



**NEVER
SETTLE**

CSC
A

**CREATIVE 2020
BEST**

LA

OFFICIAL
SUBMISSION GUIDE



OUR SPIRIT IS EVERLASTING

It makes us stand apart—and endure. We continue to harness it in the face of every challenging strategy, client request, and now, crisis.

There is still much to celebrate this year—despite the pandemic. We continue to leave our mark on the culture of Columbus and Central Ohio, making it a beacon of creative influence across the world. This pandemic will end and we will come out even stronger.

SUBMISSIONS DUE

Sept. 17, 2020 | 11:59pm

SUBMISSION LOCATION

cscarts.submittable.com

For 2020, all entries will be submitted entirely online.

AWARDS SHOW

Nov. 19, 2020 | 7:00pm–9:30pm

AWARDS LOCATION

This year's event promises to be amazing—and entirely virtual.

RULES & GUIDELINES

WHAT IS ELIGIBLE?

Any work that fits one of the categories that has been produced after September 19, 2019. Entries from past Creative Best competitions will be disqualified without consideration or refund. Work done with CSCA as client (ex. CSCA event posters) is ineligible for Creative Best awards.

WHAT DO I SUBMIT?

Your submission should represent the final form of the work as closely as possible. For digital submissions, submit actual links to live web and digital content or HD video files. For printed or installed work, submit high quality photographs or videos of the final product. If not possible or practical, please submit PDF or image files of the work or digital mockups.

WHO CAN ENTER?

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

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, unless otherwise noted. More than three related pieces or related pieces that fit into different categories should be broken up or submitted as a campaign.

DIGITAL WORK SUBMISSION

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 files or PDF at work's intended size.

VIDEO WORK 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. Entries are limited to 1gb total size per entry.

NOTE: Work will not be moved between categories. Please carefully read applicable categories and judging criteria. Do not hesitate to reach out to info@cscarts.org if there are any questions.

HOW TO ENTER

HOW TO ENTER

This year all work must be entered through our online submission website. No physical work will be accepted and the judging process will take place exclusively online. Keep this in mind when creating your entries.

1. VISIT cscarts.submittable.com and select the relevant category for your work.

2. PREPARE your work according to the category guidelines.

3. CHECK your entry. Make sure it follows the file type and size limits for its category. As a general rule, no more than three related pieces may be included in a single entry unless submitted as a Campaign. Videos may not exceed 3 minutes of run time.

4. ADD a brief description of your piece that helps the judges understand the context, process, and why the work is successful. Refrain from mentioning your name or the name of your agency/company.

5. SUBMIT your entry. You will receive a confirmation email once your work has been accepted. **Note:** confirmation may come after the deadline. If your entry doesn't meet the requirements, you will be given the opportunity to fix it.

MEMBER COST

SINGLE ENTRY:

Professionals \$50

Students \$10

CAMPAIGN:

Professionals \$55

Students \$15

NON-MEMBER COST

SINGLE ENTRY:

Professionals \$60

Students \$15

CAMPAIGN:

Professionals \$65

Students \$20

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DIGITAL AD

Examples: Digital content, banner ads, social media ads, email ads, site takeovers.

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

Judged On: Creativity, execution, art, copy and photography (as applicable).

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.

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 may be submitted.

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

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.

REMINDER: Work will not be moved between categories. Please carefully read applicable categories and judging criteria. Don't hesitate to reach out to info@cscarts.org if there are any questions.

INTERACTIVE

Examples: Design for websites, apps, digital and publishing, interactive installations.

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.

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.

MOTION

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.

PHOTOGRAPHY * LIFESTYLE

Examples: Photographs or photographic 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 may be submitted.

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.

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PHOTOGRAPHY * PRODUCT

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 may be submitted.

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

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.

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.

PACKAGING

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

Formats: 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.

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PRINT * PRODUCT

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

Formats: 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.

PRINT * LONG FORM

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

Formats: Photographs or renders, flat art.
PDF, image, or video file.

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

PRINT * SHORT FORM

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

Formats: 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.

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.

REMINDER: Work will not be moved between categories. Please carefully read applicable categories and judging criteria. Don't hesitate to reach out to info@cscarts.org if there are any questions.

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.

CAMPAIGN

Examples: A set of 3 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.

DIDN'T MAKE IT (REDUCED PRICE)

Examples: Any piece from any category created in the last year that was going to be great but got killed off by the client, creative director, budget, etc. Comps, storyboards and other partially finished work. Greeked text and other elements characteristic of unfinished work is okay but we unfortunately can't accept work with watermarked or unlicensed photos or assets.

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

Judged On: Merits of the piece had it been completed.

NEW FOR 2020! THE GREATER GOOD (REDUCED PRICE)

Examples: Any piece unique to this year that was created for the greater good — signage, posters, online statements, PSAs, installations, etc. that was made to inspire change for the better.

Formats: Follow the format requirements specific to the category of your piece.

Judged On: Creativity, execution, clarity of message, effectiveness.

REMINDER: Work will not be moved between categories. Please carefully read applicable categories and judging criteria. Don't hesitate to reach out to info@cscarts.org if there are any questions.

STUDENT CATEGORIES

Work entered in Student Categories must have been created by a student as part of an accredited arts, design, business, or communications curriculum. Any project created by a student outside of an accredited class must be entered as professional work.

STUDENT * IDENTITY

Examples: Logos, logos systems, identity launch collateral

Formats: PDF or image file. A logo and up to 3 other items may be submitted.

Judged On: Creativity, execution, strength of concept, success of identity in representing subject.

STUDENT * DIGITAL

Examples: Websites, apps, banner ads, social media ads, email ads, site takeovers.

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

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

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: 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.

STUDENT * ILLUSTRATION

Examples: Illustration, illustrated typography, hand lettering, iconography, spot editorial and books, illustrated poster design.

Formats: Photographs or renders, flat art. PDF, image, or video file.

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

Don't hesitate
to contact us at
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with questions.

STUDENT * PHOTOGRAPHY

Examples: Photographs or photo illustration for editorial, advertising, print, digital, web, or photographic series.

Formats: Photographs. PDF or image file. Up to 6 related photos in a series may be submitted.

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.

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.

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.

BEST OF LUCK, SEE YOU IN NOVEMBER!

Visit cscarts.org/creative-best for details about entering and the event itself.

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with questions.