



art director's club of houston presents

material

call for entries for the 55th annual show

deadline: october 1, 2010



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annual

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## STUDENT CALL FOR ENTRIES

### DEADLINE

The entry deadline for The 2010 Art Directors Club of Houston Annual Competition is Friday, October 1, 2010 at 5:00 p.m.

#### Hand-deliver, Mail or FedEx entries to:

ATTN: ADCH 2010 SHOW

Axiom

1210 W. Clay, suite 9

Houston, TX 77019

Phone: 713.523.5711

#### All entries arriving after October 8<sup>th</sup> will not be considered for judging.

The final deadline is Friday, October 8, 2010 at 5:00 p.m. No entries will be accepted after this date. Late entries should be mailed or delivered to Axiom. Judging for the Houston Show will be held at Axiom on Oct. 16-17.

### AWARD SHOW

The 55th Annual Art Directors Club of Houston Show is:  
Friday, November 12, 2010 at 6:30 p.m., Downtown Houston

### STUDENT ELIGIBILITY

The competition is open to all students currently working toward an undergraduate or postgraduate degree from an accredited college, university, or art school. Students who graduated in Spring 2010 are also eligible, provided that work submitted was completed before graduation. Only student projects are eligible - no professional or freelance projects, please.

## **CALL FOR ENTRIES (CONT...)**

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### **STUDENT SHOW CALENDAR**

**FRIDAY, OCTOBER 8, 2010** | All entries due. No exceptions

**WEEK OF OCTOBER 25, 2010** | Notification of accepted entries.

**FRIDAY, OCTOBER 29, 2010** | All accepted work (mounted) due. Must be received by 6pm. No Extensions.

**FRIDAY, NOVEMBER 12, 2010** | The 55th 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**

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Each school will be provided a list of students whose work has been accepted the week of October 18. 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**

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The Student Show Awards will be distributed at the 55th Annual Houston Show reception on Friday, November 12th. All Student Show entrants are encouraged to attend. A reservation form will be sent out to each school with Notification of Acceptance.

The 55th Annual Houston Show  
Friday, November 12, 2010 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.

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#### **For More Information**

Houston Show Chairs:

Alex Barber e-mail: [info@adch.org](mailto:info@adch.org)

Carleton D. Smith Jr e-mail: [info@adch.org](mailto:info@adch.org), phone: 979-415-4364

ADCH web site: [www.adch.org](http://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 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](http://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 2009 Student Master Information Form may be found at the end of this PDF.

**STUDENT ENTRY FORMS** | 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 2009 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

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## PREPARE YOUR ENTRIES

All student work must be submitted on a CD or DVD with the appropriate file type. Please try to limit all work to ONE DVD or CD per school. Please group the work by categories as separate 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](http://www.adch.org) for details or email the Student Show Chair with questions.

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## EXAMPLE OF FILE STRUCTURE

CD of files

Advertising (folder)

Student 1 (folder)

a\_abcu\_jas\_1.jpg

a\_abcu\_jas\_2.jpg

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**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

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## 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 2010 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.
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## ENTRY FEES (UP TO THREE ENTRIES)

	Members*	Non Members
Single	\$15	\$25

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\* Discounted member entry rates may be used by the following:

- Current ADCH members.
- New/Renewing ADCH student members who enclose membership forms and payment with their entries.

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

**PRINT/3-DIMENSIONAL ENTRIES** | 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** | 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**

**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.

**WEBSITES** - 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**

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- 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, October 8<sup>th</sup>.

**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.



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## **ABOUT THE ELLEN TAMM MEMORIAL FUND**

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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 2010 ADCH ELLEN TAMM STUDENT RELEASE**

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Entries accepted in the Art Directors Club of Houston (ADCH) 2010 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**

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PRINTING | Southwest Precision Printing, L.P.

PAPER | Olmsted-Kirk Paper Company

DESIGN | Love Advertising, [www.loveadv.com](http://www.loveadv.com)

# ENTRY FORMS

## THE HOUSTON SHOW 2010 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 (Print above line)

Address

School

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

City

State

Zip

Email

Contact/Student phone

Faculty's Work Phone

Student's E-mail

Faculty's Work E-mail

Print Name

Release Signature

### ENTRY FEES

Quantity	Type of Entry	Member*	Non-Member	Amount	Check One:
_____	Fee for up to three pieces, one of which can be a series.	\$15	\$25	_____	<input type="checkbox"/> SINGLE
					<input type="checkbox"/> SERIES/CAMPAIGN (# of Pieces _____ )
					Includes electronic media? Y N
	Membership Join now and save!		\$25	_____	
			Total Payment	_____	

## THE HOUSTON SHOW 2010 MASTER STUDENT ENTRY FORM

Fill out one entry form per entry.

Category

Advertising

Electronic Media

Design

Illustration

Photography

Student

School

Professor (for this project)

Student Phone

Professor's Work Phone

Student's E-mail

Professor's E-mail

Title of Entry

Description/Purpose

# ENTRY FORMS

**THE 2010 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 line)

\_\_\_\_\_  
 Faculty Contact Phone Fax

\_\_\_\_\_  
 School Address (No P.O. Boxes) City State Zip

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

Student's First and Last Name	Last Name Title of Entry	Category	# of pieces in Entry
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
Page Totals			

(\_\_\_\_\_ Additional manifest pages are attached)