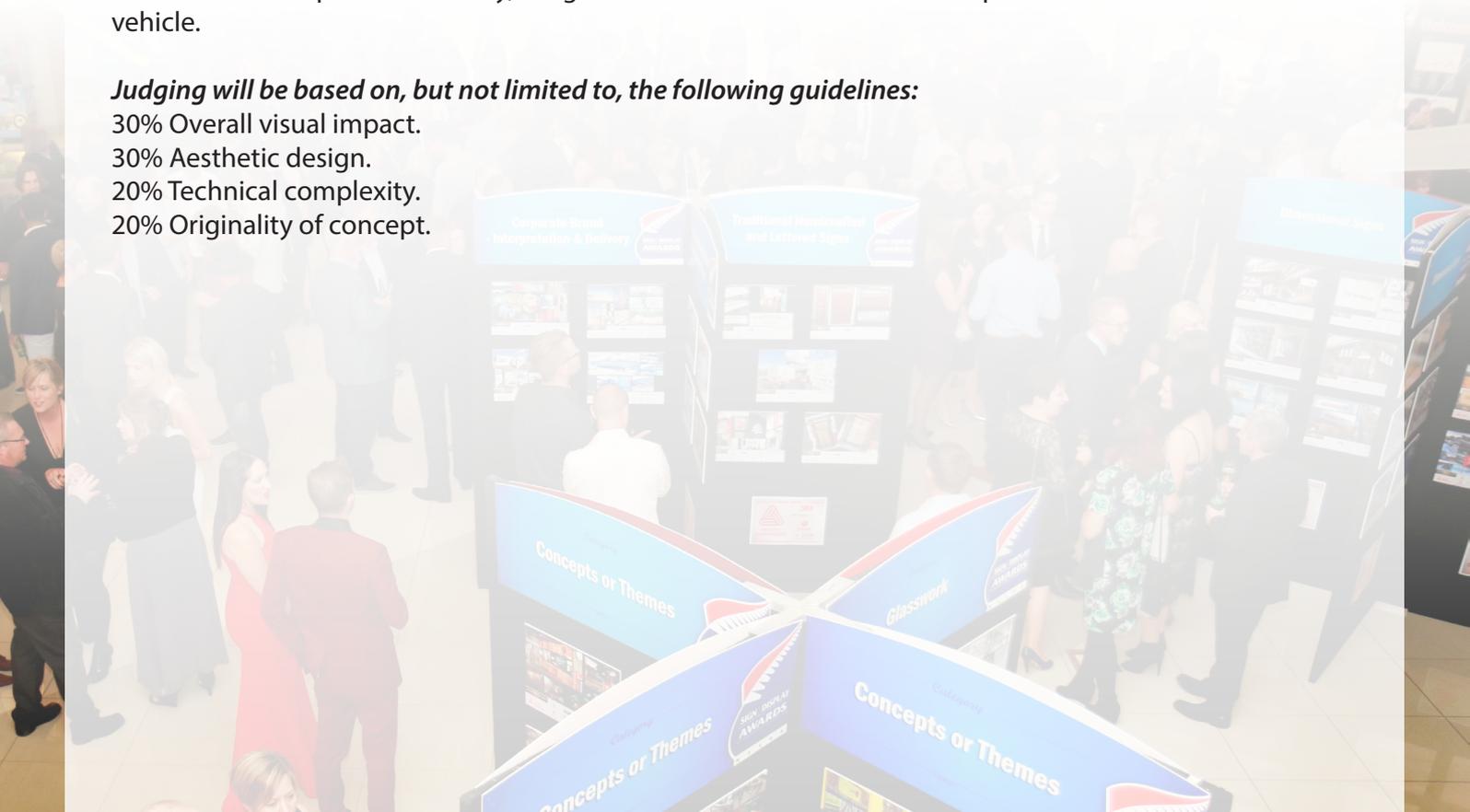
The Self Promotion category is for work of any type that contributes to the creation of a total brand. May include hoardings, banners, freestanding signs, walls, vehicles, brochures, business cards, staff attire, etc., that are created for the purpose of self promotion with no budget constraints or commercial value to a client. In this category production methods and materials used are unlimited.

Category Requirements

Clear, untouched photos are a requirement. Include distance photos as well as close-ups. Entries will be judged on originality and flair. Consideration will be given to colour choice and effectiveness of the design. If a vehicle forms part of the entry, Judges need to see detail and distance photos as well as both sides of vehicle.

Judging will be based on, but not limited to, the following guidelines:

- 30% Overall visual impact.
- 30% Aesthetic design.
- 20% Technical complexity.
- 20% Originality of concept.



Award Classes and Entries continued...

18. WORK BY AN APPRENTICE

The Work By An Apprentice category may include any work from any category produced in-house by the apprentice or the apprentices' own original design work undertaken by others in-house. An apprentice can be of any age but must be Competenz registered. Information on how many years of experience must be forthcoming.

Category Requirements

Judges need to see a good array of photos that may include angles, distance, close-up and straight on. Vehicles from both sides, rear and front. Entries will be judged on originality and flair. Third party logos and design supplied from out of house will not be considered in the judging process. An extensive written description of the scope of the work undertaken by the apprentice is a requirement for eligibility in this category.

Judging will be based on, but not limited to, the following guidelines:

- 40% Overall visual impact of the entry.
- 30% Creative concept and clarity of message.
- 30% Technical ability, techniques and execution.

19. DIGITAL SIGNAGE

The Digital Signage category is to recognise the emerging trend towards screen and film based moving, changeable or interactive signage and the impact of excellent content in digital signage and self-service kiosks at point of wait, sale or transit environments. Entries in this category can be an individual site or a multi-site delivery.

Category Requirements

To be eligible in this category, the full file of the entry needs to be uploaded (for judging), as well as an image file (.jpg) for display purposes. A full description of the work, including the extent of originality, the method of display, and the number of sites that the entry was displayed in is also required. Entries will be judged on impact, originality and flair.

Judging will be based on, but not limited to, the following guidelines:

- 50% Original innovative design with clarity of message.
- 30% Overall visual impact.
- 20% Technical complexity.

