

Awards Categories:

****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.

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. 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.

****8: ILLUMINATED SIGNS****

The Illumination category covers the design and application of all illuminated signage and may comprise neon, LED, fluorescent, fabricated 3 dimensional letters/shapes, flexi-face or light box mounted imagery. The entry maybe 3 dimensional or flat. In this category all forms of production are permitted providing the signage is internally illuminated. Additionally structural techniques, methodology and manufacturing elements are also 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 and 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.

****9: DIMENSIONAL SIGNAGE & MODELLING****

This category is intended for all forms of dimensional work created with an architectural flare, a variety of depth, with or without illumination. The entry may include an advertising message or purpose, but it is not an overall requirement for this category. All materials and all forms of construction are allowable, including but not limited to engraved, foundry cast, stamped, molded or hand shaped signs or images, router, laser or water jet, hand carving, casting, fabrication, CNC modelling and 3D printing.

Category Requirements

Photos are required from as many angles as possible, including from a distance and close-up to demonstrate the dimensions and architectural design. Consideration will be given to imagination and originality, scale, innovation, technical 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.

****10: SIGNS****

The Signs category is for all signs not catered 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. 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.

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 & ILLUSTRATIONS****

This category covers all signs, illustrations and murals, 3D fabrication items that have utilised hand crafted techniques that are considered “traditional”. This entry can be an illustration or mural on a building (interior or exterior), hording or similar types of substrate. Techniques that can be used are hand lettering/rendering, airbrushing, hand carving, casting, gilding, metal leaf applications and pinstriping . Traditional power tools may be used (excluding CNC equipment).

Category Requirements

Judges need to see close up detailed 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. A detailed description of techniques and methodologies used is required.

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 supplied or inhouse designed clients corporate identity and delivering it into a varied range of applications and or sites. The client must have more than one site, which may include a head office and one or more retail/office sites. One site installation of the corporate identity can 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: SHOP FRONTS****

The shop fronts category is for the overall completed presentation of a shopfront or building including all image elements combined that contribute to the overall street appeal of the business. Elements may include any type of signage, painting, fascia signage, window graphics, illuminated/fabricated elements produced using traditional handcrafted or modern production techniques, but may only include items on the exterior of the building that is viewable from the street.

Category Requirements

Photos are required of the overall presentation of the entry from a distance and close up with a detailed description of the work and methods undertaken to produce the entry, including the individual elements/signs incorporated within. Entries will be judged on the fundamental design and concept that has been developed. Consideration will be given to originality, colour choice and flair.

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

50% Innovative design (both aesthetic and technical) and overall impact of the shopfront.
50% Original use and diversity of materials and elements/signs used including manufacturing techniques.

****14: 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.

****15: 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 in-house but embroidery/screen printing completed by direct contractor.

Category Requirements

Written details of the client's 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.

****16: 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.

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.

****17: 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.