

PROMAX Awards

Spark
2020



CATEGORY
GUIDE

PROMAX Spark Awards 2020

Student Competition

Qualifying entries must be student work completed between: **January 2019 – December 2019**

Students must be enrolled in an accredited program at the time entries were created.

IMPORTANT FOR YOU TO KNOW

- Promax will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of Promax to be used at their discretion
- All relevant permissions and copyrights are assumed to be cleared by the entrant
- In the event that any individual category attracts fewer than 5 entries or less than 5 submitting schools, the organizer reserves the right to withdraw that category from the competition. In this event, the participating students will receive a credit towards future entry fees. No cash refund will be given
- The awards to be given for the 2020 award season will be gold statues. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice of updates and revisions will be posted on our website
- Only Promax Academic Members are eligible to submit unlimited entries to the Creating What's Next student competition
- The judging guidelines can be provided upon request

Sharing your academic membership to submit entries, or otherwise, is not permitted, and membership entries with multiple individual credits will be disqualified

01 – ART DIRECTION & DESIGN: MOTION GRAPHICS

Any single piece of motion graphic material that effectively showcases design elements. Note: Art direction brings clarity and definition to our work; it helps our work convey a specific message to a particular group of people. Art direction combines art and design to evoke a cultural and emotional reaction.

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... to tell a story or effectively convey a message. Note: A general image spot or commercial is a video advertisement intended to air on television or the internet that conveys a message about a program, movie, or special enticing the audience to watch, tune in and/or subscribe or purchase.

SUBMISSION REQUIREMENTS: One item per entry. Video entry needs to be two minutes (2:00) or less.

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03 – KEY ART/POSTER

Any single print key art/poster piece. Includes billboards, building sides, bus shelters, 3-D, etc. Note: Key art is the primary art used in all the ads and posters for a show, film, or other promotional elements.

SUBMISSION REQUIREMENTS: One item per entry. Must be uploaded as a pdf.

04 – BEST USE OF MUSIC

Any single piece that demonstrates creativity and the effective use of music to support 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. Notes: The use of music can make us cry, bring memories rushing back, and even inspire us to tune it. The art of applying music to a piece of promotional material or story can be exceptionally effective to help deliver and inform a creative visual, have an emotive power, and/or create a connection with the audience.

SUBMISSION REQUIREMENTS: One item per entry. Videos must be ninety seconds (:90) or less

05 – TITLE SEQUENCE

A general entertainment program, movie, special or show opening title sequence. Note: A title sequence (also called an opening sequence or intro) is the method by which films or television programs present their title, key production and cast members, utilizing conceptual visuals and sound.

SUBMISSION REQUIREMENTS: One item per entry. Video entry needs to be two minutes (2:00) or less.

06 – BRAND IDENTITY

Creative Brand Book and/or motion-based video that demonstrate original development of logo type and its supporting elements. NOTE: Examples (not limitations) of what may be included in a brand book: brand colors, typography and its usage, brand textures, tag lines, photography and its usage. Subject is not exclusive to traditional broadcast media and entertainment companies. If subject is a re-imagination of on-air network brand, then design such as logo animation, transitions, mortises, lower 3rd, open and close, menu should also be included.

SUBMISSION REQUIREMENTS: PDF digital brand book, style guide and/or video-based sizzle. Video entry needs to be two minutes (2:00) or less.

07 – PUBLIC SERVICE ANNOUNCEMENT

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

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

08 – SHOWCASE REEL

A video-based portfolio of work, showcasing the student's skill set. The entry is a collection of work produced as a student.

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

QUESTIONS?

Please Contact the Promax Programs Department:

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