

**DEADLINE**

**14<sup>TH</sup> AUGUST**

CALL

FOR

ENTRANTS

**DEADLINE**

**14<sup>TH</sup> AUGUST**

OPEN

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**ADC'E Student Awards '26**

**14<sup>TH</sup> AUGUST**

**WELCOME TO THE  
3RD 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 second 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.

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**WWW.ADCEUROPE.ORG**

**14<sup>TH</sup> AUGUST**

**ELIGIBILITY03**

**PERKS04**

**STUDENT CATEGORIES05**

**REGISTRATION PROCESS08**

**FORMATS AND SPECS10**

**FEES11**

**PAYMENT13**

**DEADLINES14**

**ENTRANT INFORMATION15**



## ELIGIBILITY

### *Eligible*

- Entrants must be 18 or older.
- Entrants must be currently enrolled in an undergraduate university programme, graduate programme, portfolio programme\* or recently graduated no earlier than June 2025.
- 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.

#### *Note:*

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

### *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](#).



## PERKS

### *Trophy*

All Golds, Silvers, Bronzes and YoungStar winners will get an ADCE Student Awards trophy.

### *Visibility*

Visibility of the winning project on ADCE's and [The One Club for Creativity showcase](#) and international media.

### *Global Rankings*

All winners and shortlists will sum up points in [The One Club's Global Creative College Rankings](#).

### *ADCE Creative Week*

Finalists will receive special discounts for the Students Gala and Portfolio Review during ADCE Creative Week in Barcelona.

### *ADCE Student Awards Jury*

The YoungStar will be invited to participate as Juror for the next edition of ADCE Student Awards.

### *ADCE Student Awards Campaign*

All winners (*Gold, Silver, Bronze*) will have the chance to be selected to design next year's ADCE Student Campaign.\*

\* This year's campaign was created by [Rui Marques](#), 2025 ADCE Student Awards Silver winner in the Typography category.



## 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, exhibition, advertising, trade stands, and digital and physical POS materials, etc.



## STUDENT CATEGORIES

### **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 nonstandard 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.



## STUDENT CATEGORIES

### ***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:*

<http://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.

### **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 14th August 2026. No modification will be allowed after that date.
- 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, page 10*), entries are required to upload digital material only on the online platform.



## REGISTRATION PROCESS

### 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 August 21st.

*Note:*

Entry forms and work descriptions must be clear and correctly spelled in English, as this information will it may be used for promotional purposes (*annual, exhibition, 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 Academic Enrollment PDF](#)
- 1-6 Project Images

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

- 1-10 Videos, Images and/or URLs
- [1 Proof of Academic Enrollment PDF](#)
- 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.

\*\*As ADCE activity has been considered a cultural good, VAT will not be applied to any invoice (for Spanish or out from Spain participants).

### *Universities from non ADCE member countries*

**55€ / Entry**

\* As ADCE activity has been considered a cultural good, VAT will not be applied to any invoice (for Spanish or out from Spain participants).

*Note:*

These fees apply to all registrations submitted by 14th August 2026.



## ADCE MEMBER COUNTRIES

AUSTRIA  
BULGARIA  
CYPRUS  
CZECH REPUBLIC  
ESTONIA  
FINLAND  
GEORGIA  
GERMANY  
GREECE  
HUNGARY  
ICELAND  
ITALY  
IRELAND  
LATVIA  
LITHUANIA  
NETHERLANDS  
PORTUGAL  
ROMANIA  
SLOVAKIA  
SLOVENIA  
SPAIN  
SWITZERLAND  
TURKEY  
UKRAINE  
UNITED KINGDOM

## ADCE NON-MEMBER COUNTRIES

ARMENIA  
AZERBAIJAN  
BELGIUM  
CROATIA  
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 21st August.** Failure to make payment will automatically exclude works from the judging session.

### *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.



## DEADLINES

Official Closing Date:

**14<sup>TH</sup> AUGUST 2026**

Payments must be done before:

**21<sup>ST</sup> AUGUST 2026**

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



## ENTRANT INFORMATION

Should you have any queries regarding entry details please contact:

**Bàrbara Recasens**

*Project Manager*

— Art Directors Club of Europe

Telephone: +34 932 566 766

Email: [awards@adceurope.org](mailto:awards@adceurope.org)

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

# SELECTED TO BECOME ADC\*E 2026



ADC\*E Student Awards '26

*The ADCE  
is a proud  
member of:*

**THE  
ONE CLUB  
FOR  
CREATIVITY**



ADC\*ESTONIA



M7K5Z

FIT



LADC

Lithuanian  
Design  
Association



Clube da  
Criatividade  
Portugal



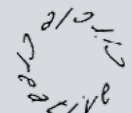
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ArtDirectorsClubSlovenia



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