

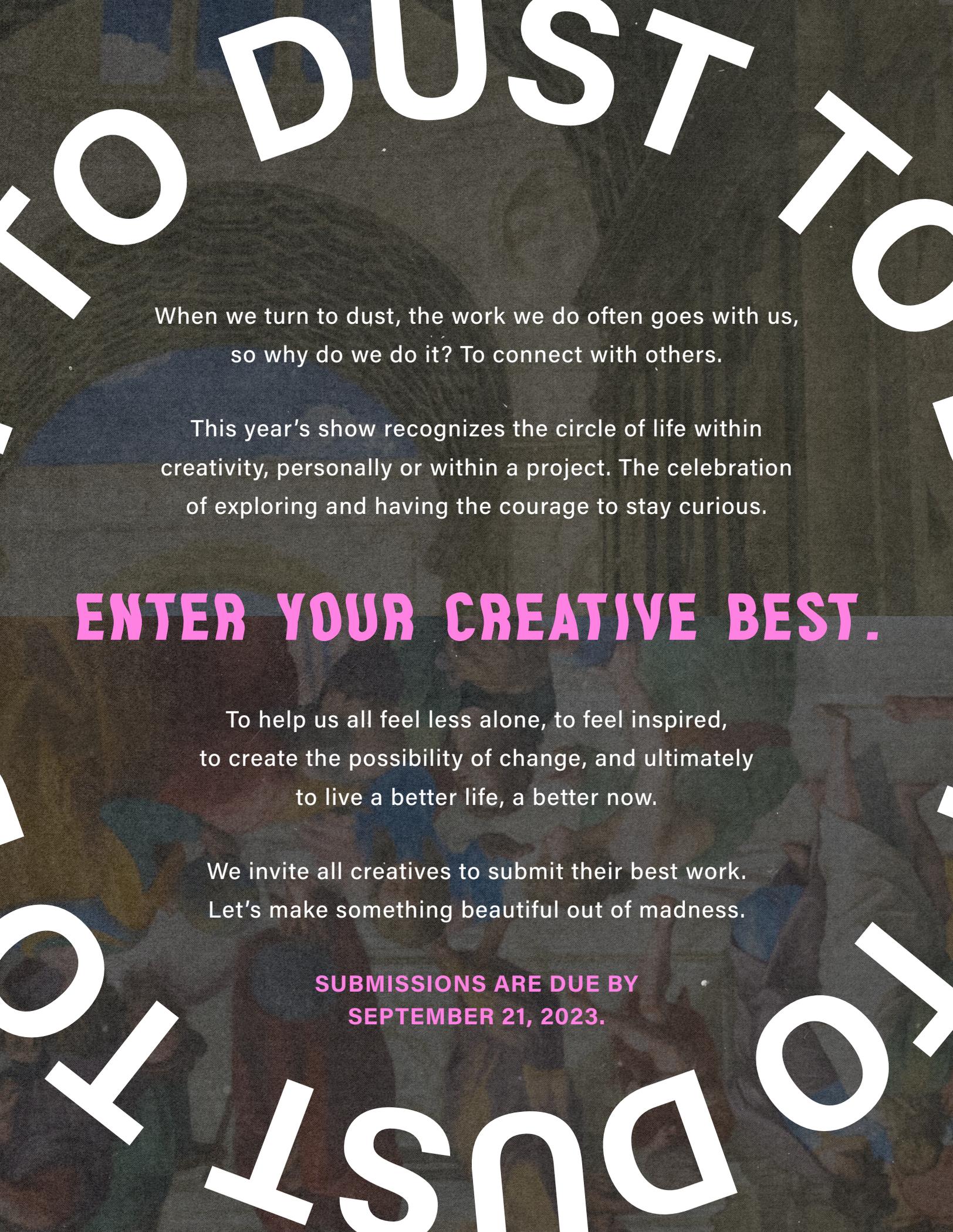
DUST TO DUST
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CREATIVE *BEST* 2023

SUBMISSION GUIDE



CSC | A



When we turn to dust, the work we do often goes with us,
so why do we do it? To connect with others.

This year's show recognizes the circle of life within
creativity, personally or within a project. The celebration
of exploring and having the courage to stay curious.

ENTER YOUR CREATIVE BEST.

To help us all feel less alone, to feel inspired,
to create the possibility of change, and ultimately
to live a better life, a better now.

We invite all creatives to submit their best work.
Let's make something beautiful out of madness.

**SUBMISSIONS ARE DUE BY
SEPTEMBER 21, 2023.**

IMPORTANT DATES

ONLINE ENTRY DEADLINE

THURSDAY SEPTEMBER 21 11:59PM

IN-PERSON ENTRY DROP OFF

WEDNESDAY, SEPTEMBER 20 9AM-1PM

Center for Architecture & Design

50 West Town Street, Columbus, Ohio 43215

THURSDAY, SEPTEMBER 21 5-8PM

King Business Interiors

1400 Goodale Boulevard #102, Columbus, Ohio 43212

*Drop off your submission, stay and join us for our
Portfolio Review, as a Reviewer or Reviewee!*

CREATIVE BEST AWARDS SHOW

THURSDAY NOVEMBER 16, 2023 6:30-10PM

Vue Columbus

95 Liberty Street, Columbus, Ohio 43215

IMPORTANT DATES

WHAT IS ELIGIBLE?

Any work that fits one of the categories that has been **produced after September 15, 2022**. Entries from past Creative Best competitions will be disqualified without consideration or refund. Work done with CSCA as client (ex. CSCA event graphics) is ineligible for Creative Best awards.

WHO CAN ENTER?

CSCA members and non-members **living within 75 miles of Columbus, Ohio**. Students enrolled in a school or university located in the state of Ohio may enter their student work completed within an accredited arts, design, business, or communication curriculum.

CREDITING WORK

Please credit all contributors to the work, including collaborators, contractors, and stock elements. If Artificial Intelligence was used, specify this on your entry form, along with a short explanation of its use. All awards will be presented as credited in the entry form, to the best of our ability.

WHAT DO I SUBMIT?

CSCA prefers to have the work judged in its final form. When possible, submit actual printed samples, links to live web and digital content, or HD video files. If not possible or practical (website is no longer live, work is overly large, etc.), please submit prototypes, photographs or image files of work.

RULES & GUIDELINES

ONLINE SUBMISSIONS

Online submissions will be accepted for all categories except PL (Print - Long Form). Work in SM, IN, and SDI categories will be viewed digitally and should follow digital submission guidelines below. Video pieces should follow video guidelines below. Other work will be printed at tabloid size for judging and is **limited to three total pages**. If you would like to pay an extra \$5 to have additional pages printed, please check the corresponding box when submitting. Submitted work not at tabloid sizes will be scaled to tabloid size and printed centered on page. Online entries are limited to **1gb total size** per entry. For more info on accepted formats and to submit, visit cscarts.org/creative-best.

WHEN/WHERE TO PICK UP

Work to be returned will be available for pickup at the CSCA volunteer meeting on October 10, 6:30PM–8:00PM at The Fort, and October 19, 6:30PM–8:00PM, location TBA. If neither time works, please reach out to info@cscarts.org for other arrangements. If you would like to have your work returned, you must check the box on the Main Form, and pay the additional \$5.

MOVING CATEGORIES

Work will not be moved between categories. Please carefully read applicable categories and judging criteria. Reach out to info@cscarts.org with questions.

DIGITAL SUBMISSIONS

Digital work meant to be viewed digitally (websites, apps, banner ads, etc.) should be submitted as a link to live content when possible. When not possible, please submit as locally running prototypes or PDF at work's intended size.

CAMPAIGN VS. SINGLE ENTRY

A series of three or fewer related pieces (ex. Poster series; logo with business card, letterhead and envelope) that fit in a single category may be submitted as a single entry in that category. More than three related pieces or related pieces that fit into different categories should be broken up or submitted as a campaign.

VIDEO SUBMISSIONS

Submitted videos (or series of 3 or fewer related videos submitted together as single entry) should total no more than 3 minutes in length. Please submit in .mov or .mp4 format. Online entries are limited to 1gb total size per entry. Entries submitted in person can be at any size. If your video exceeds 3 minutes, please submit a cut that best represents the work.

IN-PERSON DIGITAL/VIDEO SUBMISSIONS

For in-person digital and video submissions (SM, IN, AN, MD, VL, VS categories) you may put multiple entries on one drive that you attach to your Main Form. Please label each file on the drive with its category and name and make sure to fill out a separate Entry Form for each submission.

RULES & GUIDELINES

IMPORTANT NOTES

*If other elements are present, the piece will be judged only on its submitted category. Ex: Copywriting will be judged only on the quality of writing, not any accompanying design elements.

**Any project created by a student outside of an accredited class must be entered as professional work.

***We will do our best to credit work exactly as submitted, and will not be able to fix crediting mistakes once the book is printed.



HOW TO ENTER

IN-PERSON

1

SUBMIT YOUR BEST WORK.

Pick your best work that connects with others, explores the now, and lets us stay curious. Make sure it was produced after September 15, 2022.

2

PLACE ENTRY IN ENVELOPE

Each entry goes in an envelope (or box for larger work). Just make sure to keep each entry separate if you have multiple submissions.

3

PRINT AND FILL OUT ENTRY FORM

Print and fill out two copies.

4

ATTACH ENTRY FORM TO ENVELOPE

Attach the entry form to the outside of the envelope or box. Repeat steps 1-5 for each entry.

5

FILL OUT MAIN FORM

Fill out one Main Registration Form. It lists all of your physical entries and fees. Work submitted online does not need to be listed on the Main Form. Attach the second copy of your entry form(s) to it.

6

DROP OFF ENTRIES.

Bring all entry envelopes, along with your Main Registration Form (with attached entry forms) to the Creative Best Call for Entries on September 21, 2023 at King Business Interiors.

ENTRY PRICING

MEMBERS

SINGLE ENTRY

Professionals - \$55 (\$50 *Early Bird*)
Students - \$15 (\$10 *Early Bird*)

CAMPAIGN

Professionals - \$60 (\$55 *Early Bird*)
Students - \$20 (\$15 *Early Bird*)

NON-MEMBERS

SINGLE ENTRY

Professionals - \$65 (\$60 *Early Bird*)
Students - \$20 (\$15 *Early Bird*)

CAMPAIGN

Professionals - \$70 (\$65 *Early Bird*)
Students - \$25 (\$20 *Early Bird*)



ENTRY FORM ENTRY FORM ENTRY FORM

Each entry requires 2 copies of this form. Attach one to the outside of the envelope containing your entry. Attach the other to your Main Form. One entry form per entry.

ENTRANT (Individual or Company)

SCHOOL (Students Only)

WHO WORKED ON IT?

Include names and roles. Examples: client, creative director, designer, photographer, illustrator, writer, developer, printer, etc.

INSTRUCTOR (Students Only)

ENTRY TITLE

CATEGORY

PROJECT DESCRIPTION Provide a brief description of your project. What need or challenge was solved?

WAS AI USED? Give a short description of use if applicable.

ASSIGNMENT (Student Only)

MAIN FORM MAIN FORM MAIN FORM

Attach entry forms to this Main Form. Make sure the info below matches the attached entry forms. Pay fees with cash, credit, or checks payable to CSCA. **Please fill out this form completely and legibly. This is your invoice.**

ENTRANT (Individual or Company)

CONTACT PERSON

EMAIL

PHONE

ADDRESS

YOUR ENTRIES

ENTRY TITLE

CATEGORY

FEE

RETURN WORK?

 YES (\$5) NO

TOTAL FEE

CATEGORIES

PROFESSIONAL

AN ANIMATION

EXAMPLES: Moving Illustration: Animated videos, Cartoons, animated commercials, educational videos.

FORMATS: Video file (or series of related videos) in .mov or .mp4 format. URL to public video. Total runtime not to exceed 3 minutes.

JUDGED ON: Creativity, execution, editing, sound design and voice work, scene design, character design, animation.

EN ENVIRONMENTAL

EXAMPLES: Wall graphics, signage, point of sale, interior and exterior design, booths, wayfinding systems, dimensional space design, billboards.

FORMATS: Renders, photographs, video. PDF, image or video file.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), usability. Clarity and cohesiveness of signage, success of piece within space.

CA CAMPAIGN

EXAMPLES: A set of three or more related pieces from one or more other categories.

FORMATS: Follow the format requirements specific to each piece in your campaign.

JUDGED ON: Merits of individual pieces, cohesiveness, success applying concept to multiple touchpoints.

ID IDENTITY

EXAMPLES: Brand systems, collection of branded touchpoints, identity launch collateral (business cards, letterhead, swag, etc.).

FORMATS: PDF or image file. A logo and up to 3 other items.

JUDGED ON: Creativity, execution, strength of concept, success of identity in representing subject, application of brand to different touchpoints.

CW COPYWRITING

EXAMPLES: Writing in sales, promotional materials, website content, case studies and white papers. Writing in radio ads. Blog posts and articles.

FORMATS: PDF, video, audio, text, image file, or URL.

JUDGED ON: Creativity, execution, success conveying message. If other elements present, piece is to be judged only on the quality of the writing.

IL ILLUSTRATION

EXAMPLES: Illustration, illustrated typography, hand lettering, or iconography for print, packaging, digital, web, spot editorial and books.

FORMATS: Prints, photographs, tearsheets. PDF, video or image file.

JUDGED ON: Creativity, execution. If other elements present, piece is to be judged only on the quality of the illustration.

CATEGORIES

PROFESSIONAL

IN INTERACTIVE

EXAMPLES: Design for websites, apps, digital and publishing, interactive installations, user experience design.

FORMATS: URLs to web sites or app store pages. If piece is no longer live, submit PDF or locally running files.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), design aesthetics, presentation of information, functionality (if applicable).

PA PACKAGING

EXAMPLES: Graphics and labels, consumer goods packaging, packaging for promotional pieces, other three-dimensional objects.

FORMATS: Physical samples, photographs or renders, flat art, unboxing videos. PDF, image, or video file.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), production quality, shelf presence.

LO LOGO

EXAMPLES: A single logo and/or word mark on a page. No more, no less. For identity systems with multiple assets, please submit in the Identity Systems category.

FORMATS: Single page PDF or image file.

JUDGED ON: Creativity, execution, strength of concept, success of identity in representing subject.

PHL LIFESTYLE PHOTOGRAPHY

EXAMPLES: Photographs or photo series of people, objects, scenes, environmental portraits, documentary, landscape, brand images, photo illustration.

FORMATS: Photographs. PDF or image files. Up to 6 related photos in a series.

JUDGED ON: Creativity, execution, strength of concept, photographic merits. If other elements present, piece is to be judged only on the quality of the photography.

MD MOTION DESIGN

EXAMPLES: Moving Graphic Design: Motion graphics, kinetic type and iconography, opening sequences, trailers.

FORMATS: Video file (or series of related videos) in .mov or .mp4 format. URL to public video. Total runtime not to exceed 3 minutes.

JUDGED ON: Creativity, execution, design, pacing, typography and iconography, sound design and voice work, animation, transitions.

PHP PRODUCT PHOTOGRAPHY

EXAMPLES: Photographs or photographic series of people, objects, products, portraits, food, interior, architectural, photo illustration.

FORMATS: Photographs. PDF or image file. Up to 6 related photos in a series.

JUDGED ON: Creativity, execution, photographic merits. If other elements present, piece is to be judged only on the quality of the photography.

CATEGORIES

PROFESSIONAL

PL PRINT - LONG-FORM

EXAMPLES: Printed pieces 8 or more pages in length. Periodical and book design, self-promotional print, annual reports, catalogs.

FORMATS: Physical samples. Online entries are not accepted for this category.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), production quality, success of piece within space.

PP PRINT - PRODUCT

EXAMPLES: Printed design work that is for sale. Art posters, apparel design, stationary, pins and patches.

FORMATS: Physical samples, photographs or renders, flat art. PDF, image, or video file.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable) production quality, use of format.space.

PS PRINT - SHORT-FORM

EXAMPLES: Printed work under 8 pages. Cards, invitations and announcements, self-promotional prints, menus, brochures, direct mail.

FORMATS: Physical samples, photographs or renders, flat art. PDF, image, or video file.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable) production quality, use of format.

SM SOCIAL AND DIGITAL MEDIA

EXAMPLES: Content created for digital platforms, including advertising and organic placement. Social media campaigns, videos, tweets, email blasts, banner ads.

FORMATS: PDF, video or image file. Link to live ad or mockup.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable).

VL VIDEO - LONG-FORM

EXAMPLES: Video or series of videos over 30 seconds. Live action promotional videos, television ads, educational videos, trailers, demo reels. Focus on footage, editing, cinematography.

FORMATS: Video file (or series of 3 or less related videos) in .mov or .mp4 format or URL to public video. Total runtime not to exceed 3 minutes.

JUDGED ON: Creativity, Execution, editing, cinematography, sound design and voice work.

VS VIDEO - SHORT-FORM

EXAMPLES: Video or series of videos each under 30 seconds. Live action promotional videos, television ads, educational videos, trailers, demo reels. Focus on footage, editing, cinematography.

FORMATS: Video file (or series of 3 or less related videos) in .mov or .mp4 format or URL to public video. Total runtime not to exceed 30 seconds per video.

JUDGED ON: Creativity, Execution, editing, cinematography, sound design and voice work.

CATEGORIES

PROFESSIONAL

GG GREATER GOOD

EXAMPLES: Any piece that was created for the greater good – signage, posters, PSAs, online statements, installations, etc. – that was made to inspire change for the better.

FORMATS: Follow the format requirements specific to the category of the piece.

Submission fees for this category are only \$30 for members and \$35 for non-members.

JUDGED ON: Creativity, execution, clarity of message, effectiveness.

XX DIDN'T MAKE IT

EXAMPLES: Any piece from any category that was going to be great but was killed off by the client, creative director, budget, etc. Comps, storyboards, and other unfinished work.

FORMATS: Printed samples. Online submission of PDF or image file.

Submission fees for this category are only \$30 for members and \$35 for non-members.

JUDGED ON: Merits of the piece had it been completed.



CATEGORIES

STUDENT

Any piece or collection of pieces created by a student as part of an accredited arts, design, business, or communications curriculum.

STC STUDENT CAMPAIGN

EXAMPLES: A set of three or more related pieces from one or more other categories.

FORMATS: Follow the format requirements specific to each piece in your campaign.

JUDGED ON: Merits of individual pieces, cohesiveness, success applying concept to multiple touchpoints.

STDM STUDENT DIGITAL MEDIA

EXAMPLES: Banner ads, social media content, email blasts.

FORMATS: PDF, jpg or video. Link to live piece or mockup.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), presentation of information.

CATEGORIES

STUDENT

Any piece or collection of pieces created by a student as part of an accredited arts, design, business, or communications curriculum.

ST ID STUDENT IDENTITY

EXAMPLES: Logos, logos systems, identity launch collateral.

FORMATS: Printed samples. PDF or image file.

JUDGED ON: Creativity, execution, strength of concept, success of identity in representing subject.

ST PH STUDENT PHOTOGRAPHY

EXAMPLES: Photographs or photo illustration for editorial, print, advertising or photographic series.

FORMATS: Photographs. PDF or image file. Up to 6 related photos in a series.

JUDGED ON: Creativity, execution, photographic merits. If other elements present, piece is to be judged only on the quality of the photography.

ST IL STUDENT ILLUSTRATION

EXAMPLES: Illustration, illustrated typography, hand lettering, or iconography for print, packaging, digital, web applications, spot editorial and books, illustrated poster design.

FORMATS: Printed samples, photographic prints, tearsheets. PDF, video or image file.

JUDGED ON: If other elements present, piece is to be judged only on the quality of the illustration. Creativity, execution.

STP STUDENT PRINT

EXAMPLES: Packaging, wall graphics, signage, advertising and promotional posters, billboards, art posters, apparel design, stationary, pins and patches, cards, invitations and announcements, periodical and book design, self-promotional prints, menus, brochures, direct mail.

FORMATS: Physical samples, photographic or rendered prints, flat art samples. PDF or image file.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable) production quality, use of format.

ST IN STUDENT INTERACTIVE

EXAMPLES: Websites, apps, UX design.

FORMATS: Digital or online submissions of pdf, jpg or video. Link to live piece or prototype.

JUDGED ON: Creativity, execution, art, copy and photography (as applicable), presentation of information.

STV STUDENT VIDEO

EXAMPLES: Motion graphics, animation or live action video.

FORMATS: Digital or online entry in .mov or .mp4 format. Video, or series of related videos, with total runtime not to exceed 3 minutes.

JUDGED ON: Creativity, execution, design, pacing, typography and iconography, sound design and voice work, animation, transitions and editing.

