



New Zealand

Sign and Display Awards

8 July 2022 | Queenstown

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 aeroplanes 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 aeroplanes but is more likely to include cars, vans, buses, boats, etc. Finished work must be digitally printed and must include lettering / logos / symbols / etc. This category may include partial or full wraps, but 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% Technical complexity of application.
- 20% Innovative use of materials.

3. VEHICLES – CUSTOM WRAPPED

This category is for all forms of vehicles from push bikes to aero planes 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). The use of trademarked or copywritten imagery can only be used with permission from the owner. A copy of the Content License Agreement must be provided with the entry details.

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 AND DISPLAY

The Exhibition and Display 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 / Display as well as front and sides. Consideration will be given for the space above, around and on the entry, 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.

Theming continued...

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.

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.

20% Entrant contribution level to overall theme completion and project management.

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:

50% Original and effective design.

30% Innovative use of materials to gain unique effects.

20% Technical difficulty of installation.

7. ILLUMINATED SIGNS NON DIMENSIONAL

The Illumination category covers the design and application of illuminated non dimensional signage and may comprise neon, LED, fluorescent, flexi-face or light box mounted imagery. The entry must only display a message on a single dimensional plane IE/ flat surface. In this category all forms of production are permitted providing the signage is internally illuminated. Additionally structural techniques, methodology and manufacturing elements will be considered.

Category Requirements

Photos of entries in this category are required of the signage 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.

30% Innovative use of materials and lighting effects.

20% Technical difficulty of construction and installation.

8. DIMENSIONAL SIGNAGE

This category is intended for all forms of signs created with a variety of depth, with or without illumination. 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 and/or illumination are allowable, including hand carving, casting, fabrication, CNC modelling, 3D printing, and may be fabricated in any material.

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:

40% Original concept and overall visual impact.

40% Manufacturing methodology, innovation of materials and techniques.

20% Installation, attention to completed detail.

9. ILLUSTRATIONS & MURALS

This category is restricted to entries which are considered an illustration or mural. The entry could be a hand-rendered, air-brushed or digitally designed and printed.

The entry could be an illustration or mural on building, (interior and exterior), hoardings or similar or any types of substrate.

Category Requirements

Photos are required from a distance as well as close up. Consideration will be given to imagination and technical ability, diversity of production techniques, 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:

50% Creative concept and clarity of message.

30% Technical skill and proficiency of execution.

20% Installation, attention to completed detail.

10. 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 exceptions of Category 18 (Work By An Apprentice) and Category 16 (Original inhouse design). Production may be of any materials using any method but must include an element of words or lettering. EG. Building fascia signs, sidewalk blade signs, show boards, flags, general hoarding signs and billboard signage.

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.

Signs continued...

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

- 40% Overall visual impact.
- 30% Originality of concept and design.
- 20% Technical design and execution.
- 10% Suitability to brand and environment.

11. TRADITIONAL HANDCRAFTED SIGNS

This Category is restricted to all techniques of hand crafted signmaking that is considered “traditional”. This may include any type of hand lettering or airbrushing and may comprise of techniques such as gilding, metal leaf applications and pinstripping.

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 with balance and flair.

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

- 40% Effective design, flair and originality,
- 30% Competency of traditional sign writing techniques.
- 30% Complexity and variety of techniques utilised.

12. CORPORATE BRAND – INTERPRETATION AND DELIVERY

The Corporate Brand – Interpretation and Delivery category is to recognise the exceptional skill that goes 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.

PLEASE NOTE: An extensive written description of the scope of the work undertaken is a requirement for eligibility in this category. Entrants must detail their input to the final overall delivery, IE was all manufacture/installation/design completed by the entrant.

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.
- 20% Installation (Complexity and scale).
- 10% Engineering considerations.
- 10% Project management, council compliance, environmental concerns/impact and rollout programming and management. (Roll-out plan and programme, resources).

13. 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. 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.

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

50% Original innovative design with clarity of message.

50% Original innovative use of materials and manufacturing techniques.

14. BRAND CREATION

This category is to recognise the diverse range of design and brand management skills required to produce an overall visual image for a client. Entries in this category must be comprised of a logo designed in-house and other branding elements/items such as, stationery/print design, signage, website, online promotion, uniforms, promotional items or video content designed solely by the entrant company. All elements must be designed in-house but production of the final item may be completed by contractors under the management of the entry company. Eg. Uniforms designed inhouse but embroidery/screen printing completed by direct contractor.

Category Requirements

Written details of the clients business ie: type of business, size; are they a multi site? Their point of difference from their competitors etc. Photos of the completed branding elements/items must be provided along with a copy of the completed logo. {Digital artwork/layout of the element only will not be accepted}. Domain names of websites or links must be supplied for viewing. The entry must comprise of a logo design and a minimum of 2 branding elements/items.

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

50% Originality, creativity and "fit for purpose" of the branding and logo.

50% Innovation and diversity of branding elements.

15. SELF PROMOTION

The Self Promotion category is for work of any type that contributes to the creation of the entrant's brand. May include signs, 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

Include distance photos as well as close-ups. Entries will be judged on impact, originality and flair. Consideration will be given to colour choice and effectiveness of the design.

Self Promotion continued...

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

- 30% Overall visual impact and clarity of message.
- 30% Originality and creativity.
- 20% Innovative use of materials.
- 20% Technical design and execution.

16. 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 included.

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.

17. INDUSTRY CHOICE

Results from a voting system on the Awards website.

