

The logo features a large, solid black speech bubble shape. Inside the bubble, the text "aca design festival" is written in a white, lowercase, sans-serif font. The word "aca" is on the top line, "design" is on the second line, and "festival" is on the third line. The bubble has a tail pointing towards the bottom-left corner.

**aca**  
**design**  
**festival**

**'17**

# Awards Categories

## **1. Branding**

- 1.1. Creation of a new Brand Identity: Consumer
- 1.2. Creation of a new Brand Identity: Corporate
- 1.3. Refresh/Rebrand of an existing brand

## **2. Communication Design**

- 2.1. Publications & Editorial Design
- 2.2. Annual Reports
- 2.3. Direct Marketing: Calendars, Invitations, Greeting cards, etc.

## **3. Digital Design**

- 3.1. Website & Application design
- 3.2. Motion Design

## **4. Brand Environment Design**

- 4.1. Retail/Corporate
- 4.2. Events

## **5. Packaging Design**

- 5.1. Product design
- 5.2. Label design

## **6. Craft in Design**

- 6.1. Best use of illustration
- 6.2. Best use of photography
- 6.3. Best use of typography

# Definition of Categories

## 1. Branding

### 1.1. Creation of a new Brand Identity : Consumer

Creation of a new brand identity for products or services.

**Compulsory Materials:**

JPG Images showing the identity and the brand collaterals. Images size : 1920x1080 in 72dpi JPG

Entry form

**Optional Materials :**

Case Film & URL

### 1.2. Creation of a new Brand Identity : Corporate

Creation of a new corporate identity.

**Compulsory Materials:**

JPG Images showing the identity and the brand collaterals. Images size : 1920x1080 in 72dpi JPG

Entry form

**Optional Materials :**

Case Film & URL

### 1.3. Refresh/Rebrand of an existing brand

Rebrand / refresh of an existing brand identity (Consumer or Corporate)

**Compulsory Materials:**

JPG Images showing the identity and the brand collaterals. Images size : 1920x1080 in 72dpi JPG

Entry form

**Optional Materials :**

Case Film & URL

## 2. Communication Design

### 2.1. Publications & Editorial Design

Magazines, brochures, books...

**Compulsory Materials:**

JPG Images showing the most interesting and relevant pages of the publication. Images size : 1920x1080 in 72dpi JPG.

Entry form

**Optional Materials :**

Case Film & URL

### 2.2. Annual Reports

Focus will be placed on the general concept of the report and the way it conveys the brand. Attention will be made on the presentation of the charts and diagrams

**Compulsory Materials:**

JPG Images showing the most interesting and relevant pages of the Annual Report. Images size : 1920x1080 in 72dpi JPG..

Entry form

**Optional Materials :**

Case Film & URL

### **2.3. Direct Marketing : Calendars, Invitations, Greeting cards etc**

Any work that has been sent to a specific audience, Including but not limited to calendars, invitations, postcards, tickets and seasonal greeting cards within print media.

#### **Compulsory Materials:**

Photos of the actual piece of direct marketing. Images size : 1920x1080 in 72dpi JPG

Entry form

#### **Optional Materials :**

Case Film & URL

## **3. Digital Design**

### **3.1. Website & Application design**

Focus will be placed on the execution of design to aid the function and use of the digital application. Including but not limited to websites, microsites, etc.

#### **Compulsory Materials:**

URL of the work

JPG Images of the most interesting pages of the website or application : 1920x1080 in 72dpi JPG

#### **Optional Material :**

Case Film

### **3.2. Motion design**

Focus will be placed on the use of animation, motion graphics to communicate the brand or its intended message.

#### **Compulsory Materials:**

Case Film

Entry form

#### **Optional Materials :**

URL

## **4. Brand Environment Design**

### **4.1. Retail / Corporate environment**

Demonstrating the design of a retail or corporate space. Entries in this category may include any type of permanent or temporary design

#### **Compulsory Materials:**

Photos showing the actual execution. Images size : 1920x1080 in 72dpi JPG

Entry form

#### **Optional Materials :**

Case Film & URL

### **4.2. Events**

The conception of Corporate Events. Attention will be placed on the concept and the design of the space

#### **Compulsory Materials:**

Photos showing the actual execution. Images size : 1920x1080 in 72dpi JPG

Entry form

#### **Optional Materials :**

Case Film

## **5. Packaging Design**

### **5.1. Product Design**

Entries where the actual packaging has been designed and specially created for the brand (3 dimensional aspect).

#### **Compulsory Materials:**

Photos of the actual end product or range of products. Images showing Images size : 1920x1080 in 72dpi  
JPG

Entry form

#### **Optional Materials :**

Case Film & URL

### **5.2. Label Design**

The conception of the label(s) of a product or a range of products

#### **Compulsory Materials:**

Photos of the actual end product or range of products. Images size : 1920x1080 in 72dpi  
JPG

Entry form

#### **Optional Materials :**

Case Film

## **6.Craft in Design**

### **6.1. Best use of illustration**

Best use of illustration as an aid to communicate the brand or its intended message applied in any category.

#### **Compulsory Materials:**

Image(s) showing the artwork. Images size : 1920x1080 in 72dpi  
JPG

Entry form

#### **Optional Materials :**

Case Film & URL

### **6.1. Best use of photography**

Best use of photography as an aid to communicate the brand or its intended message applied in any category.

#### **Compulsory Materials:**

Image(s) showing the artwork. Images size : 1920x1080 in 72dpi  
JPG

Entry form

#### **Optional Materials :**

Case Film & URL

### **6.2. Best use of typography**

Best use of typography as an aid to communicate the brand or its intended message applied in any category.

#### **Compulsory Materials:**

Image(s) showing the artwork. Images size : 1920x1080 in 72dpi  
JPG

Entry form

#### **Optional Materials :**

Case Film & URL

## Judging Criterias

### 1. CREATIVITY

Freshness, originality and relevance of the concept

### 2. EXECUTION

Art direction & crafting of the concept

## Eligibility

Any work aired between the 20th August 2015 and the 20th August 2017 can be entered.

If relevant, a work can be entered in different categories.

- 1.All the entries are uploaded on a specially designed and developed platform: [www.acadesignfestival.com](http://www.acadesignfestival.com)
- 2.The jury consists of 5 international renown professionals
- 3.Each judge scores each entry without interacting with the other juries
- 4.The system calculates an Average score for each entry
- 5.The top 5 of each category constitutes the finalists
- 6.The top 3 constitutes the Gold, Silver and Bronze Awards

## Dates of submission

Between the 10th and the 25th of August 2017

Thank you for your participation and best of luck !

For more information please consult the official ACA Design Festival website:

[www.acadesignfestival.mu](http://www.acadesignfestival.mu)