THE 53RD ANNUAL HOUSTON SHOW

CALL FOR STUDENT ENTRIES

DEADLINE

The entry deadline for The 2008 Art Directors Club of Houston Annual Competition is Friday, September 26, 2008 at 6:00 p.m.

Hand-deliver, Mail or FedEx entries to:

ATTN: ADCH 2008 SHOW

Samaria Print Services

2040 W. Sam Houston Pkwy N

Houston, TX 77043-2242

Phone: 713.979.5678

All entries arriving after September 26th must be accompanied by late fees.

The late deadline is Friday, October 3, 2008 at 5:00 p.m. No entries will be accepted after this date. Late entries should be mailed or delivered to Samaria Print Services (see above).

STUDENT ELIGIBILITY

The competition is open to all students currently working toward an undergraduate or post-graduate degree from an accredited college, university, or art school. Students who graduated in Spring 2008 are also eligible, provided that work submitted was completed before graduation. Only student projects are eligible – no professional or freelance projects, please.

CATEGORIES AND AWARDS

The following awards will be presented based on the QUALITY and ORIGINALITY of the work. Attention will be paid to how well the piece fulfills its particular communication goal in relation to the category in which it was entered. Student Competition entries will be judged in five categories: Advertising • Design • Illustration • Photography • Electronic Media. Each accepted entry receives a Certificate of Merit. Some entries will be further recognized with Gold, Silver, or Bronze awards. An additional award will be selected from all of the entries in the show and recognized as the "Best of Show." If the judges determine that no entry distinguishes itself for this top award, then no "Best of Show" will be awarded. All entries are automatically eligible for this category.

STUDENT SHOW CALENDAR

FRIDAY, SEPTEMBER 26, 2008 | Entries due. Must be received by 6pm.

FRIDAY, OCTOBER 3, 2008 | Late entries due. Must be received by 6pm.

WEEK OF OCTOBER 20, 2008 | Notification of accepted entries.

TUESDAY, OCTOBER 31, 2008 | All accepted work (mounted) due. Must be received by 6pm. No Extensions.

SATURDAY, NOVEMBER 15, 2008 | The 53rd Annual Houston Show Awards Reception. Students may collect their mounted work the night of the show. ADCH will not be responsible for student work after the show.

WINNING ENTRIES

Each school will be provided a list of students whose work has been accepted the week of October 20. At that time you will be given instructions for mounting prints for display in the show. Please do not email or call to ask if your work is in the show.

AWARD SHOW

The Student Show Awards will be distributed at the 53rd Annual Houston Show reception on Saturday, November 15th. All Student Show entrants are encouraged to attend. A reservation form will be sent out to each school with Notification of Acceptance.

The 53rdt Annual Houston Show

Saturday, November 15, 2008 at 6:30 p.m.

Houston, TX

ADCH will contact schools to make arrangements to distribute awards and certificates not distributed the night of the show.

FOR MORE INFORMATION

Houston Show Chairs:

Alex Barber	e-mail: info@adch.org
Jamie Farquhar	e-mail: info@adch.org
	phone: 713.320.6167
ADCH web site:	www.adch.org

STEP 1

CHOOSE YOUR BEST WORK

Each student is permitted a maximum of three entries in the student competition. One of these three can be a campaign or series. Limit campaign/series to three pieces; components of any campaign/series entry beyond five will not be judged. There is no limit to the number of entries allowed per school. All entries are to be submitted in DIGITAL format. (See entry formats on page 4 of this PDF.)

STEP 2

FILL OUT THE ENTRY FORMS

EXCEL FILE | All student entries MUST be accompanied by the Excel Entry Form available from the Awards Show section of the ADCH web site (www.adch.org). All entries must be typed into the spreadsheet and burned onto the CD containing the student work. See step 4 below. There should be one spreadsheet per school containing all student entry information.

STUDENT MASTER INFORMATION FORM | Each student entering the show must fill out one Master Information Form and include it with his/her entries. The official 2006 Student Master Information Form be may be found at the end of this PDF.

STUDENT ENTRY FORM | Fill out one form for each piece submitted. Collect the student master information form with that student's entry forms together in a #10 envelope. Include the collected forms with the school manifest – see step 4 below. Photocopies of all forms are acceptable. Forms should be typed or neatly printed. The official 2008 Student Entry Form may be found at the end of this PDF.

SCHOOL MANIFEST | To be filled out by a professor. See step 4 below.

FEES | Entries need to be accompanied by fees as indicated in step 4 below.

STEP 3

PREPARE YOUR ENTRIES

All student work must be submitted on a CD or DVD with the apporiate file type. Please try to limit all work to ONE DVD or CD per school. Please group the work by categories as seperate folders on the CD/DVD, and then provide a folder with student name, with all student work inside the folder for this category. This will keep student series in one folder under that student's name. Go to www.adch.org for details or email the Student Show Chair with questions.

EXAMPLE OF FILE STRUCTURE ON SCHOOL CD/DVD

CD of files

Advertising (folder)

        Student 1 (folder)

                a_abcu_jas_1.jpg

                a_abcu_jas_2.jpg

See ENTRY FORMATS on page XXX of this PDF for details on file preparation.

ENTRIES ARE NOT MOUNTED – ALL ENTRIES ARE ACCEPTED ONLY AS FILES. Entries are submitted digitally for judging. ADCH will request board-mounted display prints (photographic or color lasers) for entries selected for the show. Mounting instructions will be given upon notification of accepted entries.

STEP 4

PROFESSORS COMPLETE THE MANIFEST & TALLY FEES

SCHOOL MANIFEST | Each school is required to include a manifest for the entire package of entries submitted. The manifest should contain a listing of all entries from that school. Make sure that every entry on the Manifest has a description or title so that we can identify an entry if it becomes separated from its forms. Additional copies of the Manifest may be used if needed. The official 2008 School Manifest Form may be found at the end of this PDF. The school package must include a complete Manifest, a CD containing the JPEGS of student entries with an index and entry forms, as well as broadcast and electronic media entries with attached entry forms. The CD must also include the Excel files for each student's entries; the Excel files can be on a separate disc if needed. The package must also include the entry fees as specified below.

- Total the number of entries and fees (see chart below).

   In an envelope marked "FEES"

- Include payment in full by check or money order for all entries. Payment must include ADCH Membership fees if joining at this time.

   Please make all checks payable to: Art Directors Club of Houston.

- Place the envelope marked FEES inside the school package.

ENTRY FEES (FEE FOR UP TO THREE ENTRIES)

	Members*	Non Members
Entry Fees	$15	$25

- Discounted member entry rates may be used by the following:
- Current ADCH student members. Student membership is not limited by distance from Houston.
- New/Renewing ADCH student members who enclose membership forms and payment with their entries.

To take advantage of student member rates, join or renew now and include the membership dues with your payment.

ENTRY FORMATS

PRINT/3-DIMENSIONAL FORMAT

JPEGs should be created for all print and 3-Dimensional entries. Each JPEG must be clearly labeled with the following format. Entries will be judged on Macintosh. The JPEG dimension should not exceed 1024 x 768 pixels. Please use the following naming convention:

Example: d_abcu_jas_1.jpg

No spaces. All lowercase. Sections should be separated by an underscore (shift key + hyphen key). Naming convention is as follows:

- Write the category letter:

  Advertising = a

  Design = d

  Illustration = i

  Photography = p

  Electronic Media = e

- Write your school's initials, up to four characters.

  (Keep entries from the same school consistent.)

  Example: ABC University = abcu

- Write your initials; three characters maximum. Example: John Adams Smith = jas

- Entries for each student should be numbered sequentially. Their first entry is number one, the second is number two, etc. Numbering is not dependent on categories, but rather the total number of entries for that particular student.

  Example: d_abcu_jas_1.jpg

  d_abcu_jas_2.jpg

  i_abcu_jas_3.jpg

- Write a period and the suffix "jpg" on each file. Example: .jpg

- If you are submitting multiple JPEGS for an entry (whether it's multiple views of a single entry, or multiple pieces in a campaign or series), give each piece a preceding letter based on its order.

  Example: d_abcu_jas_1a.jpg

  d_abcu_jas_1b.jpg

Once each JPEG is properly named, all of the JPEGs from the school should be burned to a CD. Print an index of the CD's contents and include with the CD in the final school package. Please package CDs or disks carefully to prevent breakage.

BROADCAST FORMAT

Submit television spots in either storyboard format or as a QuickTime (.mov) file that will play without any special CODEC plug-ins. Both scripts and mp3 files will be accepted for radio entries. Clearly label each CD with the mp3 with the student's name, entry category, name of university and title of entry. Tape an envelope with an entry form to the piece.

ELECTRONIC MEDIA FORMAT

CD-ROMS/ANIMATIONS/ETC. | Electronic media should be submitted on CD. All media must indicate the target platform for playback (ie, Macintosh or Windows). Please test your files before sending.

WEB SITES | Print the complete web address (URL) in a separate Word document and the Excel entry spreadsheet. Web sites must be compatible with Internet Explorer or higher (PC) and/or Safari (OS X). Web sites that are not online must be entered on CD. Please test your files and URLs before sending.

Clearly label all CD media with the student's name, entry category, name of university, and title of entry. Tape an envelope with entry form to the CD.

CHECKLIST

- Each student will fill out one Master Information Form and matching Excel file.
- Include clearly labeled entries (CDs, Web URLs, etc.) with all Entry Forms attached.
- School Manifest – One form from each school/university. This is an index of all students and entries from a particular school/university. (This should be filled out by a professor.)
- Fees – Include one check to cover all entry and membership fees (if applicable). The check should be payable to the Art Directors Club of Houston.
- All entries (with forms and fees) from a school should be packaged together to be received by the Student Show Chair on or before the entry deadline of Friday, September 26th. Late entries are due Friday, October 13th.

PLEASE NOTE | The Art Directors Club of Houston will handle your entries carefully, but cannot be held responsible for loss of, or damage to, any entry. Do not send your only copies or original files of your work.

ABOUT THE ELLEN TAMM MEMORIAL FUND

The ADCH Ellen Tamm Memorial Fund was established in 1988 to honor the memory of Ellen Tamm, a former ADCH board member and Houston art director. Every year, the club raises funds through its bi-annual Art Auction and other events to provide programs for students.

THE 2008 ADCH ELLEN TAMM STUDENT SHOW RELEASE

Entries accepted in the Art Directors Club of Houston (ADCH) 2008 Ellen Tamm Student Show will be displayed at the awards reception. In addition, ADCH has the right to publish accepted entries on its web site, and credit the work using the information on the entry forms submitted with each entry. Usage will be royalty-free to ADCH. The entrant/creator of this original student work should complete the blanks on the Master Information Form granting ADCH permission to use his/her entry(ies) as stated above.

SPECIAL THANKS

PRINTING | Samaria Print Services, www.samariaprintservices.com

PAPER | XYZ Paper Co., www.xyzpaperco.com

DESIGN | Judson Design, www.judsondesign.com

ENTRY FORMS

THE HOUSTON SHOW 2008 MASTER STUDENT ENTRY FORM

ONE completed copy of the Student Master Information Form should be submitted by each student in the envelope for that student's entry.

_____
Student

_____   _____
School   Faculty Contact

_____
Student's Street Address (No P.O. Boxes)

_____   _____   _____
City   State   Zip

_____   _____
Student's Phone   Faculty's Work Phone

_____   _____
Student's E-mail   Faculty's Work E-mail

_____   _____
Print Name   Release Signature

ENTRY FEES

Quantity		Member*	Non-Member	Amount		Check One:
_____	Fee for up to three pieces, one of which can be a series	$15	$25	_____		o SINGLE
						o SERIES/CAMPAIGN (# of Pieces___)
						Includes electronic media? Y N
	Membership Join now and save!		$25	_____		
			Total Payment	_____		

THE HOUSTON SHOW 2008 STUDENT ENTRY FORM

Fill out one entry form per entry.

Category
    □ Advertising   □ Electronic Media
    □ Design   □ Illustration
    □ Photography

_____
Student

_____
School

_____
Professor (for this project)

_____   _____
Student's Phone   Professor's Work Phone

_____   _____
Student's Email   Professor's E-mail

_____
Title of Entry

_____
Description/Purpose

_____

The 200 6 Ellen Tamm Student Show – School Manifest Form

ONE manifest should be submitted from each school. This should be a listing of all entries from that school.

Make additional photocopies of this form as needed and staple the copies together. Complete one line for each entry. Please print or type.

School (Print above rule)

Faculty Contact   Phone   Fax

School Address (No P.O. boxes)   City   State   Zip

Manifest Contact (if different from faculty contact above)   Phone   Fax

Student's First and Last Name	Title of Entry	Category	# of pieces in Entry
I.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
I0.			
II.			
I2.			
I3.			
I4.			
I5.			
Page Totals			

(_____ Additional manifest pages are attached)