

PROMAXBDA CREATING WHAT'S NEXT AWARDS 2018 - STUDENT COMPETITION:

Qualifying entries must be student work completed between: January 2017 – December 2017. Students must be enrolled in an accredited program at the time entries were created.

01 – ART DIRECTION & DESIGN: MOTION GRAPHICS

Any single motion graphic material that effectively showcases design elements. Design elements may include multi-media platforms. Message will be judged on creativity and technique.

SUBMISSION REQUIREMENTS: One item per entry. Videos must be two minutes (2:00) or less.

02 – GENERAL IMAGE SPOT

Any single video-based piece that demonstrates effective use of: editing, copywriting, directing, etc... Must showcase message effectiveness.

SUBMISSION REQUIREMENTS: One item per entry. Videos must be 2 minutes (2:00) or less.

03 – BRAND INTEGRATION USING MULTIPLE MEDIA

A combination of thematically-related elements of promotional material including but not exclusive to spots, print ads, mobile apps and other material designed as a combined promotion campaign on multiple media. The purpose of the material should be to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.

SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than 2 pieces of material in any one medium. For any video materials, each video needs to be two minutes (2:00) or less. For any print material, each piece must be uploaded as a .pdf. For any web materials, submit archived website material via video upload.

04 – KEY ART/POSTER

Any single print key art/poster piece. Includes billboards, building sides, bus shelters, 3-D, etc. Submit photos of outdoor ads and include how they are placed in their environment.

SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.

05 – SOUND DESIGN

Any single video-based that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less

06 – BEST USE OF MUSIC

Creative and effective use of music that supports the creative direction of a video-based asset. This category is meant to acknowledge the best creative use of a song, with or without lyrics

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.

07 – PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

A group of related video-based promotional material created to drive awareness of public service issues, social action or community service announcement.

SUBMISSION REQUIREMENTS: Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.