



**ADC\*E** Student Awards '24

Deadline  
**September 27th**

**Submit Now!**

# Call for Entries Open

**WELCOME TO THE 1ST EDITION  
OF ADCE STUDENT AWARDS**

ADCE's first young competition open to students and recent graduates across creative disciplines - The youngstars' rise to greater constellations.

For the first time, ADCE opens its doors to all young creatives—members and non-members— providing the new generation of talents the opportunity to gain visibility and make a strong start in their professional careers.

[www.adceurope.org](http://www.adceurope.org)





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# Eligibility

## Eligible

- Entrants must be 18 or older.
- Entrants must be currently enrolled in an undergraduate university programme, graduate programme, portfolio programme\*
- Recent graduates are eligible. Graduation date must be no earlier than June 2023.
- Work must have been created during your student career – this includes coursework or personal projects.
- Participants do not have to be a member of the Art Directors Club of Europe in order to participate in the ADCE Student Awards.
- Interns with no more than 2 years of previous professional experience in the advertising, marketing, design, or communications industry are eligible.

## Note:

\*If you are part of a non-traditional portfolio programme or short-course, please reach out to [awards@adceurope.org](mailto:awards@adceurope.org) to confirm your eligibility.



# Eligibility

## Non-Eligible

- PhD Candidates are not eligible.
- Students with more than two years of professional experience in the advertising, marketing, design, or communications industry are not eligible.
- Students working at an agency as a copywriter, art director or other professional position are not eligible. Interns are eligible.

## Team Information

Teams may apply for the competition. There is no limit on the number of students per team. All team members should meet the above criteria (excluding any faculty advisors).

Team members may be from different schools or programs, but only one school can be listed as the Primary Credit. Additional schools should be listed under "Secondary Credits". Primary and Secondary schools will split points in the Global Creative College Rankings.



# Student Categories

## 1. Advertising

Creative visualization and realization that expresses craft in visual communication or artistry in writing of advertisements, executed through any medium, including: TV/film, online video, motion, direct, press, poster, or any printed or digital promotional materials (posters, signage, displays, billboards).

## 2. Architecture / Interior / Environmental Design

Spatial design involving interaction with the consumer that uses 3D tools, volumetric constructions, digital technologies and other means of visual communication (exhibitions, spatial installations, store redesign, in-store communication, residential interiors, VR projects).

## 3. Artificial Intelligence

A final product or project that was produced through the use of AI. The final product will be judged.



## **4. Brand / Communication Design**

Visual expression of a company/brand, corporate entire identity sets, both brand new and rebranded.

## **5. Experiential Design**

Indoor and outdoor installations using interactive technology, including design of retail and exhibition spaces, advertising, trade stands, and digital and physical POS materials, etc.

## **6. Gaming**

Craftsmanship for a video game in:

- Animation of objects and characters
- Design and interaction of all visual elements
- Character design (character concept, style and digital artwork)
- Creation of the script, plot, or broader themes of the content
- Design of the user experience or user interface.
- Placement of a brand within a video game.

## **7. Illustration**

Illustrations used in design projects.

## **8. Interactive**

Creative use of tools in an advertising campaign on digital platforms, as well as the use of non-standard media, banner and Internet advertising.

## **9. Motion / Film Craft**

The use of 3D videography, Computer-Generated Imagery (CGI), various types of 2D and 3D animation, as well as a mastery of visual effects.

## **10. Packaging Design**

A single (1) or series (2-10) highlighting craft in the design or concepting of a package.



## **11. Photography**

A single (1) or series (2-10) highlighting craft in photography.

## **12. Product / Fashion Design**

A single (1) or series (2-10) highlighting craft in the design or concepting of a product, (including conceptual designs) and skill shown in the design of a wearable or fashion item.

## **13. Publication Design**

Multipage printed publications (books, magazines, corporate publications, catalogues, etc.)

## **14. Typography**

Creation of a new font or font family.



# Registration Process

Registration online only at:  
<https://adceuropestudent.awardhub.org/>

5 steps to be followed:

## 1. Registration

User & Password. Please create a new user to log into the platform.

## 2. Create your Profile

Very Important: Please include the School / University as a credit.

Very Important: Please make sure that your ID or Passport n° are correct in order to generate the invoice for your submitted works information.

## 3. Start Submitting your winning works!

### Work's Submission

- Each entry form will be assigned an Entry ID number (automatically generated by the system).
- You can fill in the online entry form and make any changes you consider necessary up to the final registration deadline on 27th September 2024. No modification will be allowed after that date.





## ADC\*E Student Awards '24

- If you won a Gold in any ADCE member student competition, please contact [awards@adceurope.org](mailto:awards@adceurope.org) to complete your submission for free.
- Works submitted for judging in more than one category must be individually entered in each category. In order to facilitate the submitting process, the online platform will offer the option to duplicate the basic information (title, description, credits, images, videos)

### Images & Videos

- All necessary images, videos or sound files for the submitted works must be uploaded on the online entry platform.
- Depending on the category (see [Formats, pages 10-14](#)), entries may only be required to upload digital material on the online entry platform.



## 4. Checking Process

- As soon as the work is submitted it will have access to the “Approval Pending” status.
- The ADCE will review all works and check their eligibility.
- When approved, you'll receive an email to allow you to start the payment process.

## 5. Payment

Payment has to be done before the deadline October 11th.

\*For all the Gold winning works, the fee is 0€.  
Once approved, works are automatically accepted for judging.

### **Note:**

Entry forms and work descriptions must be clear and correctly spelled in English, as this information will come from the form and used for promotional purposes (annual, etc.)



# Formats & Specs.

All necessary images, videos, or sound files for the submitted works must be uploaded to the online entry platform.

For **all categories** except from 6. Gaming and 8. Interactive the requirements are:

- 1-10 Videos and/or Images
- 1 Proof of Enrollment Image
- 1-6 Project Images

For **6. Gaming** and **8. Interactive** the requirements are:

- 1-10 Videos, Images and/or URLs
- 1 Proof of Enrollment Image
- 1-6 Project Images

## Technical requirements for each format

Videos:

**1920x1080 px** (codec H.264)

Important: 1st frame must not be black!

- Maximum video length: 2,5 min
- Maximum file size: 500Mb
- English voice over or subtitles

Sound Videos:

**1920x1080 px** (codec H.264)

Important: Download [this image](#) to add it to your audio file in order to upload it to the platform as a sound video (mp3 files are not accepted).

Text caption in English (Font Helvetica Bold 55, white on black, line space 60).

Images for Web & Print purposes:

JPG **1920 x 1080** px 72 dpi.

Portrait or landscape.

## Note:

Descriptions of each piece must be included in the online entry form. They will be used for judging and also for publication. Please ensure the descriptions are written in correct English and contain no spelling or typographical errors.



# Fees

## **Universities from ADCE member countries:**

**40€ / Entry**

\* Only for Ukrainian submissions: Due to the exceptional situation, all submissions from Ukraine will have a 50% off discount.

\*\* For all the Gold winning works, the fee is 0€. Please contact [awards@adceurope.org](mailto:awards@adceurope.org) to complete your submission for free.

\*\*\* +21% VAT not included in the fee.

## **Universities from non ADCE member countries:**

**55€ / Entry**

\* +21% VAT not included in the fee.

These fees apply to all registrations submitted by **27th September 2024**.



## **ADCE member countries:**

Austria  
Bulgaria  
Cyprus  
Czech Republic  
Estonia  
Finland  
Georgia  
Germany  
Greece  
Iceland  
Italy  
Ireland  
Latvia  
Lithuania  
Netherlands  
Portugal  
Romania  
Slovakia  
Slovenia  
Spain  
Switzerland  
Ukraine  
United Kingdom

## **ADCE non-member countries:**

Armenia  
Azerbaijan  
Belgium  
Denmark  
France  
Hungary  
Norway  
Poland  
Sweden





# Payment

Once the entry is approved, an automatic email will be sent to you to start the payment process.

Payment has to be done before **11th of October**.

Failure to make payment will automatically exclude works from the judging session.

\*For all the Gold winning works, the fee is 0€.  
Please contact [awards@adceurope.org](mailto:awards@adceurope.org) to complete your submission for free.

## Online Payment

Fees can be paid directly online on the registration platform.

## Bank Transfer

Payments can also be made to the following bank account:

### Caixabank

Av. República Argentina 247-249

08023 Barcelona / SPAIN

IBAN number:

ES60 2100 3084 8322 0038 4200

SWIFT CODE: CAIXESBBXXX

If you require any assistance with the payment process, please contact:  
[awards@adceurope.org](mailto:awards@adceurope.org)

## Important

- Please ensure the VAT details are correct in order to generate the invoice for your submitted works at the ADCE Student Awards.
- In your transfer information, please indicate the Entry ID number and country corresponding to the work you are submitting and paying for. If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers.



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# Deadline

Official Closing Date:

**27th September 2024**

Payments must be done before:

**11th October 2024**

In case of any problem with this deadline, please contact us at [awards@adceurope.org](mailto:awards@adceurope.org)



**ADC\*E** Student Awards '24

# Entrant Information

Should you have any queries regarding entry details please contact:

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Project Manager

Art Directors Club of Europe

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Website: [www.adceurope.org](http://www.adceurope.org)





ADC\*E Student Awards '24

THE ONE CLUB FOR CREATIVITY

# The Best of European Design & Advertising

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CLUB FOR CREATIVITY

Clube da Criatividade Portugal



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